

## **ABSTRAK**

**Peran Public Relation Dalam Membangun Citra Positif Perusahaan  
(Studi Kasus Pada PT Angkasa Pura I Bandar Udara Internasional  
Adi Soemarmo Tahun 2018) KATARINA ANIS HANDAYANI.  
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Menjadi salah satu dari sepuluh perusahaan pengelola bandar udara terbaik di Asia merupakan visi Angkasa Pura I yang didukung dengan misi perusahaan. Misi tersebut adalah mengusahakan jasa kebandarudaraan melalui pelayanan prima yang memenuhi standar keamanan, keselamatan, dan kenyamanan. Oleh karena itu, Public Relation Angkasa Pura I Bandar Udara Internasional Adi Soemarmo sebagai ujung tombak perusahaan memiliki peranan yang penting dalam membangun citra perusahaan. Penelitian ini bertujuan menjelaskan peran Public Relations Bandar Udara Internasional Adi Soemarmo dalam membangun citra positif perusahaan.

Penelitian ini menggunakan metode kualitatif. Teknik pengumpulan data dilakukan dengan cara observasi, wawancara, dokumentasi. Peran public relation didasarkan pada teori Ruslan (2012:22). Hasil penelitian menunjukkan bahwa Public Relations Angkasa Pura I Bandar Udara Internasional Adi Soemarmo menjalankan keempat kategori peran yaitu sebagai communicator, relationship, corporate image, dan back up management. Adapun, aktivitas internal yang dilaksanakan oleh Public Relations seperti meeting dan upacara, sedangkan aktivitas eksternal seperti sosialisasi, publikasi, dan social events.

Kata Kunci: Peran Public Relations, Citra, Bandar Udara Internasional Adi Soemarmo

**THE ROLE OF PUBLIC RELATION IN BUILDING THE  
POSITIVE IMAGE OF COMPANY  
(Case study at PT Angkasa Pura I (PERSERO) Adi Soemarmo  
International Airport)**

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**ABSTRACT**

The vision Angkasa Pura as one of the ten best airport management companies in Asia is supported by the company's mission. The mission is to seek airport services through excellent service that meets to the security, safety and comfort standards. Therefore, Public relations of Angkasa Pura I Adi Soemarmo International Airport as the company's head has an important role in building the company image. This study aims to explain the role of Adi Soemarmo International Airport Public Relations in building a positive image of the company.

This study belongs to a qualitative method. Data collection techniques carried out by observation, interview, and documentation. The role of public relations is based on Ruslan's theory (2012: 22). The results shows that the public relations of Angkasa Pura I Adi Soemarmo International Airport carried out four categories of roles, namely as communicator, relationship, corporate image, and back up management. Meanwhile, internal activities carried out by public relations such as meetings and ceremonies while external activities such as socialization, publication, and social events.

**Keywords:** Role of public relations, Image, Adi Soemarmo International airport.



PUSAT PELAYANAN DAN  
PENGEMBANGAN BAHASA