

Perencanaan program kampanye humas "Robo Pos Indonesia" untuk menyosialisasikan transformasi bisnis PT Pos Indonesia Juni 2015 - Oktober 2015 = Program plan for public relations campaign "Robo Pos Indonesia" to socialize the business transformation of PT Pos Indonesia June 2015 - October 2015

Dinda Miranda, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405088&lokasi=lokal>

Abstrak

RINGKASAN EKSEKUTIF

Pernyataan Masalah: Minimnya pengetahuan masyarakat perkotaan terhadap transformasi dan revitalisasi bisnis yang telah dilakukan Pos Indonesia sejak tahun 2009.

Tujuan: Meningkatkan awareness dan pengetahuan masyarakat terhadap transformasi dan revitalisasi bisnis yang telah dilakukan Pos Indonesia.

Sasaran:

1. Peningkatan pengetahuan masyarakat mengenai perkembangan produk sebesar 50%
2. Peningkatan pengetahuan masyarakat mengenai peningkatan kualitas pelayanan sebesar 50%
3. Peningkatan pengetahuan masyarakat mengenai identitas Pos Indonesia sebagai The Network Company sebesar 100%.

Strategi:

1. Strategi pesan:

- a. Informasi mengenai transformasi Pos Indonesia;
- b. identitas baru Pos Indonesia sebagai The Network Company;
- c. memiliki varian produk berbasis digital untuk memenuhi kebutuhan masyarakat perkotaan.

2. Strategi saluran:

- a. media online untuk menciptakan efek word of mouth;
- b. liputan media masa merupakan strategi publisitas paling murah dan efektif;

3. Strategi implementasi:

- a. Dimulai bertepatan pada hari ulang tahun Pos Indonesia yang ke-269;
- b. memanfaatkan sesuatu yang sederhana untuk menjadi pusat perhatian banyak orang;
- c. menggunakan objek ikonik Pos Indonesia;
- d. memanfaatkan kekuatan visual;
- e. third party endorsement;
- f. kekuatan public engagement;
- g. special event yang akan diselenggarakan pada Hari Pos Sedunia.

Khalayak Sasaran:

1. Masyarakat Jakarta rentang usia 15-40 tahun dan memiliki aktivitas dominan di luar rumah
2. Media massa:
3. Pelaku pasar e-commerce

Pesan Kunci:

1. Pos Indonesia telah bertransformasi dan kini telah siap memenuhi kebutuhan masyarakat perkotaan akan

jasa pengiriman, seperti logistik, e-commerce (Plasapos.com), dan layanan keuangan (Pospay) yang kesemuanya memanfaatkan jaringan online di seluruh Indonesia.

2. Masyarakat: Melalui program kampanye ini, PT Pos Indonesia membuktikan bahwa kini ia telah memfokuskan diri dalam pelayanan terhadap masyarakat perkotaan yang memiliki mobilitas tinggi.

3. Media Massa: PT Pos Indonesia kini telah memiliki wajah baru yang lebih segar dan modern dengan peningkatan kualitas pelayanan dan perkembangan produk digital melalui identitas barunya The Network Company.

4. Pelaku Pasar E-Commerce: PT Pos Indonesia kini telah memiliki berbagai varian produk pelayanan berbasis digital berkualitas tinggi yang dapat memudahkan para pengusaha e-commerce dalam memenuhi permintaan pasar.

Program

1. Robo Pos in Town
2. Kompetisi Komik Foto Meme
3. Third Party Endorsement (media sosial)
4. Event "The Transformation of Robo Pos Indonesia"
5. Publikasi online
6. Media briefing
7. Pre-conditioning release

Jadwal

Juni Oktober 2015

Anggaran

Total anggaran: Rp 2.170.100.000,00

Evaluasi

Evaluasi tahap input, output, outcome, serta proyeksi program.

.....

EXECUTIVE SUMMARY

Problem Statement:

The lack of knowledge of the urban communities about the business transformation and revitalization of Pos Indonesia since 2009.

Goal:

To raise public awareness and public knowledge towards business transformation and revitalization of Pos Indonesia

Objectives:

1. Increasing public knowledge about the development of products by 50%
2. Increasing public knowledge about enhancement of the quality of service by 50%
3. Increasing public knowledge about the latest identity of Pos Indonesia, that is "The Network Company", by 100%

Strategy

1. Message Strategies:

- a. Information about the transformation of Pos Indonesia;
- b. the new identity of Pos Indonesia as "The Network Company";
- c. they have variants of digital-based products to meet the needs of urban communities.

2. Channel Strategies:

- a. Online media to create the effect of word-of-mouth;
- b. media coverage is the most inexpensive and effective publicity strategy;

3. Implementation Strategies:

- a. The program will be started on the 269th Pos Indonesia anniversary;
- b. take advantage of something simple to become the center of attention of many people;
- c. using iconic objects of Pos Indonesia;
- d. harness the power of the visual;
- e. third party endorsement;
- f. public engagement power;
- g. special event to be held on The World Post Day.

Target Audience:

- 1. Jakarta community with range of the age of 15-40 y.o., have outdoor activities as the dominant
- 2. The mass media
- 3. The market of e-commerce

Key Messages:

- 1. Pos Indonesia has been transformed and is now ready to meet the needs of urban communities for shipping services, such as logistics, e-commerce (Plasapos.com), and financial services (Pospay), all of which utilize an online network throughout Indonesia.
- 2. Community: Through this campaign, PT Pos Indonesia proves that they are focusing on service to the urban communities who have high mobility.
- 3. Mass Media: PT Pos Indonesia now has a new, more fresh and modern, appearance with improvement of the quality of service and the development of digital products through their new identity as "The Network Company".
- 4. E-Commerce Market Participants: PT Pos Indonesia now has various products of high quality digital-based services that can facilitate e-commerce entrepreneurs to meet the market demand.

Programs

- 1. "Robo Pos in Town"
- 2. Meme Photo Comic Competition
- 3. Third Party Endorsement (social media)
- 4. Event "The Transformation of Robo Pos Indonesia"
- 5. Online publication
- 6. Media briefing
- 7. Pre-conditioning Release

Schedule:

June October 2015

Budget:

Total budget required:

Rp 2.170.100.000,00

Evaluation:

The inputs, outputs, outcomes evaluation method, and also program projection