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PENGALAMAN TINDAKAN KOMUNIKATIF PENGELOLA PUBLIC RELATIONS KLINIK MULYA SKINCARE DI MASA PANDEMI

Bibliografi: 5 Bab + 7 Lampiran + 14 Buku + 14 Buku

ABSTRAK

Sebelum terjadinya pandemi covid-19 customer klinik kecantikan Mulya Skincare dalam satu hari bisa mencapai 30-50 customer setiap harinya, setelah pandemi customer klinik kecantikan menurun drastis hingga 70% yaitu 5 hingga 15 customer saja sehari. Klinik Mulya Skincare sangat membutuhkan adanya interaksi tatap muka, namun dengan situasi pandemi hal ini menjadi berubah, untuk itulah Public Relations membuat program tetap untuk mempertahankan konsumen dengan cara menjaga komunikasi melalui media sosial seperti berkonsultasi dan membeli produk-produk Klinik Mulya Skincare. Penelitian ini bertujuan untuk mengetahui pengalaman tindakan komunikatif public relations Klinik Mulya Skincare dalam mempertahankan konsumen di masa pandemi. Penelitian ini menggunakan teori tindakan komunikatif Habermas, terdapat empat macam klaim dalam teori Tindakan Komunikatif, yaitu: (1) klaim kebenaran (truth) (2) klaim ketepatan (rightness) (3) klaim otentisitas/ kejujuran (sincerity) dan (4) klaim comprehensibility (comprehensibility). Metode penelitian adalah Fenomenologi yang dikemukakan oleh Edmund merupakan salah satu model penelitian kualitatif yang dikembangkan oleh ilmuwan Eropa bernama Edmund Husserl. Dalam melakukan kegiatan public relations peneliti menemukan bahwa Klinik Mulya Skincare masih sedikit dalam melaksanakan kegiatan public relations namun, Klinik Mulya Skincare sudah menjalankan fungsi utamanya yaitu sebagai media penyampai informasi ke public. Informasi yang disampaikan oleh Klinik Mulya Skincare berupa event – event promo potongan harga treatment dan rangkaian produk sampai jadwal klinik dokter kecantikan di Klinik Mulya Skincare.

Kata Kunci: Komunikasi, *Public Relations*, Pelanggan



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ABSTRACT

Before the Covid-19 pandemic, the customers of the Mulya Skincare beauty clinic could reach 30-50 customers per day in one day, after the pandemic, the beauty clinic customers decreased drastically by 70%, namely 5 to 15 customers a day. the Mulya skincare clinic really needs face-to-face interaction, but with the pandemic situation this has changed, for this reason Public Relations has created a permanent program to retain consumers by maintaining communication through social media such as consulting and buying Mulya skincare clinic products. This study aims to find out the experience of public relations communicative actions at the Mulya Skincare Clinic in maintaining consumers during a pandemic. This study uses Habermas' communicative action theory. There are four kinds of claims in the communicative action theory, namely: (1) truth claims (2) rights claims (3) authenticity/ sincerity claims and (4) comprehensibility claims. (comprehensibility). The research method is Phenomenology proposed by Edmund which is a qualitative research model developed by a European scientist named Edmund Husserl. In carrying out public relations activities, researchers found that the Mulya Skincare Clinic was still a little in carrying out public relations activities, however, the Mulya Skincare Clinic had carried out its main function, namely as a medium for conveying information to the public. The information provided by the Mulya Skincare Clinic is in the form of promo events for discounted treatment prices and a range of products to the beauty doctor's clinic schedule at the Mulya Skincare Clinic.

Keywords: Communication, Public Relations, Customers