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Implementasi Program Komunikasi Versi Media Sosial oleh Corporate Communications Dalam Membangun Citra Perusahaan PT Holcim Indonesia Tbk Melalui Media Sosial

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ABSTRAK

Perkembangan dinamika usaha memicu persaingan ketat diantara pelaku usaha, dan menuntut perusahaan untuk meningkatkan kinerja perusahaan dan menjadi pemimpin di industri masing-masing. Hal ini mendorong perusahaan untuk melakukan segala cara agar menonjol didalam persaingan dan menjadi pilihan para pelanggan maupun investor. Program komunikasi yang dijalankan oleh fungsi humas bertujuan membangun citra perusahaan sebagai salah satu tolok ukur kinerja dan pendukung kelangsungan usaha. Membangun citra perusahaan harus didukung oleh segenap individu didalam organisasi yang merefleksikan atribut-atribut yang membentuk citra perusahaan seperti nilai-nilai, budaya kerja, dan lain-lain. Selain menggunakan media konvensional, kini humas didorong untuk memanfaatkan media sosial dalam membangun citra perusahaan, termasuk melibatkan karyawan sebagai komunikator di media sosial.

Proses pembentukan citra sangat dipengaruhi oleh efek kognitif dari komunikasi. Citra terbentuk berdasarkan pengetahuan dan informasi-informasi yang diterima seseorang. Sedangkan media sosial adalah segala bentuk teknologi komunikasi yang dapat diukur, dan mudah untuk diakses atau teknologi yang memungkinkan setiap individu untuk mempengaruhi kelompok ataupun individu lain dengan mudah.

Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik wawancara mendalam kepada Corporate Communications dan karyawan PT

Holcim Indonesia Tbk, serta perwakilan publik yang berinteraksi dengan karyawan di media sosial.

Hasil penelitian menunjukkan bahwa Corporate Communications harus melakukan tahap-tahap *fact finding, planning & programming, actuating* dan *evaluating the program* untuk mencapai target atau tujuan program, termasuk di media sosial yang sangat dinamis dan cepat. Agar citra perusahaan yang diinginkan terbangun dalam benak publik, program komunikasi harus mempertimbangkan waktu implementasi yang cukup dan konsistensi pada pesan-pesan yang disampaikan.

Kata kunci: *Corporate Communications, Citra Perusahaan, Media Sosial*





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Through Social Media
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(1991 – 2014), 7 journals, 3 + 1 thesis

ABSTRACT

The current business dynamics has been creating tight competitions amongst business players, and demand companies to keep on increasing performance as well as leading in their own industries furthermore. Such situation encourages business organizations to stand out among the crowds and become the customers' and investors' top of mind. Communications programs undertaken by a Public Relations function aim to build corporate image as one of a company's measures in performance and business sustainability. Building a company's corporate image requires the support from all individuals within the organization who reflect the attributes representing the corporate image itself such as; corporate values, corporate culture etc. While still using conventional channels, Public Relations is now also required to be able to take benefit of the use of social media in building a company's corporate image, including the involvement of employees as communicators in social media platforms.

The process of image building is very much influenced by the cognitive effect of communications. Image is built based on one's knowledge and given information. While, social media is all kinds of communications technology that are measurable and easy to access, or enable individuals to influence others easily.

This research used qualitative and descriptive method with in-depth interview to the Corporate Communications and employees of PT Holcim Indonesia Tbk, as well as public representatives who are involved through social media interactions with Holcim's employees.

The research revealed that Corporate Communications should have gone through processes of fact finding, planning & programming, actuating and evaluating the program, in order to accomplish the defined targets or objectives

including in the very fast and dynamic social media platforms. In order to ensure a corporate image is well built in others' minds, communications programs must consider proper timing and consistency on the addressed key messages.

Keywords: Corporate Communications, Corporate Image, Social Media





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