

## Praktik public relations melalui twitter dalam membangun customer relations studi kasus: akun twitter PT. KCJ@commuterline = Public relations practice through twitter in building customer relations : case study PT. KCJ's twitter account commuterline

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20460219&lokasi=lokal>

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### Abstrak

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Dunia public relations mengalami perkembangan seiring berkembangnya teknologi menuju arah yang lebih dinamis dan cepat. Memanfaatkan platform digital dan menggunakan media sosial seperti Twitter, praktisi public relations saat ini seolah difasilitasi untuk dapat berkreasi dalam melaksanakan perannya di perusahaan. Para praktisi public relations menggunakan model yang diungkapkan Grunig dalam menjalankan strategi komunikasi mereka pada Twitter untuk membangun hubungan relasi dengan pelanggan. Dalam makalah ini akan membahas bagaimana strategi praktisi public relations sebuah perusahaan transportasi yaitu PT. KCJ sebagai wujud pelaksanaan customer relations ditinjau dari empat model praktik public relations, yaitu press agentry, public information, one-way asymmetrical, dan two-way symmetrical. Dalam menjalankan strategi komunikasi publik dan membina hubungan dengan publiknya, PT. KCJ menerapkan model praktik public relations two-way symmetrical dan mengandung empat indikator hubungan yaitu trust, commitment, control mutuality, dan relasi komunal.

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The world of public relations is evolving as technology evolves toward a more dynamic and fast direction. Utilizing the digital platform and using social media such as Twitter, public relations practitioners today as facilitated to be able to be creative in performing its role in the company. Public relations practitioners use the model that Grunig discloses in executing their communication strategy on Twitter to build relationships with customers. In this paper will discuss how the strategy of public relations practitioner of a transportation company that is PT. KCJ as a form of customer relations implementation in terms of four models of public relations practice, namely press agentry, public information, one way asymmetrical, and two way symmetrical. In executing public communication strategies and fostering relationships with the public, PT. KCJ implements a two way symmetrical public relations model and contains four relationship indicators, namely trust, commitment, mutuality control, and communal relations.