

## ABSTRAK

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Terhadap Kompetensi Praktisi *Public Relations* Perusahaan (Survei Pada Pihak Manajemen Departemen PR Perusahaan Terbuka di Jakarta)

Mengacu pada hasil penelitian yang dilakukan oleh Elizabeth G Ananto terhadap profesi PR menemukan bahwa sebanyak 95% responden penelitian berpendapat "*PR is an open profession*". Bertolak dari hasil penelitian tersebut, maka tujuan penelitian ini adalah untuk mengetahui bagaimana sikap pihak manajemen perusahaan terhadap kompetensi para praktisi PR perusahaan.

Dalam penelitian ini, digunakan teori kompetensi yang diharapkan oleh top manajemen perusahaan terhadap seorang PR oleh Robert L Woodrum *Vice President Korn/ Ferry International*, dalam buku "*Public Relations; Strategies and Tactics*" karangan Dennis L. Wilcox, Philips H. Ault, Warren K. Agee, dan Glen T. Cameron. Kompetensi yang diharapkan tersebut yaitu kemampuan komunikasi yang solid, *analytical*, orientasi hasil, pemain tim dan kepribadian.

Pendekatan penelitian adalah kuantitatif yang bersifat deskriptif dengan teknik analisa data univariat. Populasi penelitian ini adalah Perusahaan Terbuka di Jakarta, sampel penelitian adalah pihak manajemen departemen PR di Perusahaan terbuka di Jakarta dengan menggunakan metode penelitian survei. Pengambilan sampel dilakukan dengan cara *simple random sampling* dari 321 Perusahaan Terbuka, sampel diambil sebanyak 50 responden.

Dari hasil analisis dapat disimpulkan bahwa pihak manajemen departemen PR perusahaan bersikap positif terhadap kompetensi para praktisi PR perusahaan. Hasil temuan penelitian ini tidak sejalan dengan Robert J. Wood dan Max Gunther dalam buku "*Pengakuan Seorang Humas*" yang menyatakan bahwa pihak manajemen tidak mengetahui

kompetensi yang dimiliki oleh para praktisi PR perusahaan. Mereka pun hanya mewarisi staf PR dari pimpinan manajemen yang sebelumnya dan membiarkan staf yang berpotensi hanya diam atau melakukan keahlian PR-nya bukan untuk tugas yang semestinya

Dilihat dari tiga dimensi sikap, pada dimensi kognitif seluruh responden beranggapan positif bahwa mereka mengetahui para praktisi PR perusahaan kompeten. Namun pada dimensi afektif dan konatif anggapan tersebut

mengalami penurunan nilai, akan tetapi mayoritas responden tetap beranggapan mereka merasa dan membuktikan para praktisi PR kompeten dalam menjalankan tugas dan fungsi PR

Penurunan nilai terhadap sikap responden dari dimensi kognitif ke dimensi afektif dan konatif memberikan gambaran walaupun pihak manajemen departemen PR perusahaan mengetahui para praktisi PR kompeten, akan tetapi belum tentu mereka merasa dan sudah pernah membuktikan sendiri kinerja para praktisi PR perusahaan berjalan sesuai dengan apa yang diharapkan



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Name : Gilang Azalia  
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Title : PR Department Management Attitude  
Towards Competency of Company's  
Public Relations Practice (Survey on PR  
Department Management at Go Public  
Company in Jakarta).

Referring to observation's results which has been conducted by Elizabeth G Ananto towards PR job profession has found that over 95% of respondents have an opinion as "PR is an open profession". Based on its results, the purpose of this research is to learning on how is company's management attitude towards competency of company's PR.

Competency theories are using on this research as it were expected by company's top management towards PR by Korn/ Ferry International Vice President Robert L Woodrum on his book "Public Relations; Strategies and Tactics" with the author Dennis L Wilcox, Philips H, Warren K. Agee, and Glen T. Cameron. An expected competencies are solid communication's ability, analytical, result orientation, team player and personality.

The results approach is descriptive quantitative with univariat data analysis technical. The population of this research is Go Public Company in Jakarta, sample of research is PR Department Management at Go Public Company in Jakarta by using a survey research method. Sampling is conducted by means of simple random sampling from 321 Go Public company, and it were taken 50 respondents.

Based on analysis result it was conclude that Company's PR Department Management had a positive attitude towards competency of company's PR. Research Finding result is unsynchronized with Robert J Wood and Max Gunther on his book of " PR confession" which had declared that management did not aware of competency owned by Company's PR. They only inherit and represent of PR from prior management and let the potential staff stays or performing their skill on the wrong task they should do.

By notice from 3 dimension of attitude, whole respondents has taking into account over cognitive dimension that they knowledge of a PR of competent company. Nevertheless, in affective and conative dimension conclusion is experiencing value decrease, but most respondent still presume that they are feel and to prove that PR are competent in performing their task and duty.

A value decrease over respondent's attitude from cognitive dimension to affective dimension conative has provide a description though Company's PR

Department Management aware that PR is competent, but they never feel or prove it by themselves of company's PR performances working as it were expected.

