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Strategi Public Relations Ahmad Sahroni Center Dalam Mempertahankan Citra Melalui Kegiatan CSR Tahun 2022
Bibliography : 5 Bab 75 Halaman + Lampiran + 16 Buku + 1 Jurnal + 5 Internet

ABSTRAK

Citra tidak bisa dilepaskan dari Public Relations, baik instansi pemerintah maupun swasta sangat mengandalkan citra sebagai media berkomunikasi dengan khalayak / stakeholder. Setiap organisasi memiliki strateginya sendiri seperti yang dilakukan Ahmad Sahroni Center. Pada penelitian ini ASC menggunakan strategi khusus yang melibatkan program CSR. Sehingga pada penelitian kali ini, peneliti tertarik untuk mengetahui bagaimana Strategi Public Relations Ahmad Sahroni Center dalam Menjaga Citra melalui Kegiatan CSR di Tahun 2022.

Pada penelitian ini, peneliti menggunakan paradigma konstruktivis dengan metode Studi Kasus, dan studi kasus yang diangkat adalah bagaimana strategi ASC menjaga Citra melalui program Rumah Aspirasi dan ASC Peduli. Aktivitas CSR sendiri merupakan suatu bentuk tanggung jawab organisasi terhadap masyarakat. Peneliti menggunakan teori strategi yang dikemukakan oleh Ronald D. Smith. Dimana teori tersebut dibagi kedalam 4 fase biasa dikenal dengan formative research phase, strategic phase, Tactic phase, dan evaluative research phase.

Berdasarkan hasil dari penelitian yang sudah dilakukan pada tahap formative research phase, peneliti melihat kondisi yang terjadi di ASC dan fenomena yang terjadi di masyarakat. Kemudian difase strategic phase ASC membuat program ASC peduli guna program social yang akan dibuat diharapkan akan lebih tepat sasaran, efektif dan efisien. Setelah hal tersebut dibuat tentu pada tahap tactic phase ASC memaksimalkan tim yang ada hingga ke level cabang (RT / RW) tidak lupa kegiatan yang dilakukan didokumentasikan pada media internal ASC yakni Facebook dan Instagram. Dan pada tahap evaluative research phase, masyarakat cukup baik merespon kegiatan yang diselenggarakan oleh ASC. Dapat di cek melalui antusias masyarakat saat Bapak Ahmad sahroni dtuang kelokasi serta respon masyarakat di kolom komentar media social ASC.

Kemudian dalam membangun Citra, ASC melibatkan pihak internal maupun eksternal dari organisasi. Untuk pihak eksternal ASC memberikan kesempatan bagi masyarakat untuk menjadi relawan kegiatan CSR. Harapannya Masyarakat memiliki rasa trust terhadap organisasi kemudian dari sisi internal ASC menggunakan media cetak dan digital dalam menumbuhkan awareness khalayak atau stakeholder.

Keywords: Public Relations Strategy, Corporate Social Responsibility, Ahmad Sahroni Center



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Ahmad Sahroni Center's Public Relations Strategy in Maintaining Image through CSR Activities in 2022
Bibliography : 5 Chapter 75 Pages + Appendix + 16 Books + 1 Journal + 5 Internet

ABSTRAK

Image cannot be separated from Public Relations, both government and private agencies rely heavily on imagery as a medium of communication with audiences / stakeholders. Each organization has its own strategy as the Ahmad Sahroni Center does. In this study, ASC used a specific strategy involving CSR programs. So in this study, researchers are interested in knowing how the Ahmad Sahroni Center's Public Relations Strategy in Maintaining Image through CSR Activities in 2022.

In this study, researchers used a constructivist paradigm with the Case Study method, and the case study raised was how the ASC strategy maintained the Image through the Rumah Aspirasi and ASC Peduli programs. CSR activities themselves are a form of organizational responsibility to the community. Researchers use the theory of strategy put forward by Ronald D. Smith. Where the theory is divided into 4 phases commonly known as the formative research phase, strategic phase. Tactic phase, and evaluative research phase.

Based on the results of research that has been carried out at the formative research phase, researchers look at the conditions that occur in ASC and the phenomena that occur in society. Then the ASC strategic phase diphas makes the ASC program care for the social programs that will be made, it is hoped that it will be more targeted, effective and efficient. After this was made, of course, at the tactic phase stage ASC maximized the existing team up to the branch level (RT / RW) not forgetting that the activities carried out were documented on ASC's internal media, namely Facebook and Instagram. And in the evaluative research phase, the community responded quite well to the activities organized by ASC. It can be checked through the enthusiasm of the community when Mr. Ahmad Sahroni visited the location and the public's response in the comments column of ASC social media.

Then in building an Image, ASC involves internal and external parties from the organization. For external parties, ASC provides an opportunity for the community to become volunteers for CSR activities. It is hoped that the community will have a sense of trust in the organization then from the internal side ASC uses print and digital media in growing audience awareness or stakeholders.

Keywords: Public Relations Strategy, Corporate Social Responsibility, Ahmad Sahroni Center