

Pelaksanaan organization-public relationships yang dilakukan oleh public relations dalam menjalin hubungan kerja sama dengan mitra perusahaan (studi kasus pada hubungan PT Angkasa Pura II dan Maskapai Penerbangan periode 2010-2011) = Implementation of the organization-public relationships conducted by public relations in cooperation relationships with partner companies (a case study in relation PT Angkasa Pura II and Airlines period 2010- 2011)

Riris Novalisa Indriyani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20295451&lokasi=lokal>

Abstrak

Organization-Public Relationship (OPR) merupakan konsep public relations yang menunjukkan peran utama public relations adalah menjalin dan memelihara hubungan baik dengan publiknya. Dalam pelayanan jasa transportasi udara, PT Angkasa Pura II dan maskapai penerbangan melakukan hubungan kerja sama dan pembinaan hubungan baik dapat meningkatkan kedekatan hubungan. Penelitian ini bertujuan untuk mengetahui pelaksanaan OPR yang dilakukan public relations melalui cara pembinaan hubungan dan mengetahui outcome dari pelaksanaan OPR.

Penelitian ini menggunakan paradigma post-positivis, pendekatan kualitatif deskriptif dan strategi studi kasus. Metode pengumpulan data wawancara mendalam, observasi dan studi dokumentasi. Hasil penelitian menunjukkan pelaksanaan OPR telah dilakukan public relations PT Angkasa Pura II dan outcome yang dihasilkan secara keseluruhan cukup baik yang memberikan kepuasan dan kepercayaan maskapai penerbangan.

.....Organization-Public Relationship (OPR) is the concept of public relations that indicate the primary role of public relations is to establish and maintain good relations with the public. In air transportation services, PT Angkasa Pura II and airlines do a cooperative relationship and fostering good relations can improve their relationships. The purpose of this study is to determine the implementation of OPR conducted by public relations through fostering relationships and knowing the outcome of the implementation of the OPR.

This study uses post positivism paradigm, descriptive qualitative approach using case study strategy. Data collection methods used are in depth interview, observation, and documentation study. The result showed that the implementation of the OPR has been conducted by public relations of PT Angkasa Pura II and overall outcome is good enough to give satisfaction and trustworthiness in airlines.