



Universitas Mercu Buana

Fakultas Ilmu Komunikasi

Bidang Studi Public Relations

Muhamad Andri

44217010100

Aktivitas Cyber Public Relations Cinema XXI pada Media Sosial Instagram di Masa Pandemi Covid-19

Bibliografi: 138 Halaman + 49 Buku + 10 Jurnal + 5 Skripsi + 3 Artikel

## ABSTRAK

Ditengah pandemi penyakit berbahaya saat ini perusahaan tetap bisa melebarkan sayapnya agar terus eksis dengan menghidupkan aktivitas di media sosialnya, Cyber Public Relations ialah salah satu caranya yang memanfaatkan platform serta pengelolaan yang baik. Cinema XXI sebagai industri hiburan film terus mengencarkan aktivitas Cyber Public Relations di media sosial instagram meskipun dihadapkan dengan tantangan pandemi covid 19 yang berdampak di berhentikannya pengoperasian seluruh perusahaan. Tujuan penelitian ini adalah Untuk mengetahui aktivitas Cyber Public Relations Cinema XXI pada Media Sosial Instagram di masa pandemi Covid-19.

Sejumlah konsep dan teori yang menjadi referensi dalam penelitian ini diantaranya: konsep *Public Relations*, konsep Aktivitas *cyber public relations*, teori media baru, konsep media sosial Instagram.

Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Teori yang digunakan dalam penelitian ini adalah Cyber Public Relations Soemirat & Ardianto dalam bukunya berjudul (Dasar – dasar Public Relations 2007). Dimana pada teori ini membahas terkait aktivitas Cyber Public Relations dapat menghasilkan 3R.

Hasil penelitian ini dalam melaksanakan Aktivitas Cyber Public Relations, Cinema XXI memiliki 4 langkah Proses Public Relations : Analisis Studi, Strategi, Penerapan dan Penilaian.. Aktivitas CPR berupa konten yakni Mengunggah konten menjaga bioskop, Imbauan Protokol kesehatan, Ngobrol bareng Cinema XXI, Give away, Film Throwback, Promosi Film, Engagement, E Commerce, Korporat Branding, Informasi Film, Materi, Promo Asik. Serta Ada beberapa hambatan yang sering terjadi saat menjalankan aktivitas Cyber Public Relations Cinema XXI seperti hambatan fisik, hambatan sematic dan menebak keinginan netizen.

**Keyword:** Public Relations, Aktivitas Cyber Public Relations, *New Media*, *Instagram*.



Mercu Buana University  
faculty of Communication  
Public Relations Study Field

Muhammad Andrei  
44217010100

Cyber Public Relations Activities of Cinema XXI on Social Media Instagram during the Covid-19 Pandemic

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### **ABSTRACT**

In the midst of the current pandemic of a dangerous disease, companies can still spread their wings so that they continue to exist by reviving activities on their social media. Cyber Public Relations is one way to utilize the platform and good management. Cinema XXI as the film entertainment industry continues to intensify Cyber Public Relations activities on Instagram social media even though it is faced with the challenges of the Covid 19 pandemic which has resulted in the cessation of the operations of all companies. The purpose of this research is to find out the Cyber Public Relations activities of Cinema XXI on Instagram Social Media during the Covid-19 pandemic.

A number of concepts and theories that become references in this study include: the concept of Public Relations, the concept of cyber public relations activities, the theory of new media, the concept of Instagram social media.

This research uses descriptive qualitative method. Data collection techniques using interviews, observation, and documentation. The theory used in this study is Soemirat & Ardianto's Cyber Public Relations in their book entitled (Public Relations Basics 2007). Where this theory discusses related Cyber Public Relations activities can produce 3R.

The results of this research in carrying out Cyber Public Relations Activities, Cinema XXI has 4 steps of the Public Relations Process: Study Analysis, Strategy, Implementation and Assessment. , Throwback Movies, Movie Promotions, Engagement, E Commerce, Corporate Branding, Film Information, Materials, Cool Promos. And there are several obstacles that often occur when carrying out Cyber Public Relations Cinema XXI activities such as physical barriers, semantic barriers and guessing the wishes of netizens.

Keyword: Public Relations, Cyber Public Relations Activities, New Media, Instagram,