

## ABSTRAK

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Judul Laporan Skripsi : Aktivitas Public Relations PT Kereta Api Logistik Dalam Membangun *Engagement* Dengan Publik Online di Media Sosial Instagram  
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Seiring semakin meningkatnya penggunaan media sosial dewasa ini, membuat public relations tertarik untuk meningkatkan kinerja bisnis bagi perusahaannya. Public relations ingin membangun *engagement* yang lebih erat dengan publik online di media sosial dengan cara memaksimalkan kegiatan publikasi dan promosi. Salah satu perusahaan logistik yang memanfaatkan media sosial untuk membangun *engagement* dengan publik online adalah PT KAI Logistik. PT KAI Logistik sendiri telah meraih dua penghargaan sekaligus yakni pada kategori Ekspedisi dan kategori Logistik. Meskipun PT KAI Logistik telah memperoleh dua penghargaan, namun tantangan bisnis tetap masih ada dalam pengiriman barang tanpa mengalami *error*. Berdasarkan uraian latar belakang tersebut, maka tujuan penelitian ini adalah untuk mengetahui Aktivitas *Public Relations* PT Kereta Api Logistik Dalam Membangun *Engagement* Dengan Publik Online di Media Sosial.

Konsep yang digunakan public relations dalam menjalan aktivitas membangun *engagement* yakni RACE (*Reach – Act – Convert – Engage*), yang dielaborasi dengan aktivitas public relations. Penelitian menggunakan paradigma *postpositivisme* dengan pendekatan deskriptif – kualitatif. Subyek penelitian melibatkan 5 narasumber. Teknik pengumpulan data primer berupa wawancara mendalam dan data sekunder menggunakan sumber buku, jurnal, dan website. Teknik analisis data secara kualitatif.

Hasil penelitian menunjukkan bahwa cara public relations menjangkau (*reach*) target sarannya dengan mempublikasikan dan mempromosikan konten yang berisikan kontes, diskon, dan *give away*. Kemudian, *public relations* melakukan kegiatan interaksi (*interACT*) dengan customernya yang terdiri dari UMKM, pelaku *start-up*, perusahaan besar. Lalu, public relations dan tim media sosial mengubah (*convert*) sikap target sasaran dengan cara menyampaikan informasi terbaru (*uptodate*) dengan memposting digital konten, memberikan tips-tips dalam pengiriman barang, memonitor respon khalayak online dalam bentuk komentar, *share*, *likes*, dan *save* terkait konten. Terakhir, *engagement* yang dilakukan public relations yakni membangun citra positif perusahaan dengan cara memposting kegiatan CSR yang pernah dilakukan, menyampaikan keuntungan (*benefit*) yang didapat customer apabila menggunakan layanan jasa Kereta Api yakni layanan yang cepat, aman, dan terpercaya.

Kata Kunci: Aktivitas Public Relations, *Engagement*, Media Sosial, Instagram.

## **ABSTRACT**

Name : Desi Fardila  
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Title Internship Report : *Public Relations Activities of PT Kereta Api Logistik in Building Engagement with the Public Online on Social Media Instagram*  
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*As the use of social media increases nowadays, public relations is interested in improving business performance for their companies. Public relations wants to build closer engagement with the online public on social media by maximizing publication and promotional activities. One logistics company that uses social media to build engagement with the online public is PT KAI Logistik. PT KAI Logistik itself has won two awards at the same time, namely in the Expedition category and the Logistics category. Even though PT KAI Logistik has received two awards, business challenges still remain in delivering goods without experiencing errors. Based on this background description, the aim of this research is to determine the Public Relations Activities of PT Kereta Api Logistik in Building Engagement with the Public Online on Social Media.*

*The concept used by public relations in carrying out engagement building activities is RACE (Reach – Act – Convert – Engage), which is elaborated with public relations activities.*

*The research uses a postpositivism paradigm with a descriptive - qualitative approach. The research subject involved 5 sources. Primary data collection techniques include in-depth interviews and secondary data using book, journal and website sources. Qualitative data analysis techniques. The data validity technique uses triangulation of data sources and theory.*

*The research results show that the way public relations reaches its targets is by publishing and promoting content containing contests, discounts and give aways. Then, public relations carries out interaction activities (interACT) with customers consisting of MSMEs, start-up actors, large companies. Then, the public relations and social media teams change (convert) the attitudes of the target audience by conveying the latest information (up to date) by posting digital content, providing tips on delivering goods, monitoring online audience responses in the form of comments, shares, likes and saves. related content. Lastly, engagement carried out by public relations is to build a positive image of the company by posting CSR activities that have been carried out, conveying the benefits that customers get when using train services, namely fast, safe and reliable services.*

*Keyword: Public Relations Activities, Engagement, Social Media, Instagram.*