

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul Laporan : Aktivitas Komunikasi Korporat Citra Anabil Farm Sapi Penggemukan
Skripsi : Tangerang Selatan Dalam Membangun Citra Dengan Pelanggan
Pembimbing : Dr. Juwono Tri Atmodjo M.Si

Penelitian ini menggunakan teori Van Riel dan Fombrum, 2007. Komunikasi korporat diupayakan oleh perusahaan untuk mencapai tujuan yang telah mereka cadangkan. Hubungan perusahaan dengan stakeholdernya karena tidak ada organisasi lahir dalam ruang hampa. Tujuan dari penelitian ini adalah untuk mengetahui dan menggambarkan aktivitas komunikasi korporat citra anabilfarm sapi penggemukan tangerang selatan dalam membangun citra dengan pelanggan. Metode yang digunakan dalam penelitian ini adalah metode studi kasus dengan pendekatan kualitatif, serta menggunakan paradigma konstruktivisme. Untuk menggali data primer digunakan teknik wawancara mendalam semi terstruktur dalam kondisi tidak formal.

Hasil penelitian dapat diketahui pemahaman aktivitas komunikasi, pemahaman aktivitas komunikasi dengan media online, terjadinya aktivitas mis komunikasi, pelayanan kandang citra anabil farm sapi penggemukan, pembentukan citra penggemukan sapi citra anabil farm, menurunnya citra dalam berkomunikasi, pengalaman informan terhadap aktivitas komunikasi citra anabil farm sapi penggemukan dalam membangun citra dengan pelanggan.

Penelitian ini adalah merekomendasikan dapat digunakan sebagai referensi serta rujukan bagi penelitian jenis kualitatif dan Studi Kasus dan analisis kompetitor salah satu melakukan studi kasus mendalam tentang praktik komunikasi korporat yang berhasil dari perusahaan sejenis dalam industri penggemukan sapi dapat memberikan wawasan yang berharga.

Kata kunci: *Aktivitas komunikasi korporat, dalam Membangun citra dengan Pelanggan*

ABSTRACT

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Study Program	: Ilmu Komunikasi
Judul Laporan Skripsi	: Corporate Communication Activities Citra Anabil Farm Cattle Fattening South Tangerang in Building Image with Customers
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Corporate communication is carried out to establish relationships with stomer stakeholders, namely parties who have these interests, which will create good relationships so that they become a strength for the company and can reduce conflict. The system that regulates this communication is corporate communication (corporate communication). Corporate communications or company communications have an important role in building public trust in the company, building image, identity and maintaining the company's reputation and future. Many companies fail because communication problems within the company do not run effectively.

This research uses the theory of Van Riel and Fombrum, 2007. Corporate communication is pursued by companies to achieve the goals they have set aside. The company's relationship with its stakeholders is because no organization is born in a vacuum. The purpose of this research is to determine and describe the corporate image communication activities of Anabilfarm's South Tangerang fattening cattle in building an image with customers. The method used in this research is a case study method with a qualitative approach, and uses a constructivist paradigm. To explore primary data, semi-structured in-depth interview techniques were used in informal conditions.

The results of the research can be seen understanding of communication activities, understanding of communication activities with online media, the occurrence of miscommunication activities, the service of the Citra Anabil Farm cattle fattening pen, the formation of the image of the Citra Anabil Farm cattle fattener, the decline in image in communication, the experience of informants regarding the communication activities of the Citra Anabil Farm cattle fattening in building an image with customers.

This research is recommended to be used as a reference and reference for qualitative type research and case studies and competitor analysis. One of conducting in-depth case studies on successful corporate communication practices from similar companies in the cattle fattening industry can provide valuable insight.

Keywords: *Corporate communication activities, in building an image with customers*