

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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