

ABSTRACT

AMANDA DESSY UTAMI. 1204110003. *Role of Corporate Communications PT Telkomsel Regional West Java on publication of the kind of Loops products.*

The study begins with the author's interest to the Loop Telkomsel and Loop Station which drew the attention of young cellular card users in the past year especially in the local media news, in both print and electronic. Loop itself is a brand replacement from Simpati Loop. The high intensity of news packaging and the publication serve in local media made Loop has so many users in short amount of time right after the launching of the product itself, this was caused by the role of Telkomsel's public relation or Corporate Communications especially in West Java region. Author felt the need to describe the role of public relation or Corporate Communications with regard to internal and external aspects prior to the publication of the Loop product so it will be clear how the company apply the role of public relation or Corporate Communications in Loop product publication and the message to the community.

To find out the result of this study, author formulates the problem, which is the role of Corporate Communications covering internal matters such as research, planning, implementation and evaluation as well as external matters such as the way publicity is being done to the Loop product by Corporate Communication of PT Telkomsel especially in the West Java region.

The method used in this research is qualitative with descriptive approach using induction model. The type of data used in this research is primary data; data acquired from recording interview with Mr. Indra Prayoga as Corporate Communication Supervisor and direct observation on the field in Telkomsel West Java region office. The secondary data collected from literature study, information from the mass media which correspond with the object of this research. Data analysis in this research is using the theory of public relation by Rosady Ruslan and Publikasi Danandjaja. The object of this research is the office of PT Telkomsel West Java Region located at Jalan Soekarno Hatta No. 707 and a Loop Station located in Jalan Diponegoro No. 41.

Based on the role of PT Telkomsel's Corporate Communications in West Java region on Loop product publication which later analyzed as internal and external role regarding research, planning, implementation, communication and which kind of publication being used, a conclusion obtained from the research is: in the role of Corporate Communications that were analyzed, internal part includes research stage process by looking at the momentum and marketing intelligence, planning process by preparing news and place also by managing reporters, implementation process by making advertorial in printed media, doing publication in local radio, and communicating Loop product to young men community, and evaluation process by monitoring the news in printed media including customer complains. PT Telkomsel's Corporate Communications in West Java region is using the whole type of publicity to publish the Loop product with the exception of financial publicity because its only conducted by Telkomsel's monetary authority based in Jakarta.

Keywords: Corporate Communications, Internal Publication, Eksternal Publication