

## ABSTRAK

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Judul Laporan Skripsi : Peran *Public Relations* PT. Angkasa Pura II Dalam Mensosialisasikan Penerbangan Di Era New Normal di Bandara Internasional Soekarno-Hatta  
  
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Dalam suatu instansi atau perusahaan sangat dibutuhkan peran dari *Public Relation* untuk mengkomunikasikan keadaan yang terjadi di dalam perusahaan kepada publik, selain itu dengan adanya *Public Relation* diharapkan dapat menjaga citra baik dari perusahaan dimata khalayak. Pandemi COVID-19 yang terjadi di Indonesia sangat mempengaruhi bisnis transportasi udara akibat adanya peraturan penerbangan yang berubah setiap saat sehingga membuat publik bingung dengan keakuratan informasi dan peraturan yang berlaku.

Berdasarkan permasalahan tersebut, maka tujuan dari penelitian ini adalah untuk mengetahui peran *Public Relation* dalam mensosialisasikan penerbangan di era new normal di Bandara International Soekarno-Hatta, serta hal yang menjadi hambatan dan solusi atas permasalahan tersebut.

Penelitian ini menggunakan metode konstruktivisme di mana peneliti menelaah suatu kasus secara intensif dan mendalam. Penelitian ini menggunakan teknik pengumpulan data wawancara, observasi, serta dokumentasi. Teori yang digunakan pada penelitian ini merupakan kerangka konsep peran *Public Relation* dan konsep sosialisasi.

Hasil dari penelitian, bahwa peran *Public Relations* PT Angkasa Pura II melakukan peran *Public Relations* peran yang sangat penting dalam penyampaian informasi kepada khalayak secara tepat dan terarah. Dalam menjalankan perannya, *Public Relation* membagi kedalam empat kategori tahapan yaitu : Penasehat Ahli (*Expert Prescriber*), Fasilitator Komunikasi (*Communication Fasilitator*), Fasilitator Pemecahan Masalah (*Problem Solving Fasilitator*) dan Teknisi Komunikasi (*Communication Technician*). Peran yang menjadi fungsi manajerial adalah *Expert Prescriber* dan *Problem Solving Fasilitator*, *Facilitator Communication*, sedangkan yang masuk ke dalam fungsi staf adalah *Communication Technician*.

PT. Angkasa Pura II Kantor Cabang Utama Bandara International Soekarno-Hatta telah melaksanakan sosialisasi secara berkelanjutan mengenai ketentuan dan persyaratan penerbangan di masa pandemi COVID-19.

**Kata Kunci : *Public Relations*, Angkasa Pura II, Sosialisasi, Peran *Public Relations***

## ABSTRACT

*Name* : Tiya Rachmawati  
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*Title Internship Report* : *The Role of Public Relations of PT. Angkasa Pura II in Socializing Flights in the New Normal Era at Soekarno-Hatta International Airport*

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In an agency or company, the role of Public Relations is needed to communicate the situation that occurs within the company to the public, besides that with the existence of public relations, it is hoped that it can maintain a good image of the company in the eyes of the public. The COVID-19 pandemic that occurred in Indonesia greatly affected the air transportation business due to the existence of aviation regulations that change at any time, making the public confused by the accuracy of information and applicable regulations.

Based on these problems, the purpose of this study is to find out the role of public relations in socializing flights in the new normal era at Soekarno Hatta International Airport, as well as what are obstacles and solutions to these problems.

This research uses a case study method where researchers study a case intensively and in depth. This study used interview, observation, and documentation data collection techniques. The theory used in this study is a framework for the concept of the role of public relations and the concept of socialization.

The results of the study, that the role of Public Relations of PT Angkasa Pura II is to carry out the role of Public Relations which is very important in conveying information to the public in an appropriate and directed manner. In carrying out its role, Public Relations divides into four categories of stages, namely: Expert Advisor (Expert Prescriber), Communication Facilitator (Communication Facilitator), Problem Solving Facilitator and Communication Technician. The roles that become managerial functions are Expert Prescriber and Problem Solving Facilitator, Communication Facilitator, while those who enter into the staff function are Communication Technician.

PT. The Angkasa Pura II Main Branch Office at Soekarno-Hatta International Airport has carried out ongoing outreach regarding the terms and conditions of flight during the COVID-19 pandemic

**Keywords: Public Relations, Angkasa Pura II, Socialization, Regulations.**