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JAKARTA

ABSTRAKSI

WIDHA YURIDIA ARYANI

Strategi Humas PT. Pindo Deli Pulp and Paper Mills dalam Melaksanakan Kegiatan *Community Development* Masyarakat Desa Kuta Mekar Karawang Jawa Barat

viii + 81 halaman + 58 lampiran Bibliografi : 25 Acuan (1985-2004)

Strategi humas merupakan salah satu bentuk dari proses *public relations*, dibentuknya suatu strategi bertujuan untuk menjalankan sebuah rencana yang dapat berjalan lancar dan sistematis, strategi bagi seorang humas merupakan jalan atau mencari taktik untuk menghadapi permasalahan yang sedang terjadi. Strategi yang dilakukan humas PT. Pindo Deli Pulp and Paper Mills dalam melaksanakan kegiatan *Community Development* dilakukan agar dengan kegiatan tersebut dapat meningkatkan SDM (sumber daya manusia) pada masyarakat tersebut.

Adapun tujuan dari penelitian ini adalah untuk mengetahui strategi humas PT. Pindo Deli Pulp and Paper Mills dalam melaksanakan kegiatan *Community Development* masyarakat desa Kuta Mekar Karawang Jawa Barat, kerangka konsep yang digunakan dalam penelitian ini adalah pengertian komunikasi, pengertian humas, yang terdiri dari fungsi, tugas humas dan publik eksternal humas, strategi humas, program kerja humas, *Community Relations*, *Community Development* yang terdiri dari tujuan *community development*, metode kerja *community development*, Masyarakat.

Penelitian ini menggunakan metode studi kasus dengan tipe penelitian deskriptif dan pendekatan kualitatif, teknik pengumpulan data yang digunakan adalah wawancara mendalam (*indept interview*) kepada kepala *Community Development*, staff lapangan *Community Development*, kepala desa dan perwakilan tokoh masyarakat desa Kuta Mekar Karawang Jawa barat.

Hasil penelitian yang diperoleh bahwa strategi humas PT. Pindo Deli Pulp and Paper Mills dalam melaksanakan kegiatan *Community Development* masyarakat desa Kuta Mekar adalah cukup baik dengan melakukan beberapa tahap mulai dari pengumpulan data dan fakta, perencanaan, aksi dan komunikasi serta evaluasi. Saran dari hasil penelitian ini adalah Humas PT. Pindo Deli Pulp and Paper Mills kiranya dapat terus mempertahankan dan meningkatkan hubungan baik yang sudah terjalin selama ini dengan masyarakat sekitar perusahaan PT. Pindo Deli Pulp and Paper Mills Karawang Jawa Barat.



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ABSTRACT

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The Public Relations Strategy Of PT. Pindo Deli Pulp And Paper Mills In Executing Activity Of Countryside Society Development Community Of Kuta Mekar Karawang, West Java.

viii + 81 pages + 58 enclosures, Bibliografi: 30 form (1985-2004)

Public Relations strategy is one of the forming from process of public relations, the forming of a strategy aim to run a plan which earn done well and systematic, strategy for a public relations is road street or look for tactics to overcoming problems which is happened. Done by strategy is Public Relations of PT. Pindo Deli Pulp and Paper Mills in executing activity of Community Development done to be with the activity slowlies can improve human resource at that society.

The aim of this research is to know Public Relations strategy of PT. Pindo Deli Pulp and Paper Mills in executing activity of countryside society development community of Kuta Mekar Karawang, West Java, the concept that used in this research is definition of communications, definition of public relations which consist of (functions, duty, and eksternal public of Public Relations), strategy of Public Relations which consist of (workplan of Public Relations), Community Relations, Community Development which consist of (method work and target of community development), society.

This research use case study method with descriptive research type and qualitative approach, technique data collecting the used is indepth interview to head of community development, field staff of community development, countryside head and representative of countryside elite figure of Kuta Mekar Karawang, West Java.

Result of this research obtained that Public Relations strategy of PT. Pindo Deli Pulp and Paper Mills in executing activity of countryside society development community of Kuta Mekar is good enough with done some phases start from data collecting and fact, planning, communications and action, and also evaluate. Suggestion of this research result is Public Relations of PT. Pindo Deli Pulp and Paper Mills can continue to maintain and improve good relations which have constructive during the time with society around company of PT. Pindo Deli Pulp and Paper Mills Karawang, West Java.