



Mercu Buana University  
Communication Studies  
Public Relations  
Suci Rahayu  
44214310004

Strategic Public Relation PT Sony Mobile Communication to Maintance Good  
Relation with Consumer (Customer Relation)

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### **ABSTRACT**

*Now foreign companies, especially the mobile phone technology industry are competing to enter the Indonesian market, especially Jakarta, which is the capital city of the country and is an office center. Newcomers are able to threaten the existence of existing companies, such as objects that are currently being discussed, namely PT Sony Mobile Communication. The purpose of this research is to find out the public relations strategy conducted by PT Sony Mobile public relations in maintaining the company's image related to aftersales services.*

*The strategy that researchers use as a comparison is based on the definition of public relations according to cutlip that public relations is more to managerial functions and approaches, that are fact finding, planning, communication, and evaluation.*

*As is known by the public so far, that Sony has the highest quality technology and with the existence of petition which appears at website, the public relations division at the SONY company is currently controlled by the Operational & Bussiness Manager Development and assisted by Assistance Manager & Mobile Product Support. With the existence of negative issues, the researcher knows in detail how to handle if public relations is not included in the public relations division itself.*

*In this case, Sony Mobile Xperia received negative responses related to the company, thus giving rise to negative perception, image and reputation. So with the researchers using descriptive qualitative research methods in detail with the interview process to the interviewees, this makes it easier for the study so that the results of the study can directly answer how the right strategy for communicating and reducing negative issues by building good relationships then keep it from happening the same event that caused the crisis.*

*Key Words : strategic public relations, customer relation*