

ABSTRAK

Penelitian ini dilakukan untuk mengetahui implementasi marketing public relations departemen pengembangan usaha industri galangan kapal dalam mempertahankan kerjasama kemitraan pelanggan periode tahun 2013 -2016 studi kasus pada PT. Daya Radar Utama. Adapun tujuan penelitian ini yaitu mengetahui informasi pertama, implementasi *marketing public relations* departemen pengembangan usaha industri galangan kapal dalam mempertahankan kerjasama kemitraan dengan pelanggan PT. Daya Radar Utama pada tahun 2013 – 2016. Kedua, mengetahui alasan *marketing public relations* departemen pengembangan usaha industri galangan kapal dalam mempertahankan kerjasama kemitraan dengan pelanggan PT. DRU pada tahun 2013–2016 . Ketiga, hambatan dalam *marketing public relations* departemen pengembangan usaha industri galangan kapal dalam mempertahankan kerjasama kemitraan dengan pelanggan PT. DRU pada tahun 2013–2016 melalui perspektif studi kasus.

Sebagai teori, penelitian ini menggunakan teori dan konsep marketing public relations Thomas L. Harris dan Patricia T. Whalen dan sebagai metodenya yaitu, metode kualitatif, dengan perspektif studi kasus, dan paradigmanya ialah paradigma postpositivistik.

Implementasi *marketing public relations* yang dilakukan oleh departemen pengembangan usaha PT. DRU dalam mempertahankan kemitraan dengan pelanggan adalah melalui kegiatan *marketing public relations* yang dilaksanakan sesuai dengan perencanaan dan di evaluasi kegiatan-kegiatan yang telah dilaksanakan. Disimpulkan bahwa *marketing public relations* sudah berjalan dengan baik namun pelaksanaan belum optimal karena hambatan kurangnya pemahaman departemen pengembangan usaha dalam mengerti tugas dan fungsinya sebagai fungsi *marketing* dan *public relations*, kurangnya sumber daya manusia sehingga tugas tumpang tindih, sulitnya waktu koordinasi internal antara departemen pengembangan usaha dan departemen produksi engineering.

Kata Kunci : *Marketing Public Relations*, Komunikasi Korporat, Industri Galangan Kapal

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ABSTRACT

This research is conducted to know the implementation of marketing public relations business development department of shipyard industry in maintaining the cooperation of customer partnership period 2013 -2016 case study at PT. DayaRadar Utama. The purpose of this study is to know the first information, implementation of marketing public relations business development department of shipbuilding industry in maintaining cooperation partnerships with customers PT. DRU in 2013 - 2016. Secondly, knowing the reason of marketing public relations business development department of shipyard industry in maintaining partnership cooperation with customers of PT. Daya Radar Utama in 2013-2016. Third, the obstacles in marketing public relations of business development department shipyard industry in maintaining partnership cooperation with customers of PT. DRU in 2013-2016 through a case study perspective.

As a theory, this research uses the theories and concepts of marketing public relations Thomas L. Harris and Patricia T. Whalen and as a method that is, qualitative methods, with a case study perspective, and the paradigm is a postpositivistic paradigm.

Implementation of marketing public relations conducted by the business development department of PT. DRU in maintaining partnerships with customers is through marketing public relations activities conducted in accordance with the planning and evaluation of activities that have been implemented. It is concluded that marketing public relations is running well but the implementation is not yet optimal because of the lack of understanding of business development department in understanding its task and function as marketing and public relations function, lack of human resources so that task overlap, difficult time internal coordination between business development department and production department Engineering.

Keywords: Marketing Public Relations, Corporate Communications, Shipyard Industry

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