

ABSTRACT

Currently, PT XYZ is carrying out a factory expansion project in Bekasi City, which consists of two phases of work. In the implementation of this project, various issues were found that require solutions, particularly related to stakeholder management and project communication. This research aims to design a project stakeholder management plan for the factory expansion project at PT XYZ, focusing on stakeholder identification, the design of the stakeholder management plan, and the design of the communications management plan.

This research uses the PMBOK 6th Edition as the main reference in designing the stakeholder engagement plan and communications management plan. The methods applied include the power/interest grid, salience model, stakeholder engagement assessment matrix, and expert judgment. The application of this method allows for the development of a more structured and targeted strategy in managing relationships and communication with various stakeholders involved in the project. The outcome of this design is a stakeholder engagement plan and a communications management plan, which are developed with specific engagement strategies and a communication plan tailored to the project's needs. This plan aims to ensure that stakeholder management and communication within the project can operate more effectively and efficiently.

This research is expected to assist PT XYZ, particularly in thoroughly identifying stakeholders, designing a comprehensive stakeholder management plan, and developing an effective communications management plan. In addition, the results of this research are also expected to serve as a useful reference for future studies facing similar challenges in construction projects or other fields.

Keywords – Project Delays, Project Stakeholder Management, Stakeholder Engagement Plan, Communications Management Plan