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The Dynamic of Human Relations That Builds by Public Relations in the Dominant Coalition's View (Top Management), in Mercu Buana University, Jakarta (Case Study)

The amount of page: xi+180+8 Enclosures+23 Bibliography (1982-2007)

Abstract

Nowadays, Public relations' position is not only for an organization or a big company but also for the university. Mercu Buana University is one of the private university which is the role and function of Public Relations are very important because to create a good image and reputation.

In doing the duties, Public Relations must be having the skill to persuade all of the stakeholders to make a good relationship, especially the dominant coalition (top management). This skill is called by human relations. Human relations is very important in the organization because human is not consider as a machine of productivity but there is a humanism side that have to give a big attention. So that, the writer wants to make the research about how the dynamic of human relations that builds by Public Relations in the dominant coalition's view (top management) in Mercu Buana University, Jakarta.

The purpose of this research is to describe how the dynamic of human relations that builds by Public Relations in the dominant coalition's view (top management) in Mercu Buana University, Jakarta. The theory that used in this research is human relations in organization's view that is interaction in doing the job by the people in the organization. The aim is to motivate all of the people in the organization so that the goal of organization will be reached.

This research is using the qualitative method with case study technique. The collecting data by doing in depth interview with the dominant coalitions (top management) of Mercu Buana University. The result of the interview is analyzed by the description method with using the words from the result of the observation.

Based on the result of the research is the dynamic or interaction between Public Relations of Mercu Buana University in build human relations with dominant coalitions of Mercu Buana Buana University are good when Public Relations of Mercu Buana University create a relationship. The wish from dominant coalitions of Mercu Buana University is Public Relations have to increase the role and function of Public Relations.