

ABSTRAK

Moulita Indi Ihzani, NIM 2016071017. Analisis Terhadap Fungsi Humas PT Reckitt Benckiser Indonesia Cileungsi Factory Skripsi. Universitas Sahid Surakarta.

Penelitian ini bertujuan untuk menjelaskan fungsi humas PT Reckitt Benckiser Cileungsi Factory. Penelitian ini menggunakan metode deskriptif kualitatif dengan fokus penelitian yaitu kegiatan staff humas dalam menjalankan fungsi di PT. Reckitt Benckiser. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi dan dokumentasi.

Hasil analisis menunjukkan fungsi humas yang diterapkan dalam kegiatan perusahaan PT Reckitt Benckiser yaitu: (1.) Menunjang kegiatan manajemen dalam mencapai tujuan organisasi; (2.) Membina hubungan harmonis antara organisasi dengan publik, baik publik eksternal maupun internal; (3.) Menciptakan komunikasi dua arah secara timbal balik dengan menyebarkan informasi dari organisasi kepada publik dan menyalurkan opini publik kepada organisasi; (4.) Melayani publik dan menasehati pimpinan organisasi demi kepentingan umum.

Adapun hasil analisis SWOT menunjukkan (1.) Strength (Kekuatan): (a.) Kebutuhan kegiatan manajemen maupun produksi terkoordinir dengan baik. (b.) Aspirasi dari karyawan dapat didengar langsung oleh manajemen PT Reckitt melalui program Bee Updated Week yang diadakan setiap minggu sekali; (2.) Weakness (Kelemahan): (a.) Kurang optimalnya penggunaan media sosial sebagai sarana eksistensi perusahaan. (3.) Opportunities (Peluang): (a.) Mencegah penambahan kasus covid (b.) Melalui program Bee Updated Week, dimana karyawan dan staff manajemen membaaur saling bertukar aspirasi dan informasi secara langsung; (c.) Program CSR yang diagendakan oleh PT Reckitt dapat menambah kepercayaan masyarakat terhadap perusahaan; (4.) Threats (Ancaman): (a.) Kesimpangsiuran informasi yang tersebar di internet mengenai Reckitt oleh pihak – pihak yang tidak dapat dipertanggungjawabkan kebenarannya.

Kata kunci: Humas, Fungsi Humas, Humas PT Reckitt Benckiser.

ABSTRACT

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This study aims to explain the public relations function of PT Reckitt Benckiser Cileungsi Factory. This study used a qualitative descriptive method focusing on research, namely the activities of public relations staff in carrying out functions at PT. Reckitt Benckiser. This research uses the descriptive qualitative method. Data collection techniques used are interviews, observation and documentation.

The results of the analysis show that the functions of public relations applied in the activities of the company PT Reckitt Benckiser are: (1.) Supporting management activities in achieving organizational goals; (2.) Fostering a harmonious relationship between the organization and the public, both external and internal public; (3.) Creating reciprocal two-way communication by disseminating information from the organization to the public and channelling public opinion to the organization; (4.) Serve the public and advise organizational leaders in the public interest.

The results of the SWOT analysis show that (1.) Strength (Strength): (a.) The need for management and production activities are well coordinated. (b.) Employees' aspirations can be heard directly by the management of PT Reckitt through the Bee Updated Week program held once a week; (2.) Weaknesses: (a.) the less optimal use of social media as a means of company existence. (3.) Opportunities: (a.) Preventing additional covid cases (b.) Through the Bee Updated Week program, the employees and management staff mingle and exchange aspirations and information directly; (c.) The CSR program scheduled by PT Reckitt can increase public trust in the company; (4.) Threats (Threats): (a.) Misinformation spread on the internet about Reckitt by parties who cannot be justified.

Keywords: Public Relations, Public Relations Function, Public Relations of PT Reckitt Benckiser.

