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COMMUNICATIONS STRATEGY PUBLIC RELATIONS IN IMPROVING THE RELATIONSHIP WITH THE GOVERNMENT (CASE STUDY ON THE DIVISION OF PUBLIC RELATIONS PT. DIRGANTARA INDONESIA)

ABSTRACT

According to Prof. B.J. Habibie, that the withdrawal of the Indonesia aerospace among others due to the lack of government's efforts to facilitate a product from PT. Dirgantara Indonesia. To advance the aerospace industry in Indonesia, not only required good policies from the Government, but must also be accompanied by concrete actions in support of research carried out by the experts. The importance of the role of government to a company is certainly already realized by each public relations company, particularly a SOES (State-owned enterprises) such as PT. Dirgantara Indonesia affiliated directly to the government. One of the efforts undertaken by the division of public relations PT. Dirgantara Indonesia was continuing to improve relations with the authorities (government relations). This paper attempts to provide information on how the strategy and communication process conducted by the public relations PT. Dirgantara Indonesia in improving relations with the government. This research uses a paradigm of constructivism, methods, case studies, and kualitatif approach. Key informants from these studies amounted to 4 people and 1 informant triangulation. Data collection techniques used are observation and in-depth interview, for the validity of the data the author uses triangulation of sources. Based on the results of the study authors, communication strategy undertaken by public relations PT. Dirgantara Indonesia in improving the relationship with the government is through news coverage in various media, both print media, electronic media, online media, events and exhibitions, special reports, special stories, publicist expose, roadshow aerospace, advertorials, workshops and seminars, press releases, and video release, blind article, plan a visit as well as a plant tour. In the process of communication that serves as the recipient of the message is the Ministry of SOES (State-owned enterprises) and the Ministry of finance as a shareholder, the Ministry of industry and Ministry of transportation as a partner, the Ministry of defence as a consumer, and the DPR-RI as a decisive policy.

Key Words : PR, Government Relations, Communication Strategy, Communication Process, PT. DI