

Peran hubungan masyarakat dalam meningkatkan reputasi organisasi : studi kasus pada bagian hubungan masyarakat Kementerian Sekretariat Negara = Role of public relations in organization's reputation enhancement : case study at the Secretariat of State Ministry's public relations division

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Abstrak

Tesis ini meneliti peran hubungan masyarakat dalam meningkatkan reputasi organisasi dengan studi kasus pada bagian Hubungan Masyarakat Kementerian Sekretariat Negara. Teori yang digunakan adalah teori peran, teori peran kehumasan, teori empat model of kehumasan, teori perencanaan strategis kehumasan, dan teori reputasi organisasi. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Pengumpulan data dilakukan dengan wawancara mendalam serta observasi partisipatoris.

Hasil penelitian memperlihatkan humas Kementerian Sekretariat Negara menjalankan peran communication technician, media relations, dan communication and liaison yang diimplementasikan ke dalam rangkaian perencanaan strategis kehumasannya dengan model dua arah asimetris dalam rangka memperkuat reputasi organisasi.

.....This thesis studies about the role of public relations in order to enhance its organization's reputation, case study on public relations division of Secretariat of State Ministry. Theories that were applied are role theory, role of public relations, four models of public relations, strategic planning of public relations, and reputation of organization. This research is qualitative descriptive. The data were collected by means of in-depth interview and participative observation.

The results show that the Secretariat of State Ministry's public relations performs communication technician role, media relations role, communication and liaison role, and implement them into PR strategic planning under two way asymmetrical model of public relations in order to enhance its organization's reputation.