

Implementasi strategi corporate branding [analisis model vision, culture, image pada program transformasi pertamina 2006-2016] = Corporate branding strategic implementation vision culture image model analysis on pertamina transformation program 2006-2016 / Ratih Kismie

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Abstrak

Penelitian ini mengenai komunikasi korporat dengan program transformasi PT Pertamina (Persero) sebagai objek penelitian. Tujuan penelitian untuk menggambarkan tentang proses perumusan dan implementasi Strategic Vision kaitannya dengan Corporate Brand PT Pertamina (Persero) pada Program Transformasi 2006-2016; menggambarkan tentang keterkaitan antara Corporate Culture dengan Corporate Brand PT Pertamina (Persero) pada Program Transformasi 2006-2016; menganalisis tentang keterkaitan secara kualitatif antara Corporate Image dengan Corporate Brand PT Pertamina (Persero) pada Program Transformasi 2006-2016.

Paradigma penelitian interpretatif, metode penelitian kualitatif. Data bersifat primer melalui wawancara mendalam, dan observasi; serta data sekunder dengan studi kepustakaan. Teknis analisis data menggunakan teori 'segitiga' corporate branding dari Hatch & Schultz (2001).

Hasil penelitian menunjukkan masih terjadi gap antara Vision & Culture, tampak dari tema fundamental maupun bisnis PT Pertamina (Persero) yang belum terpenuhi, masih terdapat gap antara Vision & Image, apa yang diinginkan dalam visi PT Pertamina (Persero) dipersepsikan berbeda oleh stakeholders dari luar perusahaan, baik di dalam maupun di luar negeri. Sedangkan antara Image & Culture, gap-nya tidak terlalu lebar, bahkan semakin menyempit jaraknya, karena tata-nilai PT Pertamina (Persero) cenderung kuat, integrated, disosialisasikan kepada pekerja secara sistematis, berkesinambungan dan menyeluruh mulai dari Pusat hingga ke unit-unit daerah.

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This study was about corporate communication with transformation program of PT Pertamina (Persero) as the study object. This study aimed to describe about the formulation process and implementation of Strategic Vision related to the corporate brand of PT Pertamina (Persero) at Transformation Program 2006-2015; describe about the relation between Corporate Culture and Corporate Brand of PT Pertamina (Persero) at Transformation Program 2006-2015; analyze about the qualitative relation between Corporate Image and Corporate Brand of PT Pertamina (Persero) at Transformation Program 2006-2016.

The paradigm of this study was interpretative, and this study used qualitative research method. The primary data was obtained through deep interview, and observation; and the secondary data was obtained through literature study. Data analysis technique used the triangle corporate branding theory from Hatch & Schultz (2001).

The results showed that there was still a gap between Vision & Culture, it was shown from the fundamental and business theme of PT Pertamina (Persero) which hadn't been fulfilled. There was still a gap between Vision & Image, what was wanted in the vision of PT Pertamina (Persero) was differently perceived by stakeholders outside the company, in national and international level. There was a not-too-wide gap between Image & Culture, the distance became narrower, because the value system at PT Pertamina (Persero) tended

to be strong, integrated, and socialized systematically to all employees, continuous, and thorough starting from the central to the regions.