

ABSTRAK

Publik Relations merupakan aspek penting di setiap perusahaan, salah satu perusahaan yang membutuhkan peran Public Relations untuk menciptakan Customer Engagement atau kedekatan dengan pelanggan adalah Bank BCA KCU Soekarno Hatta Bandung. Public Relations dalam menciptakan customer engagement memiliki tugas – tugas dan kegiatan – kegiatan serta kendala yang dialaminya.

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan tugas – tugas, kegiatan – kegiatan dan kendala yang dialami Public Relations BCA KCU Soekarno Hatta. Metode penelitian ini adalah menggunakan metode penelitian deskriptif kualitatif. Subjek dalam penelitian ini adalah bagian Public Relations BCA KCU Soekarno Hatta Bandung.

Hasil penelitian ini menunjukkan bahwa peran Public Relations dalam menciptakan *customer engagement* memiliki tugas – tugas seperti membangun team engagement, membangun citra, dan memonitoring. Kegiatan – kegiatan Public Relations dengan mengadakan event, dekorasi banking hall, evaluasi, dan kegiatan kebersamaan. Adapun kendala yang dialami Public Relations seperti adanya selisih paham dan ketidak konsistenan dari bagian – bagian terkait.

Perusahaan harus menganalisa alasan bagian – bagian terkait yang kurang memberikan dukungan, praktisi Public Relations harus terus kreatif dan berinovasi dalam memberikan pelayanan yang memuaskan demi menciptakan customer engagement. Dan konsistensi menjadi hal yang harus selalu dipertahankan

ABSTRACT

Public Relations is an important aspect in every company, one of the companies that requires the role of Public Relations to create Customer Engagement or closeness with customers is BCA BCA KCU Soekarno Hatta Bandung. Public Relations in creating customer engagement has the tasks and activities as well as the obstacles they experience.

This study aims to determine and describe the tasks, activities and constraints experienced by BCA KCU Soekarno Hatta Public Relations. This research method is to use qualitative descriptive research methods. The subject in this study was the Public Relations section of BCA KCU Soekarno Hatta Bandung.

The results of this study indicate that the role of Public Relations in creating customer engagement has tasks such as building team engagement, building image and monitoring Public Relations activities by holding events, decorating banking halls, evaluating and gathering activities. The obstacles faced by Public Relations such as the difference in understanding and the inconsistency of the relevant parts.

Companies must analyze the reasons related parts that do not provide support, Public Relations practitioners must continue to be creative and innovate in providing satisfying services in order to create customer engagement and consistency that must always be maintained.