

## ABSTRAK

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**Program Studi** : Ilmu Komunikasi

**Judul** :

**STRATEGI HUBUNGAN MASYARAKAT AIRNAV INDONESIA DALAM MEMBANGUN CITRA POSITIF MELALUI MEDIA SOSIAL INSTAGRAM @AIRNAVINDONESIA (studi di AirNav Indonesia)**

Dewasa ini timbul banyak akun Instagram perseroan mencakup perseroan jasa transportasi di Indonesia selaku satu diantara cara guna melaksanakan fungsi hubungan masyarakat, satu diantara perseroan jasa itu ialah AirNav Indonesia. Meski jadi satu-satunya perseroan navigasi di Indonesia, tetapi AirNav Indonesia wajib melaksanakan Hubungan Masyarakat guna memelihara korelasi bersama warga serta menciptakan citra positif perseroan. Satu diantara cara yang dilaksanakan AirNav Indonesia ialah pengontrolan akun resmi Instagram yakni @airnavindonesia. Hingga, studi ini dilatarbelakangi pentingnya perseroan guna melaksanakan hubungan masyarakat untuk memelihara korelasi bersama rakyat beserta menciptakan citra perseroan. Objek studi ini ialah proses hubungan masyarakat akun resmi Instagram @airnavindonesia yang unik serta tentunya beda bersama akun Instagram perseroan jasa transportasi lain. Teori serta konsep yang dipakai di studi ini yakni konsep hubungan masyarakat, proses hubungan masyarakat serta citra. Oleh sebab itu, studi ini berusaha menjawab bagaimana proses pembentukan dan penguatan hubungan masyarakat dan menganalisis bagaimana membangun *corporate branding* melalui hubungan masyarakat dengan menggunakan konsep *Vision, Culture, Image* di unit analisis AirNav Indonesia. Peneliti menggunakan paradigma penelitian post-positivis dengan metode penelitian kualitatif. Data bersifat primer diperoleh dari wawancara mendalam serta observasi; beserta data sekunder dengan studi dokumentasi dan hasil *focus group discussion*. Hasil penelitian menunjukkan bahwa unit hubungan masyarakat AirNav Indonesia melakukan proses hubungan masyarakat menggunakan konsep *Vision, culture, image* saat memonitor akun Instagram @airnavindonesia dengan menggemas konten yang menarik sehingga mampu menciptakan *image* positif perseroan rakyat.

**Kata Kunci:** Hubungan Masyarakat, Proses Hubungan Masyarakat, Citra, Instagram, *VCI gap*

## ABSTRACT

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**AIRNAV INDONESIA COMMUNITY RELATIONS STRATEGY IN BUILDING A POSITIVE IMAGE THROUGH SOCIAL MEDIA IANSTAGRAM @AIRNAVINDONESIA (study on AirNav Indonesia)**

Nowadays, there are many Instagram accounts of companies including transportation service companies in Indonesia as a way to perform the function of PR, one of these service companies is AirNav Indonesia. Despite being the only navigation company in Indonesia, AirNav Indonesia must continue to carry out Public Relations (PR) in order to maintain relations with the community and build a positive company image. One way that is done by AirNav Indonesia is the management of the official Instagram account, namely @airnavindonesia. Therefore, this study is motivated by the importance of companies to conduct PR in order to maintain relations with the community and build a corporate image. The object of this study is the PR process of the official Instagram @airnavindonesia account which is unique and of course different from the Instagram accounts of other transportation service companies. Theories and concepts used in this research are the concept of PR, public relations processes and image. Therefore, this study seeks to answer how the process of establishing and strengthening public relations is and to analyze how to build corporate branding through public relations using the Vision, Culture, Image concept in the AirNav Indonesia analysis unit. The researcher uses a post-positivist research paradigm with qualitative research methods. Primary data were obtained through in-depth interviews and observation; as well as secondary data with documentation studies and results of focus group discussions. The results showed that the public relations unit of AirNav Indonesia carried out a public relations process using the concept of Vision, culture, image in managing the @airnavindonesia Instagram account by embracing interesting content so as to create a positive image of the firm in the eyes of the public.

***Keywords: Public Relations, Public Relations Process, Image, Instagram, VCI gap***