

ABSTRAK

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STRATEGI *PUBLIC RELATIONS* PT. WANATA JAYA CIPTA (NANNY'S PAVILLON) DALAM MEMBENTUK CITRA POSITIF PERUSAHAAN DI MATA KONSUMEN

(xiv + 137 halaman: 6 gambar; 4 tabel; 106 lampiran)

Kata kunci : Strategi *Public Relations*, Citra Positif Perusahaan

Perubahan gaya hidup di Indonesia sudah banyak dipengaruhi oleh budaya barat. Kesempatan ini dilirik oleh PT. Wanata Jaya Cipta (Nanny's Pavillon) untuk membuka bisnisnya dibidang makanan ala barat. Namun harus disadari bahwa semakin majunya perkembangan, menyebabkan banyaknya kompetitor yang menjual serupa dengan PT. Wanata Jaya Cipta (Nanny's Pavillon). Oleh karena itu PT. Wanata Jaya Cipta (Nanny's Pavillon) harus membentuk citra positif perusahaan agar tidak kalah saing dengan kompetitor.

Penelitian menggunakan metode penelitian studi kasus dengan jenis deskriptif dan pendekatan kualitatif. Teknik pengumpulan data terbagi menjadi dua, yaitu data primer dan data sekunder. Data primer berasal dari wawancara 10 orang dan observasi non-partisipan, sedangkan data sekunder berasal dari studi kepustakaan dan dokumentasi.

Menurut Smith (2002) terdapat 4 tahap yang dilakukan oleh *Public Relations* PT. Wanata Jaya Cipta (Nanny's Pavillon) dalam membentuk sebuah citra yang positif, yaitu *formative research*, *strategy*, *tactics* dan *evaluative research*. Penelitian menggunakan konsep *The Corporate Image Jigsaw* dari Harrison (2000) yang terdiri dari 4 indikator yaitu *personality*, *reputation*, *values* dan *corporate identity*. Kesimpulannya *Corporate Image* PT. Wanata Jaya Cipta sudah baik. Penelitian menyarankan agar selanjutnya penelitian ini dilakukan secara *focus group discussion* agar hasil yang diperoleh lebih banyak lagi dan menjadi masukan tambahan bagi perusahaan.

Referensi: 41 (1976-2014) + 3 website

ABSTRACT

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PT. WANATA JAYA CIPTA (NANNY'S PAVILLON)'S STRATEGY TO BUILD POSITIVE CORPORATE IMAGE ON CONSUMER'S MIND

(xiv + 137pages: 6 pictures; 4 tables; 106 appendixes)

Keywords : Public Relations Strategy, Positive Corporate Image

The changing of life style in Indonesia is mostly influenced by western culture. PT. Wanata Jaya Cipta (Nanny's Pavillion) saw this opportunity to open its business in western food. However, it has to be considered that as the time goes by, the competitors which sell the same thing like PT. Wanata Jaya Cipta (Nanny's Pavillion) does have also rising up. This becomes the reason for PT. Wanata Jaya Cipta (Nanny's Pavillion) to build its positive image so it can compete with the other competitors.

Researcher uses descriptive case study research method and qualitative approach. The sampling method is divided into two, primary and secondary data. The primary data comes from interview with 10 people and non-participant observation, the secondary data comes from literature study and documentation.

According to Smith (2002) there are 4 steps which can be done by PT. Wanata Jaya Cipta's (Nanny's Pavillion) Public Relations in the form of building a positive image, they are formative research, strategy, tactics and evaluative research. Researcher uses The Corporate Image Jigsaw concept from Harrison (2000) which consist of 4 indicators, personality, reputation, values and corporate identity. In conclusion, the corporate image of PT. Wanata Jaya Cipta already good. Researcher suggeststhis research to be done through focus group discussion so it can have more result and can add more input to the company.

Reference: 41 (1976-2014) + 3websites