

## Strategi Public Relations Mall Pesona Square dalam membangun citra positif = Public relations strategy of Pesona Square Mall in building a positive image

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### Abstrak

Kehadiran sosok <em>public relations</em> dibutuhkan oleh banyak perusahaan, sejalan dengan salah satu fungsinya yang bertanggung jawab dalam membantu perusahaan memiliki citra dan reputasi yang baik di mata khalayaknya. Citra yang positif dapat memberi berbagai dampak yang menguntungkan pada perusahaan. <em>Mall</em> Pesona Square yang baru berdiri selama kurang lebih satu tahun tentu membutuhkan jasa <em>public relations</em> guna membangun citra yang positif sedini mungkin. Upaya <em>public relations</em> diciptakan melalui berbagai rancangan strategi humas yang kemudian diterapkan oleh <em>Mall</em> Pesona Square. Strategi ini dibentuk melalui empat tahapan proses yang mencakup <em>defining problems</em>, <em>planning and programming</em>, <em>taking action</em>, dan <em>evaluating the program</em>. Strategi kemudian dikelompokkan ke dalam tujuh jenis di antaranya <em>publications</em>, <em>event</em>, <em>news</em>, <em>community involvement</em>, <em>inform</em>, <em>lobbying</em>, serta <em>social responsibility</em>. Dalam implementasinya, <em>Mall</em> Pesona Square berhasil menggunakan seluruh tujuh jenis strategi dalam upaya membangun citra positif. Strategi yang paling dianggap positif oleh khalayak yaitu strategi <em>inform</em> di mana <em>Mall</em> Pesona Square menjadi satu-satunya <em>mall</em> di Kota Depok yang mengumandangkan adzan ketika memasuki waktu sholat bagi umat Islam.

<hr /><The presence of public relations figures is needed by many companies, in line with one of its functions which is responsible for helping the company to have a good image and reputation in the eyes of its audience. A positive image can have a variety of beneficial effects on the company. The Pesona Square Mall, which has only been established for approximately one year, certainly requires public relations services to build a positive image as early as possible. Public relations efforts were created through various public relations strategy designs which were then applied by Mall Pesona Square. This strategy is formed through four stages of the process that includes defining problems, planning and programming, taking action, and evaluating the program. The strategies are then grouped into seven types including publications, events, news, community involvement, information, lobbying, and social responsibility. In its implementation, Mall Pesona Square successfully used all seven types of strategies in an effort to build a positive image. The most considered positive strategy by the public is the inform strategy where the Pesona Square Mall is the only mall in Depok that echoes the call to prayer when entering prayer time for Muslims.