

# Perencanaan program komunikasi cyber PR untuk membangun reputasi dan bisnis media online Kampus Update = Cyber pr communication program planning to build reputation and business of online media Kampus Update

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## Abstrak

[<b> ABSTRAK</b><br>

RINGKASAN EKSEKUTIF Analisis Situasi1 Kampus Update merupakan sebuah bisnis rintisan yang bergerak di bidang jasa promosi informasi bagi anak muda melalui media online 2 Kampus Update sulit menjalankan operasi bisnisnya karena tidak memiliki pendapatan finansial yang tetap setiap bulannya Minimnya pendapatan finansial Kampus Update diindikasikan dengan minimnya jumlah kerjasama beriklan yang berhasil disepakati bersama antara Kampus Update dan kliennya Hal ini disebabkan minimnya pengetahuan klien akan jasa yang ditawarkan Kampus Update dan pengelolaan hubungan dengan klien yang kurang maksimal 3 Kampus Update memerlukan sebuah program komunikasi yang dapat membangun reputasinya sehingga mampu membuat target khalayaknya mengetahui lini bisnis Kampus Update dan mau menjalin kerjasama dengan Kampus Update Program komunikasi ini diwujudkan dalam bentuk Program Komunikasi Cyber PR TujuanProgram komunikasi Cyber PR bertujuan membangun reputasi Kampus Update sehingga khalayak sasaran bersedia bekerjasama atau beriklan dengan Kampus Update sehingga pada akhirnya Kampus Update dapat memperoleh pemasukan finansial yang tetap setiap bulannya SasaranSasaran program komunikasi 1 Membangun pengetahuan mengenai lini bisnis Kampus Update kepada khalayak sasaran sebanyak 80 dalam setahun2 Membangun ketertarikan khalayak sasaran terhadap hal hal seputar kerjasama yang dapat dilakukan antara pelanggan dan Kampus Update sebanyak 60 dalam setahun3 Membangun hasrat kerjasama para khalayak sasaran sebanyak 40 dalam setahun4 Membangun reputasi Kampus Update sebagai sebuah bisnis yang dapat memfasilitasi kebutuhan khalayak sarannya Sasaran bisnis 1 Meningkatkan pengetahuan mengenai lini bisnis Kampus Update kepada target khalayak sebanyak 80 dalam setahun2 Meningkatkan ketertarikan target khalayak terhadap hal hal seputar kerjasama yang dapat dilakukan antara pelanggan dan Kampus Update sebanyak 60 dalam setahun3 Meningkatkan hasrat kerjasama para pelanggan sebanyak 40 dalam setahun4 Meningkatkan pembelian produk jasa Kampus Update oleh pelanggan sebanyak 20 dalam setahun Strategi1 Implementasi Search Engine Optimization SEO akun Kampus Update2 Optimalisasi Search Engine Marketing SEM akun Kampus Update3 E Customer RelationsKhalayak Sasaran1 Perusahaan atau organisasi yang berpotensi menjadi klien baru Kampus Update2 Perusahaan atau organisasi yang pernah menjadi klien KampusPesanan KunciKampus Update merupakan media online terbaik di Indonesia yang dapat memfasilitasi kebutuhan kliennya dalam mempromosikan kegiatan dan program yang berkaitan dengan anak muda Taktik1 Taktik untuk strategi Implementasi SEO akun Kampus Updatea Revitalisasi profil akun twitter facebook fanpage dan instagram Kampus Updateb Revitalisasi konten About Us di situs Kampus Updatetc Pembuatan artikel online di situs Kampus Update dengan menggunakan indeks kata kunci d Pembuatan blog Kampus Update 2 Taktik untuk strategi Optimalisasi SEM akun Kampus Updateda Kerjasama dengan akun media sosial twitter rekanan sebagai linking assistanced Kerjasama dengan blog rekanan sebagai linking assistance 3 Taktik untuk e

Customer Relationsa Menjaln komunikasi dengan klien yang sudah pernah bekerjasamab Menjaln komunikasi dengan calon klien baruJadwalJanuari ndash Desember 2015AnggaranRp 2 000 000  
EvaluasiMetode evaluasi yang digunakan adalah metode input output dan outcome

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**ABSTRACT**  
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Optimization SEO by Kampus Update account 2 Optimizing the use of Search Engine Marketing SEM by Kampus Update account 3 E Customer Relations

**Target Publics**

- 1 Companies or organizations which are potential in being Kampus Update rsquo s next clients
- 2 Companies or organizations that have been Kampus Update rsquo s clients before

**Key Message**Kampus Update as the best online media in Indonesia that can facilitate the clients in promoting the events and programs for young people

**Tactics**

- 1 Tactics for implementing the use of SEO by Kampus Update account rsquo s strategya Revitalizing the profile of Kampus Update rsquo s twitter account facebook fan page and instagram b Revitalizing the content of About Us in Kampus Update rsquo s website page c Creating online articles in Kampus Update rsquo s website page by using index d Creating Kampus Update rsquo s official blog
- 2 Tactics for optimizing SEM by Kampus Update rsquo s account rsquo s strategya Partnering with similar twitter accounts as the linking assistance b Partnering with similar blogs as the linking assistance
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**Timeline**January ndash December 2015

**Budgeting**Rp 2 000 000

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