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Identifikasi Nilai Corporate Branding Dalam Mendukung Peran Dan Fungsi
Public Relations PT Sphinx Kreasindo

Bibliografi : 5 Bab 86 hal + Lampiran + 12 Buku + 10 Jurnal + 3 Internet

Abstrak

Public relations diperhitungkan sebagai langkah terbaik dalam menjaga dan memelihara citra perusahaan dalam dunia bisnis. *Public relations* diharapkan mampu menciptakan citra positif kepada khalayak yang nantinya akan berdampak pada reputasi sebuah perusahaan. Citra pada suatu perusahaan akan dikaitkan dengan pandangan relasi atau klien terhadap produk atau jasa yang dikeluarkan oleh perusahaan yang nantinya berdampak pada *corporate branding*.

Penelitian ini mengidentifikasi penerapan nilai corporate branding dalam mendukung peran dan fungsi public relations PT Sphinx Kreasindo yang dilaksanakan oleh divisi marketing.

Teori *corporate branding* Aaker, 2004 terdapat 5 hal penting dalam membangun *corporate branding* yaitu *People, Values & Priorities, Innovation, Perceived Quality*, dan *Concern of Customer*.

Tipe penelitian yang digunakan dalam penelitian ini adalah deskriptif dan metode penelitian kualitatif dengan pendekatan studi kasus. Paradigma penelitian yang digunakan *post-positivisme*. Teknik pengumpulan data yang digunakan dalam penelitian ini dengan wawancara mendalam terhadap 5 narasumber (3 narasumber dari PT Sphinx Kreasindo dan 2 klien yang telah bekerjasama dengan PT Sphinx Kreasindo).

Berdasarkan hasil penelitian menunjukkan bahwa penerapan nilai corporate branding dalam mendukung peran dan fungsi public relations tidak sepenuhnya dijalankan secara maksimal oleh divisi marketing PT Sphinx Kreasindo. Sehingga perlu adanya kajian ulang oleh manajemen untuk lebih memperdalam apa itu fungsi dan peran *public relations*.

Kata Kunci : *Corporate Branding, Public Relations*



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Identification of Corporate Branding Value in Supporting the Role and Function of PT Sphinx Kreasindo's Public Relations

Bibliografi : 5 Bab 86 pages + Attachment + 12 Books + 15 Journals + 4 Internets

Abstract

Public relations is counted as the best step in maintaining and maintaining the company's image in the business world. Public relations is expected to be able to create a positive image to the audience which will have an impact on the reputation of a company. The image of a company will be associated with the view of relations or clients of products or services issued by the company which will have an impact on corporate branding.

This study identifies the application of corporate branding value in supporting the role and function of PT Sphinx Kreasindo's public relations functions carried out by the marketing division.

Aaker corporate branding theory, 2004 there are 5 important things in building corporate branding, namely People, Values & Priorities, Innovation, Perceived Quality, and Concern of Customers.

This type of research used in this research is descriptive and qualitative research methods with a case study approach. The research paradigm used is post-positivism. Data collection techniques used in this study with in-depth interviews with 5 speakers (3 speakers from PT Sphinx Kreasindo and 2 clients who have collaborated with PT Sphinx Kreasindo).

Based on the results of the study showed that the application of corporate branding in supporting the role and function of public relations was not fully carried out optimally by the marketing division of PT Sphinx Kreasindo. So there needs to be a review by management to further deepen what is the function and role of public relations.

Keywords: Corporate Branding, Public Relations