



UNIVERSITAS
MERCU BUANA

Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi *Public Relations*
Khairunnisa Nur Devriana
44217010095

Aktivitas *Public Relations Management* Bumbu Berkomunikasi dalam Mengelola *Event LIXIL Distributor Gathering 2021*

Jumlah Halaman : x + 70 halaman + 14 lampiran

Bibliografi : 21 acuan, tahun 1992 - 2021

ABSTRAK

Fenomena pandemi covid-19 yang terjadi di Indonesia, sangat mempengaruhi segala kegiatan di Indonesia. Bumbu Berkomunikasi *Event Organizer* yang merupakan industri kreatif yang bergerak di bidang jasa turut terkena imbas, yaitu pengunduran acara. Tujuan penelitian ini adalah mengetahui lebih jelas mengenai manajemen *public relations* khususnya mengetahui bagaimana aktivitas *public relations management* Bumbu Berkomunikasi dalam mengelola acara *LIXIL Distributor Gathering 2021*.

Penelitian ini mengacu pada landasan proses *public relations management* yang dikemukakan oleh Cutlip, Center, dan Broom yang meliputi mendefinisikan problem atau peluang, perencanaan dan pemrograman, mengambil tindakan berkomunikasi, dan mengevaluasi program. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan melakukan wawancara mendalam kepada narasumber.

Berdasarkan hasil penelitian yang diperoleh dari hasil wawancara dengan narasumber menunjukkan bahwa dalam mengelola *event LIXIL Distributor Gathering 2021*, Bumbu Berkomunikasi menerapkan proses *public relations management* yang mengacu pada model Cutlip, Center, dan Broom.

Penelitian ini menyimpulkan bahwa dengan mengikuti proses *public relations management* dengan baik, maka dapat membantu organisasi dalam mengelola *event*.

Kata Kunci : Proses *Public Relations Management*, Fenomena Pandemi, *Event Organizer*



UNIVERSITAS
MERCU BUANA

*Mercu Buana University
Communication Faculty
Public Relations
Khairunnisa Nur Devriana
44217010095*

*Bumbu Berkomunikasi's Public Relations Management Process Activities in
Managing LIXIL Distributor Gathering Event 2021*

Number of pages : x + 70 pages + 14 attachments

Bibliography : 21 References, Year 1992 - 2021

ABSTRACT

The phenomenon of the COVID-19 pandemic that occurred in Indonesia greatly affected all activities in Indonesia. Bumbu Berkomunikasi Event Organizer, which is a creative industry engaged in services, was also affected, namely the postponement of the event. The purpose of this study is to find out more clearly about public relations management, especially knowing how the activities of the public relations management process for Bumbu Berkomunikasi in managing the LIXIL Distributor Gathering 2021 event.

This study refers to the basic public relations management process proposed by Cutlip, Center, and Broom which includes defining problems or opportunities, planning and programming, taking communication actions, and evaluating programs. The research method used is descriptive qualitative by conducting in-depth interviews with informants.

Based on research results obtained from interviews with resource persons, it shows that in managing the 2021 LIXIL Distributor Gathering event, Bumbu Berkomunikasi applies a public relations management process that refers to the Cutlip, Center, and Broom models.

This study concludes that following the public relations management process properly can help organizations in managing events.

Keywords: Public Relations Management Process, Pandemic Phenomenon, Event Organizer