

ABSTRAK

Public Relations merupakan aspek penting disetiap perusahaan, salah satu perusahaan yang membutuhkan peran Public Relations untuk menjaga hubungan baik dengan pelangga adalah PT.SANSAN SAUDARATEX JAYA.Public Relations dalam menjaga hubungan dengan pelanggan, memiliki tugas-tugas-dan kegiatan-kegiatan serta kendala yang dialami Public Relations.

Penelitian ini bertujuan untuk mengetahui dan mendekripsikan tugas-tugas, kegiatan-kegiatan dan kendala yang dialami Public Relations PT.SANSAN SAUDARATEX JAYA.Metode penelitian ini adalah menggunakan metode penelitian kualitatif. Subjek dalam penelitian ini adalah bagian Public Relations PT.SANSAN SAUDARATEX JAYA.

Hasil penelitian ini menunjukan bahwa peran Public Relations dalam menjaga hubungan dengan pelanggan memiliki tugas-tugas Public Relations seperti menyebarkan informasi, memperbaiki citra, dan memonitoring. Kegiatan-kegiatan Public Relations dengan mengadakan kegiatan bazaar, kegiatan bersosialisasi dan kegiatan kebersamaan. Dan adapun kendala yang dialami Public Relations seperti kurangnya dukungan dari bagian-bagian yang terkait.

Perusahaan harus menganalisa alasan bagian-bagian terkait yang kurang memberikan dukungan, praktis Public Relations harus lebih ditingkatkan dalam memonitor bagian-bagian yang terkait, Public Relations harus lebih ditingkatkan dalam menjalin hubungan dengan bagian-bagian yang terkait.

ABSTRACT

Public Relations are important aspect in every company, one of most companies that need the role of Public Relations to maintain good relationship with the customer is PT.SANSAN SAUDARATEX JAYA. Public Relations in maintaining every relationship with the customer had tasks, actions and constraints experienced by it.

This research aims is to determine and describing tasks, actions and constraints experienced Public Relations at PT.SANSAN SAUDARATEX JAYA. The research method of this research is qualitative research methods and the subject in this research is the Public Relations at PT.SANSAN SAUDARATEX JAYA.

The results of this research has showed that the role of Public Relations in maintaining relationships with customers has the tasks such as disseminating information, improving the image of company, and doing the monitor. The example of actions of Public Relations are holding bazaar, socializing activities and doing the activities as togetherness. Furthermore, Public Relations had an obstacle such as lack of support from the relevant sections.

The company should analyze the problem and the reason why the relation section of company was lack in giving the support. So, Public Relations may improve the action and doing the monitoring to relation section of company for maintaining relationship with them.