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Strategi *Public Relations Independent Consultant* Oriflame Najiyah Ulfah Ardie Dalam Merekrut *Downline* Di Media Sosial Facebook
Jumlah Halaman : 109 halaman + 4 lampiran
Bibliografi : 17 acuan buku, 5 jurnal dan 4 website. Tahun 2003 - 2015

ABSTRAK

Pembahasan mengenai strategi komunikasi tidak lepas dari ilmu *public relations* yang belajar mengenai cara berkomunikasi terkait dengan penelitian ini yang membahas mengenai strategi *public relations independent consultant* Oriflame yang mana didalamnya sangat dibutuhkan ilmu komunikasi, sehingga membuat seseorang yang awalnya tidak percaya dengan MLM Oriflame kemudian bisa mempercayai dan berhasil bergabung ke dalam bisnis tersebut.

Penelitian ini dilakukan untuk mengetahui strategi *public relations* yang dilakukan oleh *independent consultant* Oriflame dengan menggunakan landasan teori strategi *public relations* yang dicetuskan oleh Scott M dan Center. Dimana strategi *Public Relations* tersebut meliputi *fact finding*, perencanaan, komunikasi dan evaluasi. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan tipe penelitian deskriptif. Teknik pengumpulan data yang digunakan yaitu melalui wawancara dan dokumentasi.

Hasil dari penelitian ini membahas mengenai strategi *public relations independent consultant* dalam menemukan fakta, membuat perencanaan, menyampaikan komunikasi hingga pada tahap evaluasi. Sehingga peneliti mampu memperoleh gambaran mengenai strategi *public relations* yang dilakukan *independent consultant* Oriflame tersebut.

Dari komunikasi yang dilakukan oleh *independent consultant* Oriflame menyimpulkan bahwa dalam melaksanakan strategi *public relations* tersebut, masih kurangnya cara khusus dalam bersosialisasi, yang bersifat persuasif terhadap calon *downline*. Komunikasi tersebut dilakukan melalui media *online* yaitu Facebook.

Keywords: Public Relations, Strategi Public Relations, Multi Level Marketing, Oriflame, Independent Consultant Oriflame, Facebook.

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THESIS ASSEMBLY APPROBAL SHEET

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Biographu	: 109 Pages; 4 Internet Articles; 17 Books (2003-2010); 5 journal.

ABSTRACT

The discussion about communication strategy cannot be taken out of the public relation context which explores about the way of communication. And it is related with this research that discusses about the strategy of oriflame independent consultant's public relation which requires communication skills. Therefore, the consultant is able to make the people who don't believe oriflame in the first place into the people who believe it afterwards.

This research is done to know the public relation strategy that is used by the oriflame independent consultant with the theory of public relation strategy by scott m and center which includes fact finding, the plan, communication, and evalution. This research uses qualitative approach with descriptive research type. The collecting data technique that is used is through interview and documentation.

The result of this research discusses about the strategy of the independent consultant's public relation in getting facts, making the plan, and conveying the communication till the evaluation step. Therefore, the writer could provide the way how the independent consultant does the public relation strategy.

From the communication with the oriflame independent consultant, it can be concluded that in doing such strategy, there is a lack of special persuasive treatment in socializing towards the downline candidate. The communication that is being discussed is done through online media which is facebook.

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