



*Mercu Buana University
Faculty of Communication
Field of Study Public Relations
Zakiah Dwi Rara
44214310041*

*ROLE OF PUBLIC RELATIONS TO BUILD CUSTOMER RELATIONS
AT PT MITRA SOLUSI TELEMATIKA
Number of pages: + 75 pages + 13 pages
Bibliography: 15 sources (year 2005 – 2016)*

ABSTRACT

The role of public relations in a company is considered important, because it affects the company's existence. The purpose of this study was to determine how the role of PR which is run by a team of marketing communications in building customer relations at PT Mitra Solusi Telematika.

This study uses interview research. By using the theory of Role of Public Relations Cutlip, Center, and Broom are split into four categories, namely: Technician Communication (Communication Technician), the Advisory Expert (Expert prescriber), Facilitator of Communication (Communication Facilitator), and facilitator Solver (Problem Solving Process Facilitator) ,

The method used is qualitative by emphasizing the search for meaning, the sense, the concept, characteristics, symptoms, symbols, and the description of a phenomenon

These results indicate that the role of public relations to Build Customer Relations have been carried out by Marcomm MST. And the results of this research note that public relations activities in the MST has been running optimally, it can be seen from the results of customer satisfaction surveys.



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi *Public Relations*
Zakiah Dwi Rara
44214310041

PERAN PUBLIC RELATION DALAM MEMBANGUN CUSTOMER
RELATION SPADA PT MITRA SOLUSI TELEMATIKA

Jumlah halaman: 75 halaman + 13 halaman

Bibliografi: 15 acuan (2005 – 2016)

ABSTRAK

Peran public relations pada sebuah perusahaan dianggap penting, karena berpengaruh terhadap eksistensi perusahaan. Tujuan penelitian ini adalah untuk mengetahui bagaimana peranan humas yang di jalankan oleh tim *marketing communications* dalam membangun *customer relations* pada PT Mitra Solusi Telematika

Penelitian ini menggunakan metode penelitian wawancara. Dengan menggunakan teori Peran Humas Dozier & Broom yang membagi menjadi empat kategori, yaitu: Teknisi Komunikasi (*Communication Technician*), Penasehat Ahli (*Expert Prescriber*), Fasilitator Komunikasi (*Communication Facilitator*), dan Fasilitator Pemecah Masalah (*Problem Solving Process Facilitator*).

Metode penelitian yang digunakan adalah kualitatif dengan menekankan pencarian makna, pengertian, konsep, karakteristik, gejala, symbol, maupun deskripsi tentang suatu fenomena.

Hasil penelitian ini menunjukkan bahwa peran public relations dalam membangun customer relations telah dilakukan oleh *Marcom* MST, Dan diketahui bahwa kegiatan PR di MST telah berjalan maksimal, hal ini terlihat dari hasil survey kepuasan pelanggan yang ada.