

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
PROGRAM STUDI ILMU KOMUNIKASI
KONSENTRASI PUBLIC RELATIONS**

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**STRATEGI *PUBLIC RELATIONS* DALAM MEMBANGUN
CITRA SOBAT MENGAJAR INDONESIA**

ABSTRAK

Penelitian ini dilatarbelakangi upaya membangun citra organisasi oleh salah satu organisasi khususnya di bidang kerelawanan dalam membangun citra di masyarakat. Proses public relations sangat dibutuhkan dalam sebuah organisasi kerelawanan apalagi menyangkut masalah dalam membangun citra organisasi dimasyarakat. Tujuan penelitian ini adalah (1) Strategi *Public Relations* dalam Membangun Citra Sobat Mengajar Indonesia. (2) Faktor-faktor penghambat dan pendukung pelaksanaan Strategi Public Relations Sobat Mengajar Indonesia. Adapun teori yang digunakan Strategi Public Relations Publications, Event, News, Corporate Identity, *Community Involvement*, *Lobbying and Negotiations*, *Corporate Social Responsibility* (Nova, 2017:54-55). Metode penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Ateknik pengumpulan data dengan wawancara mendalam dan dokumentasi. Uji validitas menggunakan triangulasi sumber. Hasil penelitian ini menunjukkan Strategi Public Relations Sobat Mengajar Indonesia dalam Membangun Citra Organisasi yang meliputi: (a) *Publications* : bahwa proses publications yang telah dilakukan oleh Sobat Mengajar Indonesia dalam perencanaan strategi public relations dengan analisis penyebaran informasi kepada khalayak (b) Event : perencanaan program Strategi Public Relations Sobat Mengajar Indonesia dibagi menjadi beberapa bagaian. (c) *News* : Sobat mengajar indonesia menyampaikan pesan lewat lisan secara langsung kepada teman dan kerabat untuk mengajak menjadi relawan dan menggunakan media sosial untuk memposting kegiatan-kegiatan yang ada ke publik. (d) *Corporate Identity* : Tim dari Sobat mengajar Indonesia membuat perencanaan program-program untuk melakukan strategi public relations sebagai upaya membangun citra organisasi kepada masyarakat. (e) *Community Involvement* : Fokus pada cara Sobat Mengajar Indonesia membentuk relasi kepada khalayak seperti *stakeholder*, media dan masyarakat sekitarnya. (f) *Lobbying and Negotiations* : Tim Sobat Mengajar Indonesia membuat rencana dan budgeting yang dibutuhkan. (g) *Corporate Social Responsibility* : Sobat mengajar indonesia juga melakukan CSR kepada masyarakat tempat pengabdian melalui progam pemberdayaan masyarakat. Adapun Faktor Penghambat : Akses jalan yang tidak memadai menjadi factor penghambat bagi relawan untuk berpindah dari satu kampung ke kampung lainnya, dan Faktor Pendukung : Antusias masyarakat, murid-murid, guru-guru, kepala sekolah, kepala desa dan tokoh-tokoh setempat membantu proses berjalannya suatu program yang akan dilaksanakan oleh tim dari Sobat mengajar Indonesia.

Kata kunci: Strategi Public Relations, Citra Organisasi

Referensi: 25 Buku, 5 Jurnal, 3 Website

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**PUBLIC RELATIONS STRATEGY IN BUILDING THE IMAGE
OF SOBAT MENGAJAR INDONESIA**

ABSTRACT

This research is motivated by efforts to build an organizational image by an organization, especially in the field of volunteerism in building an image in society. The process of public relations is very much needed in a volunteer organization especially when it comes to problems in building the image of the organization in the community. The aims of this research are (1) Public Relations Strategy in Building the Image of Indonesian Teaching Partners. (2) The inhibiting and supporting factors for the implementation of the Indonesian Teaching Friends Public Relations Strategy. The theory used is Public Relations Strategy Publications, Events, News, Corporate Identity, Community Involvement, Lobbying and Negotiations, Corporate Social Responsibility (Nova, 2017:54-55). This research method uses a descriptive method with a qualitative approach. Data collection techniques with in-depth interviews and documentation. Validity test using source triangulation. The results of this study show the Public Relations Strategy of Indonesia's Teaching Friends in Building Organizational Image which includes: (a) Publications: that the publications process has been carried out by Indonesian Teaching Friends in planning public relations strategies by analyzing information dissemination to audiences (b) Events: program planning The Public Relations Strategy for Friends of Teaching Indonesia is divided into several sections. (c) News: Indonesian teaching friends convey verbal messages directly to friends and relatives to invite them to become volunteers and use social media to post existing activities to the public. (d) Corporate Identity: The team of Indonesian teaching friends plans programs to carry out a public relations strategy as an effort to build the image of the organization to the public. (e) Community Involvement: Focus on how Friends of Teaching Indonesia build relationships with audiences such as stakeholders, the media and the surrounding community. (f) Lobbying and Negotiations: The Indonesian Teaching Friends Team makes the necessary plans and budgeting. (g) Corporate Social Responsibility: Indonesian teaching friends also carry out CSR for the community where the service is held through a community empowerment program. The Inhibiting Factors: Inadequate road access is an inhibiting factor for volunteers to move from one village to another, and Supporting Factors: Community enthusiasm, students, teachers, school principals, village heads and local figures assist the process the running of a program that will be carried out by a team of Indonesian teaching friends.

Keywords: Public Relations Strategy, Organizational Image

References: 25 Books, 5 Journals, 3 Website

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