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## **Tugas dan Fungsi Public Relations Pada Program “MG Table Top” Dalam Membangun Brand Image PT. Mitra Global Holiday.**

Bibliografi : 5 Bab 109 halaman + Lampiran + 16 Buku + 18 Jurnal + 1 Internet

### **ABSTRAK**

Perusahaan yang sedang memiliki citra negatif di masyarakat, perlunya tindakan untuk merubah dan membangun kembali citra positif. Dalam posisi ini dibutuhkan tugas dan fungsi Public Relations untuk menstabilkan komunikasi antara pihak internal dan eksternal perusahaan. Tugas dan fungsi Public Relations dalam perusahaan untuk memberikan support kepada divisi Marketing and Corporate Communication agar dapat membangun image.

Tujuan penelitian ini adalah untuk mengetahui apa saja tugas dan fungsi dari Public Relations pada program “MG Table Top” dalam membangun brand image PT Mitra Global Holiday. Bagaimana tugas Public Relations berjalan dan apa saja fungsi dari Public Relations dalam suatu program.

Penelitian ini menggunakan beberapa tinjauan pustaka yang relevan seperti komunikasi organisasi, public relations, konsep kepercayaan dan stakeholder relations. Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma post positive. Teknik pengumpulan data dengan wawancara subjek penelitian sebanyak 1 key informan dan 4 informan.

Hasil penelitian menunjukkan bahwa tugas dan fungsi aktif dari Public Relations melalui program “MG Table Top” berhasil membangun brand image positif perusahaan. Simpulan penelitian ini yaitu peran Public Relations sudah berjalan maksimal dan mampu merubah brand image positif. Saran penelitian yaitu program komunikasi tidak hanya dilakukan untuk eksternal saja, namun internal juga perlu program komunikasi.

Kata Kunci : Tugas dan Fungsi Public Relations, Stakeholder Relations, Brand Image



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### **Duties and Functions of Public Relations on "MG Table Top" Development Program for Building Brand Image of PT. Global Holiday.**

Bibliography : 5 Chapters 109 pages + Attachments + 16 Books + 18 Journals + 1 Internet

#### **ABSTRACT**

The company is having negative image in society, we need to change and rebuild it's positive image. In this position we need the duties and functions of Public Relations for communication stabilize between internal and external. Duties and function of Public Relations to support Marketing and Corporate Communication division to create a brand image.

The purpose of this research to find out what the duties and functions of Public Relations on "MG Table Top" program to create the brand image of PT Mitra Global Holiday. How the task of Public Relations runs and what are the functions of Public Relations in a program.

This research uses several literature review such as organization communication, public relations, concept of trust and stakeholder relations. This research uses a qualitative approach with the paradigm post positive. The researcher use interview for collecting data with 1 key informan and 4 informans.

The result of data to show the Public Relations effect through 'MG Table Top' program can be create positive image at PT Mitra Global Holiday. This conclusion of research is duties and functions of Public Relations has been running and able to change positive brand image as PT Mitra Global Holiday. The suggestion of this research that communication program is not only for external but it can be used for external also.

Keywords : Duties and Functions of Public Relations, Stakeholder Relations, Brand Image