

## ABSTRAK

Nama : Hesti Sri Rahayu  
NIM : 44218110106  
Program Studi : Studi Ilmu Komunikasi  
Judul Laporan Skripsi : Aktifitas *Public Relations The Body Shop* Dalam Kampanye *Ideological or Cause Oriented Campaign No! Go! Tell!*  
Pembimbing : Nindyta Aisyah Dwityas S.Ikom, M.Si

Aktivitas *public relations* merujuk pada serangkaian kegiatan yang dilakukan oleh suatu organisasi atau individu untuk membangun, memelihara, dan meningkatkan hubungan baik dengan publiknya. PR bertujuan untuk mempengaruhi persepsi dan opini publik agar lebih positif terhadap organisasi, produk, atau merek tertentu. Penelitian ini bertujuan untuk mendeskripsikan bagaimana aktifitas *public relations* dalam kampanye *ideological or cause- oriented campaigns No! Go! Tell The Body Shop Indonesia*. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Berdasarkan hasil penelitian terdapat aktifitas yang dilakukan oleh *public relations The Body* dalam kampanye *ideological or cause- oriented campaigns No! Go! Tell!* yang terbagi menjadi 4 tahapan kampanye *public relations* yaitu, perencanaan, implementasi, monitoring dan evaluasi. Aktifitas *public relations The Body Shop* dalam kampanye *No! Go! Tell!* dalam mendukung program pencegahan dan pemulihan bagi para korban dengan melakukan beberapa aktifitas diantaranya yaitu *internal communications, government relations, pr support of marketing and sales, social marketing advertising* dan *digital communications*. Aktifitas yang paling dominan dalam kampanye *No! Go! Tell!* yaitu *internal communications* dan aktifitas yang perlu dimaksimalkan *public relations The Body Shop* yaitu *digital communications* karena aktifitas ini belum banyak terlihat dalam kegiatan-kegiatan atau program yang telah dibuat oleh *public relations The Body Shop*.

**Kata Kunci** : Kampanye *Ideological or Cause Oriented Campaign*, Kualitatif, Aktifitas *Public Relations*.

## ABSTRACT

Name : Hesti Sri Rahayu  
NIM : 44218110106  
Study Program : Public Relations  
Title Internship Report: *Aktifitas Public Relations The Body Shop Dalam Kampanye Ideological or Cause Oriented Campaign No! Go! Tell!*  
Counsellor : Nindyta Aisyah Dwityas S.Ikom, M.Si

Public relations activities refer to a series of activities carried out by an organization or individual to build, maintain and enhance good relations with the public. PR aims to influence public perception and opinion to be more positive towards a particular organization, product or brand. This study aims to describe how public relations activities in ideological campaigns or cause-oriented campaigns No! Go! Tell The Body Shop Indonesia. This study uses a qualitative descriptive research method. Based on the research results, there are activities carried out by The Body's public relations in ideological campaigns or cause-oriented campaigns No! Go! Tell! which is divided into 4 stages of public relations campaign namely, planning, implementation, monitoring and evaluation. The Body Shop's public relations activities in the No! Go! Tell! in supporting prevention and recovery programs for victims by carrying out several activities including internal communications, government relations, pr support of marketing and sales, social marketing advertising and digital communications. The most dominant activity in the No! Go! Tell! namely internal communications and activities that need to be maximized by The Body Shop's public relations, namely digital communications because this activity has not been widely seen in the activities or programs that have been created by The Body Shop's public relations.

**Keywords:** *Ideological or Cause Oriented Campaign, Qualitative, Public Relations Activities.*