

ABSTRAK

PT. Telkom merupakan BUMN yang bergerak di bidang telekomunikasi dan memiliki penghasilan tertinggi ke tiga setelah PT. Pertamina dan Bank BRI pada tahun 2013. Bisnis PT. Telkom berkembang hingga ke bidang penyedia jasa internet (ISP) dan TV berlangganan. Sementara itu, perkembangan bisnis PT. Telkom juga sejalan dengan peningkatan jumlah pelanggan di industri telekomunikasi. Untuk memastikan bahwa citra positif perusahaan di benak konsumen dapat terjaga, PT. Telkom perlu melakukan pendekatan komunikatif dengan publiknya, salah satunya melalui media. Untuk itu, PT. Telkom menjalankan fungsi media relations untuk menjalin kedekatan mutualisme dengan pers.

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis studi kasus untuk menjelaskan manajemen public relations dalam proses media relations PT. Telkom. Analisis kasus ini berdasarkan konsep manajemen public relations dari Ruslan (2008) yang dibagi ke dalam lima tahap: perencanaan, pengorganisasian, pengkomunikasian, pengawasan, dan penilaian. Peneliti melakukan proses pencarian data menggunakan wawancara mendalam kepada 3 narasumber sebagai triangulasi narasumber dan juga studi pustaka.

Berdasarkan hasil wawancara dan studi pustaka yang dilakukan oleh peneliti, analisis kemudian disusun berdasarkan lima fokus penelitian yang telah dirumuskan, yaitu: perencanaan program media relations PT. Telkom, pengorganisasian dalam pengelolaan fungsi media relations, pola komunikasi dalam program media relations, proses pengawasan atau media monitoring, dan evaluasi program media relations. Analisis tersebut disusun dengan membandingkan antara hasil penelitian dengan teori dan pendapat dari narasumber pembanding di luar Sub-Unit Communications PT. Telkom. Dari hasil analisis peneliti, diperoleh hasil bahwa PT. Telkom sudah cukup optimal dalam manajemen public relations dalam program media relations. Namun PT. Telkom harus mengembangkan proses evaluasi yang lebih mendalam tidak hanya melakukan evaluasi media monitoring, namun dapat juga dilakukan public opinion survey.

Keywords: Manajemen Public Relations, Media Relations, Media Monitoring, News Value

ABSTRACT

PT. Telkom is a government-based company in telecommunication field and gains the third highest income after PT. Pertamina and BRI Bank in 2013. PT. Telkom's line of business grows to ISP and Pay TV field. At the same time, the growth of Telkom business is aligned to the increasing number of consumer in telecommunication industry. To make sure that the corporate positive image inside consumer's mind is maintained, PT. Telkom needs to build a communicative approach with its public, through media. Thus, PT. Telkom creates media relations function to gain mutualism intimacy with the press.

This research is using qualitative approach with case study method to explain the public relations management in the process of media relations of PT. Telkom. The case analysis is based on public relations management concept by Ruslan (2008) which is divided into five phases: planning, organizing, communicating, monitoring, and evaluation. Researcher is using in-depth interview to three informant as source triangulation and literature study to generate data.

According to the result of the interview and literature study, the data analysis is being developed in accordance to the five problems that have been generated: media relations program planning, organizing process of media relations function, communication pattern in media relations program, media monitoring process, and evaluation of media relations program. The analysis is developed by comparing the result of this research with theories and third party opinion, outside Sub-Unit Communications of PT. Telkom. From the analysis, researcher is concluding that PT. Telkom is rather optimal in managing media relations through public relations management. However, PT. Telkom needs to develop further evaluation process. Not only having a regular media monitoring analysis, but also having further survey such as public relations survey is really needed by PT. Telkom.

Keywords: Public Relations Management, Media Relations, Media Monitoring, News Value