

ABSTRAK

RYAN DARMAWAN SATRIA HAFIDI, 2015071014. Peran Dan Strategi Humas PT. Angkasa Pura 1 (PERSERO) Dalam Menghasilkan Citra Positif Melalui Media Online (Instagram). Skripsi. Universitas Sahid Surakarta.

Tujuan dari penelitian ini adalah untuk menjelaskan peran dan strategi humas PT. Angkasa Pura 1 (PERSERO) dalam menghasilkan citra positif melalui media online Instagram. Penelitian ini menggunakan metode kualitatif dengan data primer berupa hasil *screenshot* postingan Instagram PT. Angkasa Pura 1 (PERSERO). Adapun data sekunder dalam penelitian ini adalah hasil wawancara dan kuesioner. Metode pengambilan sampel menggunakan *purposive sampling* sedangkan teknik pengumpulan data menggunakan observasi dan wawancara. Adapun teknik analisis data melibatkan reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan peran dan strategi yang dilakukan Humas PT. Angkasa Pura 1 (PERSERO) dalam menghasilkan citra positif melalui media online meliputi peran sebagai communicator, relationship, back up management, corporate image. Adapun strategi humas *Publications, Event, News, Community Involment, Identity Media, Lobbying and Negotiating, Social Responsibility*.

Kata kunci: Peran, Strategi, Humas PT. Angkasa Pura 1 (PERSERO), Instagram

ABSTRACT

RYAN DARMAWAN Satria Hafidi, 2015071014. The Role and Strategy of Public Relations on PT. Angkasa Pura 1 (PERSERO) in bulding positive images through online media (Instragram). . Thesis. Sahid Surakarta University.

The objectives of this study is to explain the role and strategy of public relations from PT. Angkasa Pura 1 (PERSERO) in bulding positive images through Instagram. This study used qualitative methods with primer data in the form of screenshots of PT. Angkasa Pura 1 (PERSERO) instagram post. The secondary data is the results of interviews and questionnaires. The sampling method used purposive sampling while the data collection technique used observation and interviews. The data analysis technique involves data reduction, data presentation and drawing conclusions.

The results shows that the role and strategy of Public Relations on PT. Angkasa Pura 1 (PERSERO) in bulding positive images through online media includes the role of communicator, relationship, back up management, corporate image. Meanwhile, the public relations strategy are Publications, Events, News, Community Investment, Identity Media, Lobbying and Negotiating, Social Responsibility.

Keywords: Role, Strategy, Public Relations of PT. Angkasa Pura 1 (PERSERO), Instagram

