

Manajemen Isu Public Relations Tentang Perempuan dalam Industri Kelapa Sawit (Studi Pada Program Agrovaria Lovepink di PT Astra Agro Lestari Tbk Periode Mei-Oktober 2021) = Management of Public Relations Issues Concerning Women in the Palm Oil Industry (Study on the Agrovaria Lovepink Program at PT Astra Agro Lestari Tbk Period May-October 2021)

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Abstrak

Semakin berkembangnya sebuah industri, maka peran Public Relations (PR) semakin penting terutama bagi industri kelapa sawit yang sering menjadi sasaran kampanye negatif dengan berbagai isu lingkungan dan sosial. Munculnya laporan Associated Press pada 18 November 2020 terkait eksploitasi perempuan di industri kelapa sawit mendorong Public Relations PT Astra Agro Lestari Tbk untuk melakukan manajemen isu dalam rangka mempertahankan citra perusahaan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui implementasi manajemen isu PR di PT Astra Agro Lestari Tbk dalam menghadapi isu perempuan melalui program Agrovaria Lovepink. Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan strategi penelitian studi kasus. Untuk mengumpulkan data, teknik yang dilakukan adalah in-depth interview dengan berfokus pada langkah-langkah manajemen isu yang dilakukan mulai dari penyusunan rencana hingga evaluasi oleh Public Relations PT Astra Agro Lestari Tbk. Hasil penelitian ini menunjukkan PR PT Astra Agro Lestari Tbk melakukan proses manajemen isu ketika isu tersebut berada di fase emerging issue dan melakukan program pengendalian melalui implementasi strategi event, publikasi, kolaborasi/kerjasama, dan social responsibility yang dibalut dalam sebuah program bernama Agrovaria Lovepink.

.....As an industry develops, the role of Public Relations (PR) becomes increasingly important, especially for the palm oil industry, which is often the target of negative campaigns on various environmental and social issues. The emergence of an Associated Press report on the exploitation of women in the palm oil industry on 18 November 2020 prompted the public relations department of PT Astra Agro Lestari Tbk to implement issue management in order to maintain the company's image. Therefore, this study aims to determine the implementation of PR issue management at PT Astra Agro Lestari Tbk in dealing with women's issues through the Agrovaria Lovepink programme. This study uses a constructivism paradigm with a qualitative approach and a case study research strategy. To collect data, the technique used was in-depth interviews, focusing on the issues management steps that were carried out from the preparation of the plan to the evaluation by the public relations department of PT Astra Agro Lestari Tbk. The results of this study show that PT Astra Agro Lestari Tbk. PR carries out an issue management process when the issue is in the emerging issue phase and carries out a control programme through the implementation of event strategies, publications, cooperation/collaboration and social responsibility wrapped in a programme called Agrovaria Lovepink.