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Implementasi Strategi Public Relations PT. Gojek Indonesia Dalam Memberikan Pelayanan Di Masa Pandemi Covid-19 Dalam Mempertahankan Kepercayaan Konsumen.

Bibliografi : 5 Bab 111 Hal + Lampiran + 18 Buku + 23 Internet + 5 Jurnal

ABSTRAK

PT. Gojek Indonesia yang didirikan oleh Nadiem Makarim merupakan karya anak bangsa yang berjiwa sosial dan memimpin revolusi industry transportasi ojek. Gojek Indonesia memberikan pelayanan yang terbaik dan menyesuaikan pelayanan mereka sesuai dengan kondisi saat ini, sehingga membuat Gojek Indonesia tetap diminati dan disukai oleh masyarakat dalam beraktivitas memakai transportasi ojek.

Tujuan penelitian ini adalah Untuk Mengetahui IMPLEMENTASI STRATEGI PUBLIK RELATIONS PT. GOJEK INDONESIA DALAM MEMBERIKAN PELAYANAN DI MASA PANDEMI COVID-19 DALAM MEMPERTAHANKAN KEPERCAYAAN KONSUMEN. penelitian ini adalah menggunakan metode deskriptif kualitatif dengan metode penelitian kualitatif, dan teknik pengumpulan data melalui metode wawancara dan studi pustaka.

Berdasarkan hasil penelitian menunjukkan bahwa penerapan teori strategi Public Relations PT. Gojek Indonesia dalam memberikan pelayanan di masa pandemic covid-19 sesuai dengan teori strategi public relations public relations yang dipaparkan oleh Waesa yaitu News (Berita), Corporate Identity (identitas perusahaan), Community Involvement (hubungan dengan khalayak), Lobbying and Negotiations (lobi dan negosiasi), Corporate Sosial Responsibility (CSR).

Kata kunci : Strategi public relations, Pelayanan, Pandemic covid-19

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**IMPLEMENTATION OF THE PUBLIC RELATIONS STRATEGY PT. GOJEK
INDONESIA IN PROVIDING SERVICES IN THE TIME OF THE COVID-19
PANDEMIC IN MAINTAINING CONSUMER TRUST.**

Bibliography : 5 Chapters 111 Pages + Appendix + 18 Books + 23 Internet + 5 Journal

ABSTRAC

PT. Gojek Indonesia, which was founded by Nadiem Makarim, is the work of the nation's children who have a social spirit and lead the revolution in the motorcycle taxi transportation industry. Gojek Indonesia provides the best service and adjusts their services according to current conditions. So that makes Gojek Indonesia still in demand and favored by the public in their activities using motorcycle taxi transportation.

The purpose of this study was to determine the IMPLEMENTATION OF THE PUBLIC RELATIONS STRATEGY PT. GOJEK INDONESIA IN PROVIDING SERVICES IN THE TIME OF THE COVID-19 PANDEMIC IN MAINTAINING CONSUMER TRUST. This research is using descriptive qualitative method with qualitative research methods, and data collection techniques through interviews and literature study.

Based on the results of the study indicate that the application of the theory of Public Relations strategy of PT. Gojek Indonesia in providing services during the COVID-19 pandemic is in accordance with the theory of public relations strategies presented by Waesa, namely News (Berita), Corporate Identity (Corporate Image), Community Involvement (Relation with Audience), Lobbying and Negotiations (Lobbying and Negotiations). negotiation), Corporate Social Responsibility (CSR).

Keywords: Public relations strategy, Services, Pandemic covid-19



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