



Universitas Mercu Buana

Fakultas Ilmu Komunikasi

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Peran Public Relations Metro TV Dalam Menjaga Efektivitas Kerja Pada Masa Pandemi Covid-19.

Bibliografi : 5 Bab, 81 Hal + Lampiran + 29 Buku + 6 Penelitian Ilmiah

### ABSTRAK

*Public Relations* mempunyai kedudukan berarti dalam perputaran sistem, efektivitas kerja, serta manajemen yang terdapat dalam perusahaan ataupun organisasi. Tidak terkecuali Metro TV yakni perusahaan yang bergerak dibidang pers yang memiliki citra baik di masyarakat. Sementara di masyarakat beredar pandemi virus Covid-19 yang sudah melanda bermacam aspek kehidupan manusia belum lama ini. Nyaris segala aktivitas dari mulai pembelajaran sampai perekonomian tersendat disebabkan pandemi ini. Terdapat regulasi baru yang diberikan pemerintah semenjak adanya pandemi tersebut. Hingga penelitian ini bertujuan untuk menganalisis peran public relations Metro TV dalam menjaga efektivitas kerja pada masa pandemi Covid-19.

Paradigma dalam penelitian ini adalah konstruktivis, dengan metode deskriptif. Subyek penelitian terdiri dari *Head* dan kedua *Staff* dari Metro TV. Teknik pengumpulan data primer menggunakan wawancara tidak terstruktur. Penelitian ini menggunakan analisis data kualitatif.

Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, peran yang dilakukan Public Relations Metro TV dalam menghadapi adanya pandemi Covid-19 sebagai *Problem Solving Process Facilitator* dan *Communication Facilitator*. Kedua, peneliti menemukan adanya dalam pencapaian tujuan seorang public relations seperti *good image* (citra baik), *goodwill* (itikad baik), *mutual understanding* (saling pengertian), *mutual confidence* (saling mempercayai), *mutual appreciation* (saling menghargai), dan *tolerance* (toleransi), dimiliki public relations Metro TV. Ketiga, *Expert Preciber Communication*, dalam pelaksanaan seorang public relations terlihat dari adanya argument yang dikeluarkan oleh narasumber peneliti, di mana public relations juga memiliki posisi yakni sebagai penasihat pimpinan organisasi atau pembuat regulasi.

**Kata Kunci:** Peran, *Public Relations*, Efektivitas, Covid-19



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Bibliography : 5 Chapters, 130 Pages + Appendix + 25 Books + 12 Scientific Research + 11 Websites

### *ABSTRACT*

Public Relations has a significant position in system turnover, work effectiveness, and management in the company or organization. Metro TV is no exception, which is a company engaged in the press that has a good image in the community. Meanwhile, the community has circulated the Covid-19 virus pandemic which has hit various aspects of human life recently. Almost all activities, from learning to the economy, have stalled due to this pandemic. There have been new regulations given by the government since the pandemic. Until this study aims to analyze the role of Metro TV's public relations in maintaining work effectiveness during the Covid-19 pandemic.

The paradigm in this research is constructivist, with descriptive method. The research subjects consisted of the Head and the two staff from Metro TV. Primary data collection techniques using unstructured interviews. This study uses qualitative data analysis.

Based on the results of research and data analysis that has been carried out, the role played by Metro TV Public Relations in dealing with the Covid-19 pandemic is as a Problem Solving Process Facilitator and Communication Facilitator. Second, the researcher found that in achieving the goals of a public relations officer such as good image (good image), goodwill (good faith), mutual understanding (mutual understanding), mutual confidence (mutual trust), mutual appreciation (mutual respect), and tolerance (tolerance). ), owned by public relations Metro TV. Third, Expert Preciber Communication, in the implementation of a public relations, it can be seen from the arguments issued by research sources, where public relations also has a position, namely as an advisor to organizational leaders or regulators.

**Keywords:** Role, Public Relations, Effectiveness, Covid-19