

Membangun reputasi perusahaan dengan mengelola opini publik : studi kasus pada program Talkshow Indonesia Lawyers Club TvOne = Building corporate reputation by managing public opinion : case study of TVONE Indonesia Lawyers club talkshow program

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Abstrak

A good Reputation is more valuable than money. Reputasi penting untuk perusahaan media sesuai fungsi pers mencerdaskan bangsa. Kajian literatur mengenai reputasi menjelaskan upaya-upaya membangun reputasi dengan pengelolaan citra dan identitas. Pengelolaan opini publik diperlukan sebagai evaluasi umpan balik pemirsa. Peneliti menggunakan pendekatan kualitatif untuk memahami pengelolaan tvOne khususnya Indonesia Lawyers Club (ILC) atas opini publik. Hasil penelitian menyimpulkan ILC berhasil mengaplikasikan strategi korporasi mengelola identitas tvOne, namun belum maksimal mengelola opini publik. Keterbatasan peran dan pengaruh humas maupun litbang untuk meyakinkan para pengambil keputusan terutama terkait kebijakan keuangan, menjadi hambatan. Padahal imej akan membangun reputasi tak ternilai.

<hr>Reputation is important for media companies. The literature describes efforts to build reputation by managing public opinion. Public opinion needs to be managed as a means of evaluating public feedback. Researchers used a qualitative approach to understanding the management of Indonesia Lawyers Club (ILC) tvOne program. The study concluded ILC has been successfully applied in managing the corporate identity of tvOne, but not optimal yet in managing public opinion. Limitations of the role and influence of public relations as well as R & D to be one drawback to convince decision-makers to be more focus on managing public opinion.