

ABSTRAK

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PERAN PUBLIC RELATIONS PT QUATTRO INTI INDONESIA DALAM MEMBANGUN BRAND AWARENESS DAN MENJALIN RELASI DENGAN PUBLIK (xvi + 102 halaman : 7 gambar ; 1 tabel ; 11 lampiran)

Kata kunci : *Public Relations, Marketing Public Relations, Brand Awareness, Employee relations, Investor relations*

PT Quattro Inti Indonesia adalah perusahaan jasa pengiriman uang bagi kaum kelas menengah kebawah. Laporan Magang ini bertujuan untuk menjelaskan bagaimana strategi *PT Quattro Inti Indonesia* dalam membangun *brand awareness* dan menjalin relasi dengan public khususnya *internal public* seperti karyawan dan *investor*.

Dalam PT Quattro Inti Indonesia, penulis diberikan tugas sebagai *Public Relations* untuk membangun *brand awareness* serta menarik calon *investor* untuk bekerjasama. Selain itu penulis juga diberikan tugas untuk menjalin relasi dengan karyawan serta *investor* dari PT Quattro Inti Indonesia.

Konsep yang dipakai dalam Laporan magang ini adalah fungsi serta tujuan dari *Marketing Public Relations, Brand awareness, Fungsi Public Relations* dan Ruang lingkup *Public Relations* khususnya internal public relations yang meliputi *employee* dan *investor relations*.

Selama magang, penulis mempelajari bahwa penerapan *Marketing Public Relations* yang dipakai untuk membangun *brand awareness* dan menarik *investor* untuk bekerjasama adalah melalui presetasi yang dilakukan pada saat meeting dan website. Sedangkan untuk menjalin relasi dengan karyawan *fungsi Public relations* yang dipakai adalah *Online Communications* seperti *group whatsapp* dan *email* serta *Face-to Face Communication* seperti *regular internal meeting*.

Saran penulis bagi PT Quattro Inti Indonesia adalah untuk memakai *tools* lain dari *Marketing Public Relations* seperti *event* yang mengundang media atau *Marketing Tools* seperti *advertising* untuk membangun *brand awareness* dan menarik calon *investor*. Untuk menjalin relasi dengan karyawan penulis menyarankan untuk lebih memakai *tools-tools Public Relations* seperti *bullentin board* ,*internal communication audit* dan *employee newsletter*. Dan untuk menjalin relasi dengan investor, penulis menyarankan untuk menerapkan strategi *Public Relations* seperti *Annual meeting, proxy mailing* dan *analysis*.

Referensi: 37 (1992-2013)

ABSTRACT

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THE ROLE OF PUBLIC RELATIONS IN PT QUATTRO INTI INDONESIA IN BUILDING BRAND AWARENESS AND ESTABLISH RELATIONS WITH THE PUBLIC

(xvi + 103 pages : 8 pictures ; 1 tables ; 11 appendices)

Keywords: Public Relations, Marketing Public Relations, Brand Awareness, Employee relations, Investor relations

PT Quattro Inti Indonesia is a money transfer service company for the lower middle class. This internship report aims to explain how the strategy of PT Quattro Inti Indonesia in building brand awareness and establish relationships with the public, especially the public as internal employees and investors.

In PT Quattro Inti Indonesia, the author is given the task as Public Relations to build brand awareness and attract potential investors to invest. Moreover, the author was also given the task to establish relationships with employees as well as investors in PT Quattro Inti Indonesia.

The concepts used in this internship report is the function and purpose of Marketing Public Relations, Brand awareness, function and scope of Public Relations, especially internal Public Relations which includes employee and investor relations.

During the internship, the author learned that the application of Marketing Public Relations to build brand awareness and attract investors to invests are through the company website and presentasion conducted at the meeting. Meanwhile, to establish relationships with employees, Public relations function are Online Communication such as whatsapp group and email also Face- to Face Communication such as regular internal meetings.

Suggestions from the author for PT Quattro Inti Indonesia are to use other tools of Marketing Public Relations such as an event that invites the media or marketing tools such as advertising to build brand awareness and attract potential investors. The authors propose that more of Public Relations tools such as bullentin board, internal communication audits and employee newsletters to establish relationships with employees. The authors suggest to apply Public Relations strategies such as Annual Meeting , the proxy mailing and analysis to establish relationships with investors.

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