

# Perencanaan program komunikasi cyber PR untuk membangun reputasi dan bisnis media online Kampus Update = Cyber pr communication program planning to build reputation and business of online media Kampus Update

Luthviana Riannisa Astari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405118&lokasi=lokal>

---

## Abstrak

[<b> ABSTRAK</b><br>

RINGKASAN EKSEKUTIF Analisis Situasi1 Kampus Update merupakan sebuah bisnis rintisan yang bergerak di bidang jasa promosi informasi bagi anak muda melalui media online 2 Kampus Update sulit menjalankan operasi bisnisnya karena tidak memiliki pendapatan finansial yang tetap setiap bulannya Minimnya pendapatan finansial Kampus Update diindikasikan dengan minimnya jumlah kerjasama beriklan yang berhasil disepakati bersama antara Kampus Update dan kliennya Hal ini disebabkan minimnya pengetahuan klien akan jasa yang ditawarkan Kampus Update dan pengelolaan hubungan dengan klien yang kurang maksimal 3 Kampus Update memerlukan sebuah program komunikasi yang dapat membangun reputasinya sehingga mampu membuat target khalayaknya mengetahui lini bisnis Kampus Update dan mau menjalin kerjasama dengan Kampus Update Program komunikasi ini diwujudkan dalam bentuk Program Komunikasi Cyber PR TujuanProgram komunikasi Cyber PR bertujuan membangun reputasi Kampus Update sehingga khalayak sasaran bersedia bekerjasama atau beriklan dengan Kampus Update sehingga pada akhirnya Kampus Update dapat memperoleh pemasukan finansial yang tetap setiap bulannya SasaranSasaran program komunikasi 1 Membangun pengetahuan mengenai lini bisnis Kampus Update kepada khalayak sasaran sebanyak 80 dalam setahun2 Membangun ketertarikan khalayak sasaran terhadap hal hal seputar kerjasama yang dapat dilakukan antara pelanggan dan Kampus Update sebanyak 60 dalam setahun3 Membangun hasrat kerjasama para khalayak sasaran sebanyak 40 dalam setahun4 Membangun reputasi Kampus Update sebagai sebuah bisnis yang dapat memfasilitasi kebutuhan khalayak sasarnya Sasaran bisnis 1 Meningkatkan pengetahuan mengenai lini bisnis Kampus Update kepada target khalayak sebanyak 80 dalam setahun2 Meningkatkan ketertarikan target khalayak terhadap hal hal seputar kerjasama yang dapat dilakukan antara pelanggan dan Kampus Update sebanyak 60 dalam setahun3 Meningkatkan hasrat kerjasama para pelanggan sebanyak 40 dalam setahun4 Meningkatkan pembelian produk jasa Kampus Update oleh pelanggan sebanyak 20 dalam setahun Strategi1 Implementasi Search Engine Optimization SEO akun Kampus Update2 Optimalisasi Search Engine Marketing SEM akun Kampus Update3 E Customer RelationsKhalayak Sasaran1 Perusahaan atau organisasi yang berpotensi menjadi klien baru Kampus Update2 Perusahaan atau organisasi yang pernah menjadi klien KampusPesan KunciKampus Update merupakan media online terbaik di Indonesia yang dapat memfasilitasi kebutuhan kliennya dalam mempromosikan kegiatan dan program yang berkaitan dengan anak muda Taktik1 Taktik untuk strategi Implementasi SEO akun Kampus Updatea Revitalisasi profil akun twitter facebook fanpage dan instagram Kampus Updateb Revitalisasi konten About Us di situs Kampus Updatec Pembuatan artikel online di situs Kampus Update dengan menggunakan indeks kata kunci d Pembuatan blog Kampus Update 2 Taktik untuk strategi Optimalisasi SEM akun Kampus Updatea Kerjasama dengan akun media sosial twitter rekanan sebagai linking assistanceb Kerjasama dengan blog rekanan sebagai linking assistance 3 Taktik untuk e

Customer Relationsa Menjalin komunikasi dengan klien yang sudah pernah bekerjasamab Menjalin komunikasi dengan calon klien baruJadwalJanuari ndash Desember 2015AnggaranRp 2 000 000  
EvaluasiMetode evaluasi yang digunakan adalah metode input output dan outcome

<hr>

<b>ABSTRACT</b><b>EXECUTIVE SUMMARY</b> Situation Analysis1 Kampus Update is a startup business that provides services in information and promotion for youth through online media 2 Kampus Update had difficulties in doing their business services due to no fixed financial income per month Lack of this financial income was indicated by lack of advertising cooperation between Kampus Update and the client This was caused by the lack of awareness that the clients had regarding the services that Kampus Update provides and the lack of customer relationship management from Kampus Update team 3 Kampus Update needs a communication program in order to build its reputation so it can build the awareness of their target publics about those services and finally cause them to be interested in cooperating in terms of advertisement This program planning is in the form of Cyber PR communication program GoalsCyber PR communication program rsquo s goals is to build Kampus Update rsquo s reputation so it bring clients will deal the advertising cooperation with Kampus Update so finally it can make Kampus Update gain the fixed financial income per month ObjectivesCommunication Program Objectives 1 Building the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Building the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Building target publics rsquo desire to do the cooperation by 40 in a year 4 Building Kampus Update reputation as a business which can facilitate their target publics rsquo needs Business Objectives 1 Raising the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Raising the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Raising clients rsquo s desire to do the cooperation by 40 in a year 4 Raising the number of the cooperation dealt with the clients by 20 in a year 5 Strategies1 Implementing Search Engine Optimization SEO by Kampus Update account 2 Optimizing the use of Search Engine Marketing SEM by Kampus Update account 3 E Customer RelationsTarget Publics1 Companies or organizations which are potential in being Kampus Update rsquo s next clients 2 Companies or organizations that have been Kampus Update rsquo s clients before Key MessageKampus Update as the best online media in Indonesia that can facilitate the clients in promoting the events and programs for young people Tactics1 Tactics for implementing the use of SEO by Kampus Update account rsquo s strategya Revitalizing the profile of Kampus Update rsquo s twitter account facebook fan page and instagram b Revitalizing the content of About Us in Kampus Update rsquo s website page c Creating online articles in Kampus Update rsquo s website page by using index d Creating Kampus Update rsquo s official blog 2 Tactics for optimizing SEM by Kampus Update rsquo s account rsquo s strategy a Partnering with similar twitter accounts as the linking assistance b Partnering with similar blogs as the linking assistance 3 Tactics for E Customer Relations rsquo strategya Communicating with the clients that have been partnering with them before b Communicating with the new potential clients TimelineJanuary ndash December 2015BudgettingRp 2 000 000EvaluationThe evaluation method used is the method of input output and outcome ;EXECUTIVE SUMMARY Situation Analysis1 Kampus Update is a startup business that provides services in information and promotion for youth through online media 2 Kampus Update had difficulties in doing their business services due to no fixed financial income per month Lack of this financial income was indicated by lack of advertising cooperation between Kampus Update and the client This was caused by the

lack of awareness that the clients had regarding the services that Kampus Update provides and the lack of customer relationship management from Kampus Update team 3 Kampus Update needs a communication program in order to build its reputation so it can build the awareness of their target publics about those services and finally cause them to be interested in cooperating in terms of advertisement This program planning is in the form of Cyber PR communication program GoalsCyber PR communication program rsquo s goals is to build Kampus Update rsquo s reputation so it bring clients will deal the advertising cooperation with Kampus Update so finally it can make Kampus Update gain the fixed financial income per month ObjectivesCommunication Program Objectives 1 Building the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Building the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Building target publics rsquo desire to do the cooperation by 40 in a year 4 Building Kampus Update reputation as a business which can facilitate their target publics rsquo needs Business Objectives 1 Raising the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Raising the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Raising clients rsquo s desire to do the cooperation by 40 in a year 4 Raising the number of the cooperation dealt with the clients by 20 in a year 5 Strategies1 Implementing Search Engine Optimization SEO by Kampus Update account 2 Optimizing the use of Search Engine Marketing SEM by Kampus Update account 3 E Customer RelationsTarget Publics1 Companies or organizations which are potential in being Kampus Update rsquo s next clients 2 Companies or organizations that have been Kampus Update rsquo s clients before Key MessageKampus Update as the best online media in Indonesia that can facilitate the clients in promoting the events and programs for young people Tactics1 Tactics for implementing the use of SEO by Kampus Update account rsquo s strategya Revitalizing the profile of Kampus Update rsquo s twitter account facebook fan page and instagram b Revitalizing the content of About Us in Kampus Update rsquo s website page c Creating online articles in Kampus Update rsquo s website page by using index d Creating Kampus Update rsquo s official blog 2 Tactics for optimizing SEM by Kampus Update rsquo s account rsquo s strategy a Partnering with similar twitter accounts as the linking assistance b Partnering with similar blogs as the linking assistance 3 Tactics for E Customer Relations rsquo strategya Communicating with the clients that have been partnering with them before b Communicating with the new potential clients TimelineJanuary ndash December 2015BudgettingRp 2 000

000EvaluationThe evaluation method used is the method of input output and outcome ;EXECUTIVE SUMMARY Situation Analysis1 Kampus Update is a startup business that provides services in information and promotion for youth through online media 2 Kampus Update had difficulties in doing their business services due to no fixed financial income per month Lack of this financial income was indicated by lack of advertising cooperation between Kampus Update and the client This was caused by the lack of awareness that the clients had regarding the services that Kampus Update provides and the lack of customer relationship management from Kampus Update team 3 Kampus Update needs a communication program in order to build its reputation so it can build the awareness of their target publics about those services and finally cause them to be interested in cooperating in terms of advertisement This program planning is in the form of Cyber PR communication program GoalsCyber PR communication program rsquo s goals is to build Kampus Update rsquo s reputation so it bring clients will deal the advertising cooperation with Kampus Update so finally it can make Kampus Update gain the fixed financial income per month ObjectivesCommunication Program Objectives 1 Building the knowledge about Kampus Update rsquo s

business services to the target publics by 80 in a year 2 Building the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Building target publics rsquo desire to do the cooperation by 40 in a year 4 Building Kampus Update reputation as a business which can facilitate their target publics rsquo needs Business Objectives 1 Raising the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Raising the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Raising clients rsquo s desire to do the cooperation by 40 in a year 4 Raising the number of the cooperation dealt with the clients by 20 in a year 5 Strategies1 Implementing Search Engine Optimization SEO by Kampus Update account 2 Optimizing the use of Search Engine Marketing SEM by Kampus Update account 3 E Customer RelationsTarget Publics1 Companies or organizations which are potential in being Kampus Update rsquo s next clients 2 Companies or organizations that have been Kampus Update rsquo s clients before Key MessageKampus Update as the best online media in Indonesia that can facilitate the clients in promoting the events and programs for young people Tactics1 Tactics for implementing the use of SEO by Kampus Update account rsquo s strategya Revitalizing the profile of Kampus Update rsquo s twitter account facebook fan page and instagram b Revitalizing the content of About Us in Kampus Update rsquo s website page c Creating online articles in Kampus Update rsquo s website page by using index d Creating Kampus Update rsquo s official blog 2 Tactics for optimizing SEM by Kampus Update rsquo s account rsquo s strategy a Partnering with similar twitter accounts as the linking assistance b Partnering with similar blogs as the linking assistance 3 Tactics for E Customer Relations rsquo strategya Communicating with the clients that have been partnering with them before b Communicating with the new potential clients TimelineJanuary ndash December 2015BudgettingRp 2 000 000EvaluationThe evaluation method used is the method of input output and outcome , EXECUTIVE SUMMARY Situation Analysis1 Kampus Update is a startup business that provides services in information and promotion for youth through online media 2 Kampus Update had difficulties in doing their business services due to no fixed financial income per month Lack of this financial income was indicated by lack of advertising cooperation between Kampus Update and the client This was caused by the lack of awareness that the clients had regarding the services that Kampus Update provides and the lack of customer relationship management from Kampus Update team 3 Kampus Update needs a communication program in order to build its reputation so it can build the awareness of their target publics about those services and finally cause them to be interested in cooperating in terms of advertisement This program planning is in the form of Cyber PR communication program GoalsCyber PR communication program rsquo s goals is to build Kampus Update rsquo s reputation so it bring clients will deal the advertising cooperation with Kampus Update so finally it can make Kampus Update gain the fixed financial income per month ObjectivesCommunication Program Objectives 1 Building the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Building the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Building target publics rsquo desire to do the cooperation by 40 in a year 4 Building Kampus Update reputation as a business which can facilitate their target publics rsquo needs Business Objectives 1 Raising the knowledge about Kampus Update rsquo s business services to the target publics by 80 in a year 2 Raising the interest with the target publics in terms of cooperation that can be done between Kampus Update and the clients by 60 in a year 3 Raising clients rsquo s desire to do the cooperation by 40 in a year 4 Raising the number of the cooperation dealt with the clients by 20 in a year 5 Strategies1 Implementing Search Engine

Optimization SEO by Kampus Update account 2 Optimizing the use of Search Engine Marketing SEM by Kampus Update account 3 E Customer RelationsTarget Publics1 Companies or organizations which are potential in being Kampus Update rsquo s next clients 2 Companies or organizations that have been Kampus Update rsquo s clients before Key MessageKampus Update as the best online media in Indonesia that can facilitate the clients in promoting the events and programs for young people Tactics1 Tactics for implementing the use of SEO by Kampus Update account rsquo s strategya Revitalizing the profile of Kampus Update rsquo s twitter account facebook fan page and instagram b Revitalizing the content of About Us in Kampus Update rsquo s website page c Creating online articles in Kampus Update rsquo s website page by using index d Creating Kampus Update rsquo s official blog 2 Tactics for optimizing SEM by Kampus Update rsquo s account rsquo s strategy a Partnering with similar twitter accounts as the linking assistance b Partnering with similar blogs as the linking assistance 3 Tactics for E Customer Relations rsquo s strategya Communicating with the clients that have been partnering with them before b Communicating with the new potential clients TimelineJanuary ndash December 2015BudgettingRp 2 000 000EvaluationThe evaluation method used is the method of input output and outcome ]