

Perencanaan program kampanye humas "Robo Pos Indonesia" untuk menyosialisasikan transformasi bisnis PT Pos Indonesia Juni 2015 - Oktober 2015 = Program plan for public relations campaign "Robo Pos Indonesia" to socialize the business transformation of PT Pos Indonesia June 2015 - October 2015 / Dinda Miranda

Dinda Miranda, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405088&lokasi=lokal>

Abstrak

[ABSTRAK

RINGKASAN EKSEKUTIF

Pernyataan Masalah

Minimnya pengetahuan masyarakat perkotaan terhadap transformasi dan revitalisasi bisnis yang telah dilakukan Pos Indonesia sejak tahun 2009.

Tujuan

Meningkatkan awareness dan pengetahuan masyarakat terhadap transformasi dan revitalisasi bisnis yang telah dilakukan Pos Indonesia.

Sasaran

Peningkatan pengetahuan masyarakat mengenai perkembangan produk sebesar 50%

Peningkatan pengetahuan masyarakat mengenai peningkatan kualitas pelayanan sebesar 50%

Peningkatan pengetahuan masyarakat mengenai identitas Pos Indonesia sebagai The Network Company sebesar 100%.

Strategi

Strategi pesan:

Informasi mengenai transformasi Pos Indonesia;

identitas baru Pos Indonesia sebagai The Network Company;

memiliki varian produk berbasis digital untuk memenuhi kebutuhan masyarakat perkotaan.

Strategi saluran:

Media online untuk menciptakan efek word of mouth;

liputan media masa merupakan strategi publisitas paling murah dan efektif;

Strategi implementasi:

Dimulai bertepatan pada hari ulang tahun Pos Indonesia yang ke-269;

memanfaatkan sesuatu yang sederhana untuk menjadi pusat perhatian banyak orang; menggunakan objek ikonik Pos Indonesia;

memanfaatkan kekuatan visual; third party endorsement; kekuatan public engagement; special event yang akan diselenggarakan pada Hari Pos Sedunia.

Khalayak Sasaran

Masyarakat Jakarta rentang usia 15-40 tahun dan memiliki aktivitas dominan di luar rumah

Media massa

Pelaku pasar e-commerce

Pesan Kunci

Pos Indonesia telah bertransformasi dan kini telah siap memenuhi kebutuhan masyarakat perkotaan akan jasa pengiriman, seperti logistik, e-commerce (Plasapos.com), dan layanan keuangan (Pospay) yang kesemuanya memanfaatkan jaringan online di seluruh Indonesia.

Masyarakat: Melalui program kampanye ini, PT Pos Indonesia membuktikan bahwa kini ia telah memfokuskan diri dalam pelayanan terhadap masyarakat perkotaan yang memiliki mobilitas tinggi.

Media Massa: PT Pos Indonesia kini telah memiliki wajah baru yang lebih segar dan modern dengan peningkatan kualitas pelayanan dan perkembangan produk digital melalui identitas barunya The Network Company.

Pelaku Pasar E-Commerce: PT Pos Indonesia kini telah memiliki berbagai varian produk pelayanan berbasis digital berkualitas tinggi yang dapat memudahkan para pengusaha e-commerce dalam memenuhi permintaan pasar.

Program

Robo Pos in Town

Kompetisi Komik Foto Meme

Third Party Endorsement (media sosial)

Event ?The Transformation of Robo Pos Indonesia?

Publikasi online

Media briefing

Pre-conditioning release

Jadwal

Juni Oktober 2015

Anggaran

Total anggaran: Rp 2.170.100.000,00

Evaluasi

Evaluasi tahap input, output, outcome, serta proyeksi program.

<hr>

ABSTRACT

EXECUTIVE SUMMARY

Problem Statement

The lack of knowledge of the urban communities about the business transformation and revitalization of Pos Indonesia since 2009.

Goal

To raise public awareness and public knowledge towards business transformation and revitalization of Pos Indonesia

Objectives

Increasing public knowledge about the development of products by 50%

Increasing public knowledge about enhancement of the quality of service by 50%

Increasing public knowledge about the latest identity of Pos Indonesia, that is ?The Network Company, by 100%

Strategy

Message Strategies:

Information about the transformation of Pos Indonesia;

the new identity of Pos Indonesia as "The Network Company";
they have variants of digital-based products to meet the needs of urban communities.

Channel Strategies:

Online media to create the effect of word-of-mouth;
media coverage is the most inexpensive and effective publicity strategy;

Implementation Strategies:

The program will be started on the 269th Pos Indonesia anniversary;
take advantage of something simple to become the center of attention of many people; using iconic objects of Pos Indonesia; harness the power of the visual;
third party endorsement; public engagement power; special event to be held on The World Post Day.

Target Audience

Jakarta community with range of the age of 15-40 y.o., have outdoor activities as the dominant

The mass media

The market of e-commerce

Key Messages

Pos Indonesia has been transformed and is now ready to meet the needs of urban communities for shipping services, such as logistics, e-commerce (Plasapos.com), and financial services (Pospay), all of which utilize an online network throughout Indonesia.

Community: Through this campaign, PT Pos Indonesia proves that they are focusing on service to the urban communities who have high mobility.

Mass Media: PT Pos Indonesia now has a new, more fresh and modern, appearance with improvement of the quality of service and the development of digital products through their new identity as "The Network Company".

E-Commerce Market Participants: PT Pos Indonesia now has various products of high quality digital-based services that can facilitate e-commerce entrepreneurs to meet the market demand.

Programs

"Robo Pos in Town"

Meme Photo Comic Competition

Third Party Endorsement (social media)

Event "The Transformation of Robo Pos Indonesia"

Online publication

Media briefing

Pre-conditioning Release

Schedule

June October 2015

Budget

Total budget required:

Rp 2.170.100.000,00

Evaluation

The inputs, outputs, outcomes evaluation method, and also program projection, EXECUTIVE SUMMARY

Problem Statement

The lack of knowledge of the urban communities about the business transformation and revitalization of Pos Indonesia since 2009.

Goal

To raise public awareness and public knowledge towards business transformation and revitalization of Pos Indonesia

Objectives

Increasing public knowledge about the development of products by 50%

Increasing public knowledge about enhancement of the quality of service by 50%

Increasing public knowledge about the latest identity of Pos Indonesia, that is "The Network Company", by 100%

Strategy

Message Strategies:

Information about the transformation of Pos Indonesia;

the new identity of Pos Indonesia as "The Network Company";

they have variants of digital-based products to meet the needs of urban communities.

Channel Strategies:

Online media to create the effect of word-of-mouth;

media coverage is the most inexpensive and effective publicity strategy;

Implementation Strategies:

The program will be started on the 269th Pos Indonesia anniversary;

take advantage of something simple to become the center of attention of many people;

using iconic objects of Pos Indonesia;

harness the power of the visual;

third party endorsement;

public engagement power;

special event to be held on The World Post Day.

Target Audience

Jakarta community with range of the age of 15-40 y.o., have outdoor activities as the dominant

The mass media

The market of e-commerce

Key Messages

Pos Indonesia has been transformed and is now ready to meet the needs of urban communities for shipping services, such as logistics, e-commerce (Plasapos.com), and financial services (Pospay), all of which utilize an online network throughout Indonesia.

Community: Through this campaign, PT Pos Indonesia proves that they are focusing on service to the urban communities who have high mobility.

Mass Media: PT Pos Indonesia now has a new, more fresh and modern, appearance with improvement of the quality of service and the development of digital products through their new identity as "The Network Company".

E-Commerce Market Participants: PT Pos Indonesia now has various products of high quality digital-based services that can facilitate e-commerce entrepreneurs to meet the market demand.

Programs

"Robo Pos in Town"

Meme Photo Comic Competition

Third Party Endorsement (social media)

Event "The Transformation of Robo Pos Indonesia"

Online publication

Media briefing

Pre-conditioning Release

Schedule

June – October 2015

Budget

Total budget required:

Rp 2.170.100.000,00

Evaluation

The inputs, outputs, outcomes evaluation method, and also program projection]