

ABSTRAK

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AKTIVITAS EMPLOYEE RELATIONS DI PT L'OREAL INDONESIA

(xv + 102 halaman; 27 gambar; 19 lampiran)

Kata Kunci : *Public Relations*, Aktivitas *Employee Relations*

Public relations secara praktis telah diakui sebagai profesi yang memiliki peran penting dalam mempertahankan dan pengembangan sebuah organisasi. Dalam praktiknya, *public relations* merupakan sebuah profesi yang berusaha untuk menjaga hubungan baik antara perusahaan dengan publiknya. Dalam ruang lingkupnya, *public relations* memiliki dua ruang lingkup publik yang harus diperhatikan yakni publik eksternal dan public internal atau *employee relations*.

PT L'Oreal Indonesia telah mengimplementasikan aktivitas profesi *employee relations* pada salah satu fungsinya yang berada dibawah divisi *Communications*, *Public Affairs*, dan *Sustainability* yaitu *Employer Branding*. *Employer branding* memiliki berbagai tanggung jawab salah satunya yaitu membangun, menjaga, dan menumbuhkan hubungan antar karyawan serta komunikasi yang terjadi di dalam perusahaan. Dengan melihat kondisi tersebut, maka dapat dikatakan bahwa *employer branding* PT L'Oreal Indonesia telah menjalankan aktivitas dari profesi *public relations* internal yaitu *employee relations*.

Dalam upaya meningkatkan *employee relations*, *employer branding* PT L'Oreal Indonesia melakukan beberapa upaya melalui program-program kegiatannya seperti informasi yang disebarluaskan secara internal melalui *website* internal dan *e-mail* internal, selanjutnya juga melalui kegiatan-kegiatan internal yang mengundang partisipasi dari karyawan. Semua hal ini dilakukan oleh *employee branding* agar dapat terciptanya hubungan yang baik dalam sebuah perusahaan.

Referensi : 38 (1953-2018)

ABSTRACT

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THE ACTIVITIES OF EMPLOYEE RELATIONS IN L'OREAL INDONESIA LTD

(xv + 102 pages; 27 pictures; 19 attachments)

Keywords: Public Relations, The Activities of Employee Relations

Public relations has been practically recognized as a profession that has an important role in maintaining and developing an organization. In practice, public relations is a profession that seeks to maintain good relations between companies and their publics. In its scope, public relations has two public scopes that must be considered namely external public and internal public or employee relations.

L'Oreal Indonesia LTD has implemented professional employee relations activities in one of its functions under the Communications, Public Affairs and Sustainability division, namely Employer Branding. Employer branding has a variety of responsibilities, one of which is building, maintaining, and growing relationships between employees and the communication that occurs within the organization. By looking at these conditions, it can be said that the employer branding of L'Oreal Indonesia LTD has carried out the activities of the internal public relations profession, namely employee relations.

In an effort to improve employee relations, the employer branding L'Oreal Indonesia LTD makes several efforts through its activity programs such as information that is disseminated internally through internal websites and internal e-mail, then also through internal activities that invite participation from employees. All this is done by employer branding in order to create a good relationship in a company.

Reference: 38 (1953-2018)