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Judul : **Standar Kompetensi *Public Relations* Pada Fungsi
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ABSTRAK

Di dalam suatu lembaga atau organisasi memerlukan peranan *Public Relations* untuk menyampaikannya informasi yang dibutuhkan baik pihak lembaga atau organisasi tersebut dengan publiknya untuk mencapai suatu reputasi. Tidak semua lembaga atau organisasi memiliki *Public Relations* sebagai divisi yang berdiri sendiri, melainkan bergabung dengan divisi Marketing ataupun divisi lain.

Penelitian ini dilakukan untuk mengetahui Bagaimana standar kompetensi *Public Relations* pada Fungsi Kehumasan di Universitas Mercu Buana Jakarta. Dalam teori ini menunjukkan bahwa standar kompetensi *Public Relations* berdasarkan pada kemampuan berkomunikasi, kemampuan manajerial atau kepemimpinan, kemampuan bergaul atau membangun relasi, dan memiliki kemampuan yang utuh dan jujur. Indikator yang mendasari standar kompetensi *Public Relations* adalah sikap, pengetahuan, keterampilan, dan pengalaman.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Metode yang digunakan adalah wawancara secara mendalam dan secara terbuka. Teknik pengumpulan data menggunakan data primer dan data sekunder.

Hasil penelitian ini memperoleh kesimpulan bahwa standar kompetensi *Public Relations* yang ada di Universitas Mercu Buana Jakarta meliputi (1) pengetahuan, (2) keterampilan seperti *Public Speaking*, *Communication Skill*, *Event Organizing Skill*, dan *Writing Skill*, dan (3) sikap seperti *Good Manner and Behavior*, *Responsibility and Integrity*, dan Percaya Diri.

Kata Kunci: *Public Relations*, *Standar Kompetensi Public Relations*



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ABSTRACT

In an institution or organization need a Public Relations role to convey the required information either party institution or organization with the public to achieve a reputation. Not all institutions or organization have Public Relations as a stand-alone division, but joined the marketing division or other divisions.

This research was conducted to determine how the competency standards of Public Relations in the function of public relations at Mercu Buana Jakarta University. In this theory suggest that the standards of competence public relations based on communication skills, managerial or leadership abilities, social skills or build relationships, and have the ability to complete and honest. Indicators underlying competency standards of Public Relations is the attitude, knowledge, skills, and experience.

This study is using qualitative approach with the type of descriptive. The method used for this research is in-depth interviews and open questions. Data collection techniques using primary data and secondary data.

This research led to a conclusion that The Standard of Competency Public Relations in Mercu Buana University include (1) knowledge, (2) skills such as Public Speaking, Communication Skill, Event Organizing Skill, and Writing Skill, and (3) Attitude like as Good Manner and Behavior, Responsibility and Integrity, and Confidence.

Keywords: *Public Relations, Public Relations Competency Standards*