

## Perencanaan program media relations Pertamina Soccer School Januari-Desember 2013 = Media relations program planning of Pertamina Soccer School

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### Abstrak

#### Analisis Situasi:

1. Pertamina Soccer School merupakan sekolah sepak bola yang didirikan oleh PT Pertamina (Persero) sebagai bentuk tanggung jawab sosialnya kepada Bangsa Indonesia. Kegiatan ini adalah kegiatan positif yang mampu meningkatkan citra dan reputasi PT Pertamina (Persero) sebagai perusahaan BUMN yang memiliki kepedulian yang tinggi dalam mencetak generasi berkualitas di bidang sepak bola.
2. Namun, kegiatan ini belum dikenal oleh masyarakat luas karena belum optimalnya jumlah pemberitaan di media massa terkait program ini.
3. Program Pertamina Soccer School membutuhkan upaya kehumasan berupa serangkaian kegiatan media relations yang mampu meningkatkan pengetahuan dan memotivasi kalangan jurnalis untuk menuliskan pemberitaan positif mengenai Pertamina Soccer School.

#### Tujuan:

1. Meningkatkan pengetahuan kalangan jurnalis mengenai Program Pertamina Soccer School
2. Memotivasi kalangan jurnalis agar menuliskan pemberitaan positif mengenai kegiatan Pertamina Soccer School
3. Menghasilkan pemberitaan positif mengenai program Pertamina Soccer School

#### Strategi:

Melaksanakan serangkaian kegiatan media relations dan menggabungkan sarana media komunikasi yang ada, termasuk media baru. Adapun kegiatan-kegiatan tersebut berupa workshop jurnalis, media gathering, konferensi pers, membuat komunitas wartawan, dan media visit.

#### Khalayak Sasaran:

Rekan-rekan jurnalis dari empat kategori, yakni Media Umum, Media BUMN dan Energi, Media Remaja dan Gaya Hidup, dan Media Olahraga.

#### Pesan Kunci:

1. Melalui Pertamina Soccer School, Pertamina berupaya menunjukkan komitmen tingginya terhadap perkembangan dunia sepak bola Indonesia.
2. Melalui Pertamina Soccer School, Pertamina membuka peluang untuk mewujudkan mimpi anak-anak Indonesia yang berbakat dalam bidang sepak bola, namun tidak memiliki cukup biaya.
3. Melalui Pertamina Soccer School, Pertamina berharap dapat mengasah potensi anak-anak Indonesia sehingga tercipta atlet nasional berkualitas yang mampu bersaing di kancah internasional guna mengharumkan nama Indonesia.

Objektif:

1. Memberikan pengetahuan kalangan jurnalis akan program Pertamina Soccer School
2. Kehadiran media (media attendance) minimal 70% dari total keseluruhan media yang diundang.
3. Permintaan wartawan akan informasi Pertamina Soccer School minimal dua media dalam satu bulan.
4. Menghasilkan liputan positif minimal 70% dari total keseluruhan artikel yang dimuat dalam satu bulan.

Program:

Rangkaian kegiatan media relations Pertamina Soccer School yang terdiri dari:

1. Pertamina Soccer School on New Media
2. Media Gathering (Media Luncheon, Buka Puasa Bersama Pertamina Soccer School, serta Pertandingan Persahabatan dan Syukuran HUT Pertamina Soccer School.
3. Workshop Jurnalis
4. Media Visit 'Pertamina Soccer School Goes to Media'
5. Membentuk Komunitas Wartawan 'Associated Press Football Fans'
6. Konferensi Pers 'Pertamina Soccer School Goes to Milan dan Pertamina Soccer School Goes to Liga Pertamina'
7. Exclusive Interview

Jadwal:

Januari - Desember 2013 dengan rincian sebagai berikut:

1. Pertamina Soccer School on New Media: Januari - Desember 2013
2. Workshop Jurnalis 'Meretas Juara Berkualitas Bersama Pertamina Soccer School': 22 November 2013
3. Media Luncheon 1: 11 Februari 2013 dan Media Luncheon 2: 14 Mei 2013
4. Media Visit: Maret - April 2013
5. Komunitas Wartawan 'Associated Press Football Fans': Juni 2013
6. Buka Puasa Bersama Pertamina Soccer School: 18 Juli 2013.
7. Pertandingan Persahabatan dan Syukuran HUT Pertamina Soccer school: 21 September 2013
8. Konferensi Pers Pertamina Soccer School Goes to Liga Pertamina: 28 Agustus 2013 dan Pertamina Soccer School Goes to Milan: 25 November 2013.
9. Exclusive Interview: 16 Desember 2013

Anggaran:

Total anggaran yang dikeluarkan dalam seluruh rangkaian kegiatan Pertamina Soccer School ini sebesar Rp. 336,480,000

Evaluasi: Metode Evaluasi yang digunakan adalah metode input - output - outcome.

Input: evaluasi terhadap segala proses yang berlangsung dalam rangka mengadakan kegiatan.

Output: evaluasi terhadap sesuatu yang nyata (produk) terkait hasil kegiatan.

Outcome: pengukuran dampak dan evaluasi hasil pelaksanaan program.

.....Situation Analysis:

1. Pertamina Soccer School is a football school that provided by PT Pertamina (Persero) as a Pertamina's

responsible to Indonesia. The activities are contained positive activities enable to increase Pertamina's image and reputation as BUMN that has high comitment to born soccer star.

2. This activity hasn't been well known to all Indonesia yet because the media coverage hasn't been optimal yet.
3. The program needs PR efforts,group activities of media relations, that able to increase the knowledge and motivate journalists to write positive issues about Pertamina Soccer School.

#### Purpose:

1. Give the knowledge among journalists about Pertamina Soccer School Program,
2. Motivate journalists how to write positive issues about Pertamina Soccer School.
3. Achieve positive media coverage about Pertamina Soccer School.

Strategy: Do a group of media relation activities and engage available communication media facilities, included new media. The activities contained journalist workshop, media gathering, pers conference, journalist community and media visit.

Target Audience: The our targeted journalist is divided by 4 category, Media Umum, Energy and BUMN Media, Teen and lifestyle media and sport media.

#### Key Messages:

1. By Pertamina Soccer School, Pertamina try to show the high comitment towards Indonesia Football development.
2. By Pertamina Soccer School, Pertamina gives chances to make Indonesian's talented kids come true in football, that don't have enough money.
3. By Pertamina Soccer School, Pertamina expect that this program is able to so encourage Indonesian's kid potential that creating national qualiefied to compete in international football and make Indonesia proud.

#### Objectives:

1. Give journalist's knowledge about Pertamina Soccer School
2. Media attendance to 70% from total invited media.
3. Journalist's information requests about Pertamina Soccer School, 2 media in one month as a minimal ammount.
4. Achieve 70% positive media coverage from total published articles in one month

#### Program:

The group of media relation activities in Pertamina Soccer School are:

1. Pertamina Soccer School on New Media
2. Media Gathering (Media Luncheon, Fasting dinner with Pertamina Soccer School, and Friendship competition, Pertamina Soccer School's birthday ceremony.
3. Journalist workshop.
4. Media Visit 'Pertamina Soccer School Goes to Media'
5. Make a journalist community 'Associated Press Football Fans'
6. Press Conference 'Pertamina Soccer School Goes to Milan dan Pertamina Soccer School Goes to Liga Pertamina'

## 7. Exclusive Interview

### Schedule:

January - December 2013, details are:

1. Pertamina Soccer School on New Media: Januari - Desember 2013
2. Journalist Workshop "Meretas Juara Berkualitas Bersama Pertamina Soccer School": November 22nd 2013
3. Media Luncheon 1: Februari 11th 2013 dan Media Luncheon 2: Mei 14th 2013
4. Media Visit: Maret - April 2013
5. Komunitas Wartawan 'Associated Press Football Fans': Juni 2013
6. Fasting Dinner With Pertamina Soccer School: July 18th 2013.
7. Friendship Competition and Pertamina Soccer School's Birthday Ceremony: September 21st 2013
8. Press Conference Pertamina Soccer School Goes to Liga Pertamina: Agustus 28th 2013 dan Pertamina Soccer School Goes to Milan: November 25th 2013
9. Exclusive Interview: December 16th 2013

Budget: Total budget to release in this program is Rp 336,480,000

Evaluation: The evaluation method that used in this program is input - output - outcome method.

Input: evaluation towards all process in this program.

Output: evaluation towards all real things (Products) regarding with program output.

Outcome: measurement of effect, and result's program evaluation