

Pelaksanaan Strategi Cyber Public Relations: Studi Kasus pada Media Komunikasi Digital PT Sasa Inti = Cyber Public Relations Strategy Implementation: A Case Study of PT Sasa Inti's Digital Communication Media

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Abstrak

Perkembangan teknologi digital dalam beberapa tahun terakhir telah membawa perubahan besar dalam aktivitas kehumasan yang kemudian menciptakan istilah cyber public relations. Era disrupsi menuntut perusahaan FMCG seperti PT Sasa Inti untuk dapat mengikuti perkembangan teknologi dan penyebaran informasinya menggunakan media komunikasi digital. PT Sasa Inti adalah salah satu perusahaan bumbu masak di Indonesia yang sudah bertekad melakukan transformasi digital sejak tahun 2020. Makalah ini bertujuan untuk menganalisis pelaksanaan strategi cyber PR yang dilakukan dalam media komunikasi digital PT Sasa Inti. Analisis pelaksanaan strategi cyber PR dilakukan melalui desk research menggunakan kajian-kajian literatur dan observasi pada website dan media sosial Instagram, YouTube, dan TikTok resminya. Hasil analisis menunjukkan bahwa pelaksanaan cyber PR pada PT Sasa Inti dilakukan melalui publikasi media sosial yang bersifat informatif, interaktif, dan relevan dengan audiensnya. PT Sasa Inti juga terbukti telah melaksanakan prinsip-prinsip, strategi, dan metode cyber PR melalui berbagai prestasi yang diraih. Keberhasilan tersebut tercermin dari peningkatan engagement media sosial yang terus menanjak, berbagai penghargaan yang diterima, serta peningkatan akumulasi penjualan sebesar 12% daripada tahun sebelumnya.

.....The rise of digital technology in recent years has led to significant changes in public relations activities, which later coined the term cyber public relations. The era of disruption requires FMCG companies such as PT Sasa Inti to be able to follow technological developments and disseminate information through digital communication media. PT Sasa Inti is one of the Indonesian cooking spice companies that has taken steps to digital transformation since 2020. This paper aims to analyze the implementation of cyber PR strategies carried out in PT Sasa Inti's digital communication media. Desk research was used to conduct an analysis of the implementation of the cyber PR strategy, as well as observations on the official website and social media platforms Instagram, YouTube, and TikTok. This analysis of the implementation of the cyber PR strategy, conducted through desk research using literature studies and observations on the official websites and social media platforms Instagram, YouTube, and TikTok, demonstrates that PT Sasa Inti's cyber PR is carried out through social media publications that are informative, interactive, and relevant to the audience. The results show that PT Sasa Inti's implementation of the cyber PR strategy resulted in a variety of achievements. This success is reflected in the continuous increase in social media engagement, various awards received, and a 12% increase in accumulated sales over the previous year.