

ABSTRAK

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Program Studi : *Public Relations*
Judul Laporan Skripsi : *Aktivitas Guest Relations PT.Aquarius Musikindo Dalam Membangun Citra Positif Perusahaan*
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Penelitian ini bertujuan untuk mengetahui *Aktivitas Guest Relations* dalam membangun citra positif di PT. Aquarius Musikindo.

Penelitian ini termasuk jenis penelitian pengemabangan dengan mengacu pada teori Strategi *Public Relations* Menurut Cutlip dikutip (Mukarom, 2015), perencanaan (strategi *planning*) bidang humas meliputi kegiatan, Membuat keputusan mengenai sasaran dan tujuan program. Melakukan identifikasi khalayak penentu (*key publics*).

Metode penelitian yang digunakan adalah metode penelitian deskriptif analisis dengan teknik pengumpulan data meliputi observasi dan wawancara mendalam bersama subjek penelitian secara langsung.

Berdasarkan hasil penelitian mengenai *Aktivitas Guest Relations* dalam membangun citra positif perusahaan, penulis dapat menyimpulkan sebagai,Citra positif perusahaan telah terbangun, dimana PT Aquarius Musikindo merupakan perusahaan rekaman terbesar kedua di Indonesia dan berhasil menghasilkan musisi terbaik.

Kata kunci: *Guest Relations*, Citra Perusahaan

ABSTRACT

Name : Nissa Sabitah
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Title Thesis Report : *PT.Aquarius Musikindo Guest Relations Activities
in Building a Positive Company Image*
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This study aims to determine the Public Relations strategy in building positive image at PT. Aquarius Musikindo.

This research is a type of developmental research by advancing the theory Public Relations Strategy According to Cutlip quoted (Mukarom, 2015), planning (strategi planning) in the field of Public Relations includes activities, Create decisions about program goals and objectives. Identify audiences determiner (key publics).

The research method used is descriptive analysis research method with data collection techniques including observation and in-depth interviews with research subjects directly.

Based on the results of research on Guest Relations Activities in building a positive image of the company, the writer can conclude that a positive image of the company has been built, where PT Aquarius Musikindo is the second largest record company in Indonesia and has succeeded in producing the best musicians.

Keywords: Guest Relations, Corporate Image

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