

**FAKULTAS ILMU SOSIAL DAN POLITIK
PROGRAM STUDI ILMU KOMUNIKASI
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Skripsi, Agustus 2023**

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**PENGARUH KEGIATAN *MARKETING PUBLIC RELATIONS* TERHADAP
REPUTASI PT. *SUGAR GROUP COMPANIES*
(Survei pada warga Seputih Mataram RT2/RW1)**

ABSTRAK

PT. *Sugar Group Companies* berdiri sejak tahun 1983 sempat terjerat kasus seperti penggelapan pencucian uang pada tahun 1999 hingga 2004, kasus sengketa tanah di Tulang Bawang pada tahun 2017. Keterlibatan kasus tersebut pastinya mempengaruhi reputasi dari sebuah perusahaan, maka dari itu diperlukan seorang *marketing public relations* agar dapat membangun kepercayaan publik guna mempengaruhi reputasi dari sebuah perusahaan. Tujuan dari penelitian ini 1). Mengetahui kegiatan *marketing public relations*, 2). Mengetahui reputasi dari PT. *Sugar Group Companies*, 3). Mengukur seberapa besar pengaruh kegiatan *marketing public relations* terhadap reputasi PT. *Sugar Group Companies*. Teori yang digunakan pada penelitian ini adalah teori *Marketing Public Relations (Publication, Events, Sponsorship, News, Speeches, Public Service Activities, Identity Media)* dan teori Reputasi (*Credibility, Trustworthiness, Reability, Social Responsibility*). Pendekatan dalam penelitian adalah survei. Teknik pengumpulan dilakukan kepada 85 responden yang merupakan warga Kelurahan Seputih Mataram RT2/RW1 yang berlokasi disekitar pabrik PT. *Sugar Group Companies*. Metode pengambilan sampel menggunakan Teknik *probalilty sampling*. Metode pengambilan kuesioner yang digunakan yaitu *random sampling*. Hasil dari penelitian ini menunjukkan bahwa pengaruh kegiatan *Marketing Public Relations* secara keseluruhan responden merespon baik (setuju), serta pengaruh kegiatan *Marketing Public Relations* terhadap reputasi PT. *Sugar Group Companies* secara keseluruhan responden merespon baik (setuju) dari semua pernyataan variabel Y dikuesioner penelitian, dan besarnya pengaruh kegiatan *Marketing Public Relations* memiliki hubungan positif dan kuat sebesar 0,290 terhadap reputasi dari PT. *Sugar Group Companies* dari warga Kelurahan Seputih Mataram RT2/RW1 dengan persentase sebesar 29% dan sementara sisanya 71% dipengaruhi oleh faktor lain. Sehingga nilai R menunjukkan angka 0,539 atau 53,9% yaitu, kegiatan *Marketing Public Relations* berpengaruh terhadap reputasi PT. *Sugar Group Companies*.

Kata Kunci : *Marketing Public Relations, Reputasi*
Referensi : 10 Buku, 3 Jurnal, 6 Publikasi Online
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**FACULTY OF SOCIAL AND POLITICAL SCIENCES
COMMUNICATION STUDY PROGRAM
PUBLIC RELATIONS**

Thesis, August 2023

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**THE INFLUENCE OF MARKETING PUBLIC RELATIONS ACTIVITIES
ON THE REPUTATION OF PT. SUGAR GROUP COMPANIES
(Survey of Residents in Seputih Mataram RT2/RW1)**

ABSTRACT

PT. Sugar Group Companies has been established since 1983 and has been embroiled in cases such as embezzlement and money laundering from 1999 to 2004, as well as a land dispute in Tulang Bawang in 2017. The involvement in these cases has undoubtedly affected the reputation of the company. Therefore, a marketing public relations professional is needed to build public trust and influence the reputation of the company.. The objectives of this research are: 1) To understand the activities of marketing public relations, 2) To assess the reputation of PT. Sugar Group Companies, 3) To measure the extent of the influence of marketing public relations activities on the reputation of PT. Sugar Group Companies. The theories used in this research are Marketing Public Relations theory (Publication, Events, Sponsorship, News, Speeches, Public Service Activities, Identity Media) and Reputation theory (Credibility, Trustworthiness, Reliability, Social Responsibility). The research approach employed is a survey. Data collection techniques were applied to 85 respondents who are residents of Seputih Mataram Village RT2/RW1 located around the PT. Sugar Group Companies factory. The sampling method used was probability sampling, and the questionnaire distribution method used was random sampling. The results of this research indicate that the overall influence of Marketing Public Relations activities, as perceived by the respondents, is positive (agree). Furthermore, the impact of Marketing Public Relations activities on the reputation of PT. Sugar Group Companies, as perceived by the respondents, is also positive (agree) based on all the statements in the research questionnaire. The extent of the influence of Marketing Public Relations activities shows a strong positive relationship of 0.290 with the reputation of PT. Sugar Group Companies among residents of Seputih Mataram Village RT2/RW1, accounting for 29%, while the remaining 71% is influenced by other factors. Therefore, the R-value is 0.539, or 53.9%, indicating that Marketing Public Relations activities have an impact on the reputation of PT. Sugar Group Companies.

Keywords : Marketing Public Relations, Reputation
References : 10 Books, 3 Journals, 6 Online Publications
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