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Pengelolaan Publisitas Petrochina International Jabung Ltd.

Bibliografi : 5 bab + 95 hal + Lampiran + Buku 24 + Jurnal 13 + Internet 5

ABSTRAK

PetroChina International Jabung Ltd merupakan perusahaan besar sekaligus perusahaan asing dengan resiko bisnis yang tinggi, sehingga butuh menciptakan citra yang baik dan dapat mengelola citra secara konsisten dimata publik. Citra positif yang sudah dibangun perlu dipertahankan dan dimaintain, karena erat kaitannya dengan reputasi perusahaan. Begitu kepercayaan publik luntur karena reputasi yang negatif, maka akan sulit untuk memulihkan kepercayaan tersebut. Melalui pengelolaan publisitas yang tepat perusahaan dapat meningkatkan citra perusahaan dihadapan stakeholders, dengan menanamkan kepercayaan serta membangun reputasi positif merupakan cara memperoleh citra positif.

Penelitian ini dilakukan untuk mengetahui pengelolaan publisitas PetroChina International Jabung Ltd. Teori dalam penelitian ini menggunakan teori manajemen Public Relations menurut Cutlip, Center & Broom, Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Dengan paradigma Post-Positivistik. Teknik pengumpulan data melalui wawancara mendalam, internet searching dan studi pustaka. Dan uji keabsahan data yaitu menggunakan triangulasi. Dari hasil penelitian yang dilakukan, ditemukan bahwa pengelolaan publisitas PetroChina International Jabung Ltd dilakukan melalui website, instagram dan twitter. Dan public relations PetroChina mempunyai cara untuk mengontrol publisitas tersebut.

Kata Kunci : Public Relations, Publisitas, Citra.



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Publicity Management Petrochina International Jabung Ltd.

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ABSTRACT

PetroChina International Jabung Ltd. is a large company as well as a foreign company with high business risks, so it needs to create a good image and be able to manage its image consistently in the public eye. The positive image that has been built needs to be maintained and maintained, because it is closely related to the company's reputation. Once public trust has faded due to a negative reputation, it will be difficult to restore that trust. Through proper publicity management the company can improve the company's image in front of stakeholders, by instilling trust and building a positive reputation is a way to obtain a positive image.

This research was conducted to determine the publicity management of PetroChina International Jabung Ltd. The theory in this study uses Public Relations management theory according to Cutlip, Center & Broom. The method used in this research is descriptive qualitative method. With the Post-Positiveistic paradigm. Data collection techniques through in-depth interviews, internet searching and literature study. And test the validity of the data using triangulation. From the results of the research conducted, it was found that the publicity management of PetroChina International Jabung Ltd is carried out through the website, Instagram and Twitter. And PetroChina's public relations has a way of controlling that publicity.

Keywords: Public Relations, Publicity, Image.