

Peran humas dalam hubungan kemitraan antara startup transportasi dengan mitra dari perspektif employer branding: studi kasus pada hubungan PT X dengan mitra pengemudi motor = The role of public relations in partnership relationship between transportation startup with partners from employer branding's perspective: case study on partnership relationship in PT X with its motorcycle drivers

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Abstrak

**ABSTRACT**

Skripsi ini membahas mengenai peran Humas dalam hubungan kemitraan antara startup transportasi dengan mitranya dari perspektif employer branding, dengan studi kasus pada hubungan PT X, salah satu startup transportasi terbesar di Indonesia, dengan mitra pengemudi motornya. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa peran Humas dalam manajemen startup transportasi dalam hubungan kemitraan perlu ditingkatkan untuk membangun hubungan kemitraan yang kuat dan solid, terutama dalam hal interaksi informal dengan mitra sehari-hari, menjaga kestabilan sistem di aplikasi, dan menjalin hubungan baik dengan komunitas mitra, baik melalui tongkrongan mitra maupun grup WhatsApp.

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**ABSTRACT**

The focus of this study is the role of PR in the partnership relationship between startup transportation with its motorcycle drivers from the perspective of employer branding, with case studies on PT X's relationship, one of the largest transportation startup in Indonesia, with its motorcycle drivers. This research is a qualitative research with descriptive design. The results suggest that the role of Public Relations in transportation startup management in partnership relationship needs to be improved to build strong and solid partnerships, especially in terms of informal interaction with its motorcycle drivers, maintaining systems stability in application, and establishing good relationship with the drivers communities, via driver's hang out places and WhatsApp group owned by each drivers communities.