

Strategi investor relations Bank Indonesia dalam menghadapi masyarakat ekonomi Asean = Investor relations strategy of the central Bank of Indonesia in Asean economic community

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Abstrak

Penelitian ini memberikan gambaran mengenai fungsi investor relations yang dijalankan di Bank Indonesia. Penelitian ini juga memberikan gambaran mengenai strategi-strategi investor relations yang dilakukan Bank Indonesia dalam menghadapi Masyarakat Ekonomi ASEAN. Penelitian dikembangkan dengan pendekatan kualitatif dan menggunakan teknik wawancara mendalam, dengan bantuan hasil observasi langsung. Hasil penelitian menunjukkan bahwa di Bank Indonesia, fungsi investor relations terbagi menjadi dua, yaitu fungsi business unit yang dijalankan oleh Investor Relations Unit, dan fungsi manajemen hubungan yang dijalankan oleh Departemen Komunikasi. Strategi dari Investor Relations Unit berupa kebijakan-kebijakan yang mendukung posisi Indonesia di Masyarakat Ekonomi ASEAN, sementara strategi dari Departemen Komunikasi berupa strategi komunikasi dari kebijakan yang dikeluarkan departemen lain di Bank Indonesia.

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This study provides the insights of the investor relations function that exists in The Central Bank of Indonesia. This study also provides the insights of the strategies of investor relations that the Central Bank of Indonesia take in facing the upcoming ASEAN Economic Community. This study was developed with a qualitative approach by using in-depth interview, and was completed by the result of observation. The result of the study shows that in The Central Bank of Indonesia, investor relations function was divided in two categories, the function as a business unit that is managed by Investor Relations Unit and the function of relationship management that is managed by Department of Communication. The strategies of Investor Relations Unit are in the form of policies that will strengthen Indonesia's value in ASEAN Economic Community, while the strategies of Department of Communication are in the form of communication plans of the policies that other departments within The Central Bank of Indonesia create.