

Implementasi stakeholder engagement sebagai upaya investor relations menjaga reputasi perusahaan studi pada investor relations group PT Bank Mandiri Persero Tbk. = Stakeholder engagement implementation as efforts investor relations preserve company reputation study at investor relations group PT Bank Mandiri Persero Tbk

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Abstrak

ABSTRAK

Tesis ini membahas mengenai implementasi stakeholder engagement pada investor Relations dalam menjaga reputasi perusahaan. Permasalahan dalam pelaksanaan investor Relations diantaranya adalah persaingan mendapatkan investor institusi untuk mendapatkan modal serta meyakinkan Investor Institusi Analis Saham ketika performa kinerja perusahaan sedang stagnan dan menurun. Dengan menggunakan analisa stakeholder engagement maka peneliti melakukan identifikasi dan mapping stakeholder yang terkait dengan penanaman modal di Bank Mandiri. Selanjutnya dilakukan pengamatan untuk tahap implementasi stakeholder engagement yang telah dipetakan tersebut melalui pendekatan manajerial public Relations yaitu fact finding, planning Budgeting, communicating dan evaluasi program komunikasi. Program komunikasi tersebut diharapkan berdampak terhadap kepuasan stakeholder khususnya investor institusi Analis saham serta dapat menjaga reputasi perusahaan yang tercermin pada meningkatnya nilai jual saham perusahaan. Penelitian ini adalah penelitian kualitatif deskriptif. Hasil penelitian ini menilai bahwa Investor Relations Bank Mandiri telah menjalankan program komunikasi dengan baik, serta menyarankan agar IR Bank Mandiri sebaiknya memiliki tools khusus untuk menilai efektivitas program komunikasi yang dilaksanakan, meningkatkan budget untuk kunjungan investor institusi asing, meningkatkan kemampuan komunikasi interpersonal karyawan IR Bank Mandiri melalui training-training yang menunjang, serta menambah personel Investor Relations Group. Kata kunci: Investor Relations, Stakeholder Engagement, investor institusi, Analis Saham, Program Komunikasi.

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ABSTRACT

This thesis examine about Stakeholder engagement implementation as efforts Investor Relations Group preserve Company Reputation. Set of problems in implementation Investor Relatios are competitions obtain intitutions investor in order to invent capital and make institution Investor and stock Analyst convincing when performance of corporate decline or stagnan. With use analysis of stakeholder engagement, researcher try to make identifications dan stakeholder mapping that related with investement of capital stock . Furthermore did observations dan interview about implementation with managerial public Relations fact finding, planning, budgeting, communicating and evaluations Communications Program. These Communications Program expected have impact to satisfying of stakeholder especially institution investor and stock Analyst and could be prevent corporate reputation that reflected to increasing of stock price. This reasearch is qualitative descriptive. The result is Bank Mandiri had been made good implementations of communications program and give suggest that Investor Relations Group Bank Mandiri preferable have special tools to evaluate efectivity of communications program, increase of budgeting to visit institutions

investor abroad, increasing interpersonal skill of employee with relevant training and add personel of Investor Relations Group. Key words Investor Relations, Stakeholder Engagement, Institutions Investor, Stock Analyst, Communications Program