

Public relations role in building corporate reputations management at merpati nusantara airlines

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Abstrak

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Due to build a competitive market of airline industry, the government loose their tight control in giving license to new companies entering into aviation business. Since the government has opened new regulation on open-air market, new airlines companies are mushrooming. This emerging of new airlines companies will definitely increase competition between old players and the new ones.

New Airlines Company seems to be of highly efficient and effective, in running their business. Moreover, they operate a slim organizational structure, and dare to implement brave marketing strategy such as selling ticket fare under standard price. Old players with bureaucratic structure of organization will be wobbly in entering the battle of competition. To be surviving, old state-owned company should maintain its reputation in the public opinion.

This study has the aim in order to analyze the stakeholders' opinion on Merpati Nusantara Airlines corporate reputations, besides to propose the role of corporate Public Relations in building good reputations at Merpati Nusantara Airlines.

Corporate Reputations is the reflection of an organization over time, as seen through the eyes of its stakeholders. Image factors will express that a company is uniquely developed with positive traits such as innovative, honesty, and competent management. Public Relations is a division which has a duty to maintain a good reputation in public opinion.

To get the public opinion about Merpati Nusantara current reputation, here the present writer makes a research about public opinion through media analysis. The company gave her all news being published during the year of 2000-2001, and the present writer tries to make an analysis about the Public Relations role in building the reputation in Merpati Nusantara Airlines.

Merpati Nusantara Airlines is famous to its inability to provide good services to the passengers. Such a poor service in ticket handling by the front liners, especially in East Indonesia the place where actually Merpati Nusantara has influential brand awareness. Furthermore, the company delivers the greatest routes in Indonesia The

company's greatest segment is business to communication business, with short haul business characteristics, and about 62% passengers are the civil servant and official employees.

The present writer makes several interviews to middle managements to see the internal relations between divisions. The aim is to propose the role of Public Relations at Merpati Nusantara Airlines. In those previous conversations, complaints occur from the marketing division. As a market leader in new invention of preflight services like call and fly, mir@ (buying ticket from the internet) these products do not reach the target market. Hence financial distress caused these new services cannot be advertised regularly. Human Resources of division emphasized about unsatisfied employee, strategic planning division pointed out about employee lack awareness of planning program and the Public Relations Division which on the perspective of the present writer has not played the important role in building good reputation, especially in building good communication with media which is an implementation of both external and media relations.

This thesis will show the importance of integrated marketing in inter divisions? context. To realize it, the Public Relations Division has to play a good mie by getting involved in every division. The aim is to get a better understanding about everything happened in the company consequently the Public Relations Officers are able to use it real function which is a gate keeper between internal and external stakeholders. The Public Relations Officer can use the tools of values driven process, as a guide to Implementation.

The other important thing is that the Public Relations Officer should also be always aware of current public opinion about company's reputation. The present writer does a simple research about company's news in the media. The media analyses tools analyze the result, from the research it is seen that there is duration of length between once the complaint was published and the time of answering it. Nevertheless the most significant thing here is not only answering complaints but also integrated with Human Resources Divisions in handling disobedient employees.