

## Perencanaan Program Community Relations Nippon Paint Spot-Less Plus = Nippon Paint Spot-Less Plus Community Relations Program Planning

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### Abstrak

Gencarnya perkembangan industri properti dalam negeri secara tidak langsung mendorong perkembangan industri cat.

Data yang dikeluarkan oleh APCI (Asosiasi Produsen Cat Indonesia) dan survei yang dilakukan oleh PT MARS Indonesia menyatakan bahwa industri cat di Indonesia mengalami pertumbuhan yang cukup signifikan dari tahun ke tahun.

Perkembangan industri cat ditandai dengan banyaknya jenis dan fungsi cat yang berbeda sesuai dengan kebutuhan konsumen dan ketatnya persaingan dalam industri cat.

Dalam upaya memperluas pangsa pasarnya beberapa perusahaan cat telah melakukan inovasi dalam bisnisnya dengan menciptakan produk cat yang ramah lingkungan dan aman bagi kesehatan, salah satunya Nippon Paint.

Banyaknya pilihan pada jenis produk yang serupa membuat diperlukan adanya upaya untuk menyebarkan informasi terkait keberadaan produk agar brand tersebut dapat tetap bersaing dengan kompetitornya. Upaya tersebut dapat dilakukan melalui program community relations. Menjalin hubungan baik antar Nippon Paint Spot-less Plus dengan komunitas tukang cat. Tujuan jangka panjang dari program ini adalah agar terjalinnya hubungan yang baik antar komunitas yang secara tidak langsung akan memengaruhi citra dan penyebaran informasi terkait produk Nippon Paint Spot-less Plus serta Nippon Paint Indonesia. Melalui rangkaian program community relations, Nippon Paint Spot-less Plus berupaya untuk meningkatkan profesionalisme, meminimalisasi risiko terjadinya kecelakaan kerja, memberikan kesempatan kerja bagi komunitas tukang cat, dan hubungan baik dengan komunitas tukang cat di lima kota administratif Jakarta.

Melalui program community relations Nippon Paint turut melindungi komunitas tukang cat agar terbebas dari gangguan kesehatan yang diakibatkan oleh pekerjaan.

Melalui program community gathering, komunitas tukang cat yang berada di bawah naungan Nippon Paint dapat meningkatkan profesionalisme mereka.

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The relentless development of domestic property industry indirectly encourage the development of paint industry.

Data that has been published by APCI (Asosiasi Produsen Cat Indonesia) and the surveys that has been done by PT MARS Indonesia stated that paint industry in Indonesia had a significant development annually. The development of paint industry marked by the variety of different types and functions that emerged which has suit the customers needs and strict rivalry in paint industry.

In the attempt of widening the markets target, some of the paint companies has done innovation in their business with creating paint products which are eco-friendly and safe for health, one of them being Nippon Paint.

The numbers of choices on similar products varieties causes the need to spread informations related about

the existence of the products so the brand can still compete with its competitors. The efforts can be done through a program community relations. To bind a good relationship between the brand and painter community. With this series of events, Nippon Paint Spot-less Plus hopes that it can help and support governments effort to rise the painters quality and competency. Good relations between communities is the long term goal of this program, which indirectly will influence the spreading of information and the image of Nippon Paint Spot-less Plus and Nippon Paint Indonesia. Through the series of community relations programs, Nippon Paint Spot-less Plus is aimed at increasing professionalism, minimizing the risk of workplace accidents, providing employment opportunities for the painters community, and good relations with the painters community in five administrative city Jakarta.

Through community relations program, Nippon Paint is participating on protecting painter community so that they can be free from health hazard which caused by their professions risk.

Through the community Training program, the community of painters under Nippon Paint can increase their professionalism