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**Identifikasi Fungsi Dan Peran Humas Dalam Kegiatan Customer Relations
Di PT Arranet Indonesia Sejahtera**
Bibliografi : 5 bab, 109 hal + 16 jurnal + 20 buku

ABSTRAK

PT. Arranet Indonesia Sejahtera (PT. Arranet) adalah salah satu perusahaan penyedia jasa solusi *payment gateway/switching* berbasis di Jakarta, dimana dalam struktur organisasinya tidak memiliki divisi humas atau public relations secara khusus, namun dalam menjalankan operasional perusahaannya terdapat divisi umum dan operasional yang teridentifikasi menjalankan Fungsi dan Peran kehumasan aktivitasnya melayani kebutuhan internal dan eksternal perusahaan.

Teori yang digunakan dalam penelitian ini adalah teori komunikasi dan teori *public relations*. Komunikasi adalah bentuk interaksi manusia yang saling mempengaruhi satu sama lain. Menurut teori *public relations*, bahwa humas merupakan kegiatan komunikasi dua arah secara timbal balik antara suatu organisasi dengan publiknya atau khalayaknya, baik publik internal maupun eksternal yang berfungsi sebagai *method of communication* dan *state of being*.

Dalam penelitian ini, paradigma yang digunakan adalah paradigma *post-positivistik* dengan menggunakan metode kualitatif. Sumber data terdiri dari data primer dan sekunder melalui teknik wawancara, dokumentasi dan studi kepustakaan yang dianalisis secara kualitatif.

Hasil penelitian menyimpulkan, bahwa fungsi *public relations* yang paling dominan dijalankan Divisi Umum dan Operasional perusahaan adalah fungsi membina hubungan baik dengan *customers*. Kedua, peran *public relations* pada PT Arranet nampak pada beberapa aktivitas *public relations*, yaitu sebagai penasehat ahli, fasilitator komunikasi, dan fasilitator proses pemecahan masalah. Peran *public relations* yang dijalankan Divisi Umum dan Operasional perusahaan lebih dominan pada peran *public relations* sebagai fasilitator komunikasi. Hambatan yang terjadi pada humas PT Arranet dalam menjalankan Fungsi dan Perannya dalam menjalin hubungan baik dengan *customers* adalah kurangnya kemampuan dalam memecahkan problem atas terjadinya komplain dari *customers*, yang salahsatunya disebabkan oleh kurangnya kemampuan dalam berkomunikasi secara efektif. Sebagai solusinya perlu diberikan pendidikan dan pelatihan secara berkala tentang kemampuan *communication knowledge* dan *communication skill* yang efektif.

Kata Kunci: Peran, Fungsi, Humas, *Customer Relations*.

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***Identification of Function and the Role of Public Relations in Customer Relations Activities at PT Arranet Indonesia Sejahtera
Bibliography: 5 chapters, 109 pages + 16 journals + 20 books***

ABSTRACT

PT. Arranet Indonesia Sejahtera (PT. Arranet) is a payment gateway/switching solution provider company based in Jakarta, where in its organizational structure does not have a public relations or public relations division specifically, but in carrying out its company operations there are general and operational divisions that are identified as running the role and function of public relations activities serve the internal and external needs of the company.

The theory used in this research is communication theory and public relations theory. Communication is a form of human interaction that influences each other. According to the theory of public relations, public relations is a reciprocal two-way communication activity between an organization and its publics or audiences, both internal and external publics that function as a method of communication and state of being.

In this study, the paradigm used is post-positivistic paradigm using qualitative methods. Sources of data consist of primary and secondary data through interview techniques, documentation and literature study which were analyzed qualitatively.

The results of the study concluded that the role of public relations at PT Arranet appeared in several public relations activities, namely as expert advisors, communication facilitators, and problem-solving process facilitators. The role of public relations carried out by the General and Operational Division of the company is more dominant in the role of public relations as a communication facilitator. Meanwhile, the most dominant public relations function carried out by the General and Operational Division of the company is the function of fostering good relations with customers. The obstacle that occurs in PT Arranet's PR in carrying out its roles and functions in establishing good relationships with customers is the lack of ability to solve problems for complaints from customers, one of which is caused by a lack of ability to communicate effectively. As a solution, it is necessary to provide education and training on a regular basis on the ability to communicate knowledge and effective communication skills.

Keywords: Role, Function, Public Relations, Customer Relations.