

Strategi Public Relations Mall Pesona Square dalam membangun citra positif = Public relations strategy of Pesona Square Mall in building a positive image

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20504017&lokasi=lokal>

Abstrak

Kehadiran sosok public relations dibutuhkan oleh banyak perusahaan, sejalan dengan salah satu fungsinya yang bertanggung jawab dalam membantu perusahaan memiliki citra dan reputasi yang baik di mata khalayaknya. Citra yang positif dapat memberi berbagai dampak yang menguntungkan pada perusahaan. Mall Pesona Square yang baru berdiri selama kurang lebih satu tahun tentu membutuhkan jasa public relations guna membangun citra yang positif sedini mungkin. Upaya public relations diciptakan melalui berbagai rancangan strategi humas yang kemudian diterapkan oleh Mall Pesona Square. Strategi ini dibentuk melalui empat tahapan proses yang mencakup defining problems, planning and programming, taking action, dan evaluating the program. Strategi kemudian dikelompokkan ke dalam tujuh jenis di antaranya publications, event, news, community involvement, inform, lobbying, serta social responsibility. Dalam implementasinya, Mall Pesona Square berhasil menggunakan seluruh tujuh jenis strategi dalam upaya membangun citra positif. Strategi yang paling dianggap positif oleh khalayak yaitu strategi inform di mana Mall Pesona Square menjadi satu-satunya mall di Kota Depok yang mengumandangkan adzan ketika memasuki waktu sholat bagi umat Islam.

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