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Pengelolaan website www.compnet.co.id sebagai Media Publisitas PT. Nusantara Compnet Integrator
Bibliografi: 5Bab+Lampiran+20Buku+5Jurnal

ABSTRAK

Media baru yang lahir sebagai transformasi media konvensional semakin menambah keberagaman media komunikasi. PT. Nusantara Compnet Integrator sudah mempunyai website sejak tahun 2005 untuk menyampaikan suatu informasi ke publik internal maupun eksternal. Sejak tahun 2005 PT. Nusantara Compnet Integrator sudah mengelola website itu sendiri. PT. Nusantara Compnet Integrator tidak mempunyai Public Relations secara spesifik dalam struktur organisasi. Peranan Public Relations dalam mengelola website sebagai media informasi dan publikasi, mengelola event dari perencanaan sampai dengan terlaksana dilakukan oleh Marketing Communications. Tujuan penelitian untuk mengetahui pengelolaan website sebagai media publisitas yang terdiri dari Proses *Planning, Organizing, Actuating, Controlling*, di PT. Nusantara Compnet Integrator.

Komunikasi merupakan suatu hal yang sangat dibutuhkan oleh manusia karena pada dasarnya manusia sebagai makhluk sosial yang hidupnya memiliki ketergantungan antara satu dengan lainnya. Setiap sisi kehidupan manusia tidak lepas dari kegiatan komunikasi.

Dalam penelitian ini peneliti menggunakan penelitian post-positivisme. Paradigma post-positivisme ialah aliran yang ingin memperbaiki kelemahan pada positivisme. Jenis uraian hasil penelitian disesuaikan dengan tujuan penelitian. Tipe penelitian yang peneliti ambil adalah Deskriptif Kualitatif.

Penelitian ini dilakukan di PT. Nusantara Compnet Integrator selaku pengelola website di PT. Nusantara Compnet Integrator yang beralamat www.compnet.co.id. Objek yang di ambil adalah data website PT. Nusantara Compnet Integrator dan orang-orang yang mengelola website tersebut yaitu staff Marketing Communication. Berdasarkan hasil penelitian tahap pelaksanaan ini bisa kita lihat apa saja hasil dari susunan dalam perencanaan, yakni ada beberapa kegiatan yang di upload selama 2 kali dalam 1 bulan.

Kata Kunci: Pengelolaan, Website, Komunikasi, Public Relations, POAC, Publisitas



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Website management www.compnet.co.id as Publicity Media PT. Nusantara
Compnet Integrator
Bibliography: 5 Chapters + Appendices + 20 Books + 5 Journals

ABSTRACT

New media that was born as a transformation of conventional media increasingly adds to the diversity of communication media. PT. Nusantara Compnet Integrator has had a website since 2005 to convey information to the internal and external public. Since 2005 PT. Nusantara Compnet Integrator has managed the website itself PT. Nusantara Compnet Integrator does not have a specific Public Relations in the organizational structure. The role of Public Relations in managing the website as a medium of information and publication, managing events from planning to implementation is carried out by Marketing Communications. Nusantara Compnet Integrator.

Communication is something that is really needed by humans because basically humans as social beings whose lives have dependencies between one another. Every side of human life cannot be separated from communication activities.

In this study, researchers used post-positivism research. The post-positivism paradigm is a school that wants to correct the weaknesses of positivism. The type of description of research results is adjusted to the research objectives. The type of research that the researcher took was descriptive qualitative.

This research was conducted at PT. Nusantara Compnet Integrator as website manager at PT. Nusantara Compnet Integrator, whose address is www.compnet.co.id. The object taken is the website data of PT. Nusantara Compnet Integrator and the people who manage the website are Marketing Communication staff. Based on the results of the research at the implementation stage, we can see what the results of the arrangement in the planning are, namely there are several activities that are uploaded 2 times in 1 month.

Keywords: Management, Website, Communication, Public Relations, POAC, Publicity