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Strategi Public Relations PT Indosat Tbk (Indosat Ooredoo) dalam Mempertahankan Citra Perusahaan Melalui Program IM3 Squad pada Masa Pandemi Covid-19 Tahun 2021 (Studi Kasus Indosat Ooredoo Region Jabotabek)

Bibliografi: 5 Bab 80 Halaman + 13 Buku + 8 Jurnal + 5 Internet

ABSTRAK

PT Indosat Tbk (Indosat Ooredoo Region Jabotabek) merupakan salah satu hasil dari perkembangan teknologi yang mengubah cara berkomunikasi secara digital. Adanya perkembangan teknologi yang begitu cepat telah memposisikan industri telekomunikasi menjadi penting dan dibutuhkan. Strategi yang tepat dan adaptif dibutuhkan perusahaan untuk mempertahankan citra di tengah perkembangan teknologi dan masih adanya pandemi Covid-19 tahun 2021 melalui peran public relations dalam program IM3 Squad.

Penelitian ini bertujuan untuk mengetahui bagaimana strategi public relations PT Indosat Tbk (Indosat Ooredoo Region Jabotabek) mempertahankan citra perusahaan mengacu pada konsep strategi public relations melalui enam (6) tindakan komunikasi efektif untuk mempertahankan citra, yaitu membangun kredibilitas humator, membina dukungan khalayak (publik), menyusun pesan persuasif positif, menetapkan metode komunikasi, serta memilih dan memilah media.

Menggunakan paradigma konstruktivis dengan pendekatan deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara secara mendalam, studi kepustakaan lewat buku, publikasi dan informasi yang didapatkan melalui internet. Pemeriksaan keabsahan menggunakan Triangulasi sumber.

Hasil penelitian menunjukkan bahwa PT Indosat Tbk (Indosat Ooredoo) Region Jabotabek menerapkan strategi public relations konsep enam tahap melalui program IM3 Squad untuk mempertahankan citra sebagai perusahaan telekomunikasi digital.

Kata Kunci: Strategi Public Relations, Program, Citra, Perusahaan.



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Public Relations Strategy of PT Indosat Tbk (Indosat Ooredoo) in Maintaining Company Image Through IM3 Squad Program During the 2021 Covid-19 Pandemic (Case Study of Indosat Ooredoo Jabotabek Region)

Bibliography: 5 Chapters 80 Pages + 13 Book + 8 Journal + 5 Internet

ABSTRACT

PT Indosat Tbk (Indosat Ooredoo Region Jabotabek) is one result of technological developments that have changed the way we communicate digitally. The rapid development of technology has positioned the telecommunications industry to be important and needed. The right and adaptive strategy is needed by the company to maintain its image in the midst of technological developments and the Covid-19 pandemic in 2021 through the role of public relations in the IM3 Squad program.

This study aims to find out how the public relations strategy of PT Indosat Tbk (Indosat Ooredoo Region Jabotabek) maintains the company's image referring to the concept of public relations strategy through six (6) effective communication actions to maintain the image, namely building humator credibility, fostering public support, compiling positive persuasive messages, determining communication methods, and selecting and sorting media.

Using a constructivist paradigm with a qualitative descriptive approach. Data collection techniques were carried out through observation, in-depth interviews, literature studies through books, publications, and information obtained through the internet. Validity check using source triangulation.

The results showed that PT Indosat Tbk (Indosat Ooredoo) Jabotabek Region implemented a six-stage concept public relations strategy through the IM3 Squad program to maintain its image as a digital telecommunications company.

Keywords: Public Relations Strategy, Program, Image, Company.