

Analisis strategi community relations PT Lippo Karawaci selaku pengembang Kemang Village terhadap penduduk setempat (studi kasus banjir dan kerusakan lingkungan daerah Kemang) = The strategy analysis of community relations from PT Lippo Karawaci as the developer of Kemang Village to the local society (case study : flood and the environment damage at Kemang)

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Abstrak

Community relations menjadi salah satu hal yang harus dilakukan sebuah perusahaan guna meningkatkan taraf hidup masyarakat di sekitarnya dan menciptakan hubungan yang baik diantara keduanya. Penelitian ini dilakukan untuk menganalisis strategi community relations PT Lippo Karawaci terhadap warga Kemang dengan menggunakan metode studi kepustakaan. Pada akhir penelitian, ditemukan bahwa tidak adanya program community relations yang menyebabkan hubungan antara PT Lippo Karawaci dan warga Kemang menjadi tidak positif. Strategi komunikasi yang dilakukan PT Lippo Karawaci adalah dengan melakukan konferensi pers di media massa. Kata kunci: community relations, masyarakat, bisnis, hubungan masyarakat, kebutuhan.

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Community relations is one of the things that must be done by a company to make the society around its business location better and also to make a good relationship between them. This research is conducted to analyse the community relations strategy from PT Lippo Karawaci to Kemang society using literature study methods. In the end of this research, it is found that there is no proper community relations program which causes the relationship between PT Lippo Karawaci and Kemang society becomes bad. The communication strategy that is used by PT Lippo karawaci is to do the press conference in mass media. Keywords community relations, society, business, public relations, needs.