

Perencanaan program komunikasi internal PT Plaza Lifestyle Prima FX Sudirman melalui Cyber PR = Internal communication program PT Plaza Lifestyle prima FX Sudirman through Cyber PR

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20367318&lokasi=lokal>

Abstrak

[Situation Analysis

1. Considered as a newcomer in the competition of the property business in Sudirman and Senayan area.
2. The existing internal media is insufficient to be the central of company's information for their employees.
3. Company must keep informed the employees about the latest developments of the company so that employees can increase their sense of belonging to the company.

Problem Statement

Internal communication that exists in PT Plaza Lifestyle Prima is insufficient. Therefore, PT Plaza Lifestyle need a solution that can improve internal communications within the company.

Solution

1. Redevelopment of the company's internal website to make it more attractive and communicative.
2. Disseminating the new internal website to all employees so that employees can understand the importance of this site and motivated to use it.

Aim Program

To increase the company's internal communications and also knowledge about the company's employees, and is expected to help increasing the sense of belonging to the company employees.

Target Audience

The employees and shareholders of PT Plaza Lifestyle Prima.

Program Schedule

1. The launch of the website will be held in June 2014
2. Dissemination will be held in the fourth week in April 2014 until the third week in May 2014 (one month).

Key Message

“Know Your Company Better”

Design of Outcome Evaluation

Evaluation and review should be done to measure the effectiveness and successfulness of the program through direct observation, the number of visits which have been made to a internal website and questionnaire.

Total Budget

Rp 18.610.000

In Words: Eighteen million six hundred ten thousand rupiahs., Analisis Situasi

1. PT Plaza Lifestyle Prima Terhitung “pendatang baru” dalam kompetisi bidang properti di area Senayan dan Sudirman.
2. Media internal yang sudah ada belum memadai untuk menjadi wadah informasi perkembangan perusahaan kepada karyawan-karyawan PT Plaza Lifestyle Prima.
3. Perusahaan harus menginformasikan perkembangan terbaru secara berkala kepada karyawan agar karyawan dapat meningkatkan rasa memiliki terhadap perusahaan.

Pernyataan Masalah

Komunikasi internal yang terjalin di PT Plaza Lifestyle Prima selama ini masih belum optimal sehingga diperlukan suatu solusi yang dapat meningkatkan komunikasi internal di dalam perusahaan.

Solusi

1. Pengembangan ulang (redevelopment) website internal perusahaan agar lebih menarik dan komunikatif.
2. Publikasi bentuk website baru kepada seluruh karyawan agar karyawan memahami pentingnya website ini dan tergerak untuk menggunakannya.

Tujuan Program

Meningkatkan komunikasi internal perusahaan dan juga meningkatkan pemahaman karyawan akan perusahaan serta diharapkan dapat turut meningkatkan rasa memiliki karyawan akan perusahaan.

Khalayak Sasaran

Karyawan-karyawan dari PT Lifestyle Plaza Prima dan pemegang saham.

Pesan Kunci

“Know Your Company Better”

Jadwal Program

1. Peluncuran website dilaksanakan di bulan Juni 2014
2. Sosialisasi dilaksanakan pada minggu keempat di bulan April 2014 hingga minggu ketiga di bulan Mei 2014 (satu bulan).

Kerangka Evaluasi

Tahap evaluasi dilakukan untuk mengukur keberhasilan suatu program yang sudah dijalankan dengan metode pengamatan langsung, jumlah pengunjung yang mengakses website internal dan survei melalui pengisian kuesioner.

Total Anggaran

Rp 18.610.000

Terbilang: delapan belas juta enam ratus sepuluh ribu rupiah]