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Peran Public Relations Media Otomotif dalam mengimplementasikan program  
Community Relations pada Event Otobursa Tumppek Blek 2018  
Jumlah Halaman : vii – 101 Halaman – 20 Lampiran

### ABSTRAK

Komunitas merupakan bagian dari *Stakeholders* yang perlu diperhatikan oleh bidang Public Relations dalam sebuah perusahaan. Hal ini dapat diperhatikan pada Media Otomotif yang sebelumnya pernah melaksanakan event besar Otobursa Tumppek Blek di tahun 2018. Namun sayangnya, jumlah total pengunjung termasuk komunitas tidak sesuai target yang dibentuk. Untuk itu peneliti ingin mengetahui seperti apa kedekatan yang dibentuk antara Komunitas dengan Media Otomotif. Tujuan dari penelitian ini yaitu untuk mengetahui Peran Public Relations Media Otomotif dalam mengimplementasikan program Community Relations pada event Otobursa Tumppek Blek 2018.

Tinjauan pustaka mengacu kepada pengertian-pengertian dari komunikasi secara umum dan Public Relations. Teori Community Relations yang digunakan peneliti mengacu pada teori Onong Uchana Efendy, Gregory, dan Jerold. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Metode penelitian yang digunakan adalah studi kasus dengan melakukan wawancara mendalam kepada narasumber.

Hasil penelitian ini menunjukkan bahwa peran PR Media Otomotif dalam membina hubungan dengan komunitasnya sesuai dengan empat Peran Public Relations yakni Teknisi Komunikasi, Pakar Perumus Masalah, Fasilitator Komunikasi, dan Fasilitator Pemecah Masalah. Peran Public Relations yang paling dominan adalah Teknisi Komunikasi dan Fasilitator Komunikasi.

Penelitian ini menyimpulkan bahwa Program Community Relations dalam Peran Public Relations suatu perusahaan/organisasi sangat penting pada suatu event yang sedang dijalankan oleh perusahaan/organisasi.

Kata Kunci : Community Relations, Peran Public Relations, Komunikasi, Media Otomotif, Otobursa Tumppek Blek



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The Role of Otomotif Media Public Relations in implementing the Community Relations program at the 2018 Otobursa Tumppek Blek Event.

Number of pages: vii – 101 pages – 20 attachments

### **ABSTRACT**

Community is a part of stakeholders that needs to be considered by the field of Public Relations in a company. This can be noted in Otomotif Media which had previously held a major Otobursa Tumppek Blek event in 2018. But unfortunately, the total number of visitors including the community did not match the established target. For this reason, researchers want to know what kind of closeness is formed between the Community and Otomotif Media. The purpose of this study is to determine the role of Otomotif Media Public Relations in implementing the Community Relations program at the 2018 Otobursa Tumppek Blek event.

Literature review refers to the notions of communication in general and Public Relations. Community Relations Theory used by researchers refers to the theory of Onong Uchana Efendy, Gregory, and Jerold. This study uses a qualitative approach with descriptive research type. The research method used was a case study by conducting in-depth interviews with informants.

The results of this study indicate that the role of Automotive Media PR in fostering relationships with the community is in accordance with the four Roles of Public Relations namely Communication Technicians, Problem Formulation Experts, Communication Facilitators, and Problem Solving Facilitators. The most dominant role of Public Relations is Communication Technician and Communication Facilitator.

This study concludes that the Community Relations Program in the Role of Public Relations of a company / organization is very important at an event that is being run by a company / organization.

Keyword: Community Relations, Role of Public Relations, Communication, Otomotif Media, Otobursa Tumppek Blek