

ABSTRAK

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AKTIVITAS *STAKEHOLDER RELATIONS* PT RIAU ANDALAN PULP AND PAPER

(X + 68 halaman: 31 gambar; lampiran)

Kata kunci : *Aktivitas, Public Relations, Stakeholder, Community Relations*

Pada era globalisasi sekarang, banyak perusahaan yang menyadari pentingnya *Public Relations*. Keberadaan *public relations* berperan penting dalam membangun citra baik perusahaan. PT Riau Andalan Pulp and Paper (RAPP) merupakan salah satu perusahaan yang bergerak dalam produksi bubur kertas dan kertas yang memiliki divisi *Stakeholder Relations*. Adapun divisi yang menjalankan *public relations* dalam perusahaan ini adalah divisi *stakeholder relations*. *Stakeholder relations* melakukan kegiatan *public relations* dengan cara merangkul dan membina hubungan baik dengan stakeholdernya. Selama magang di PT RAPP pemegang ditempatkan di divisi *Stakeholder Relations*. Adapun Tujuan pemegang adalah mempelajari bagaimana aktivitas dan peran *stakeholder relations* menjalankan fungsi dan tugas *public relations*.

Selama pemegang menjalani magang selama 3 bulan, pemegang telah mempelajari aktivitas dan peran *Stakeholder Relations* di PT RAPP. Dalam laporan magang ini, pemegang menggunakan teori komunikasi, *public relations*, *stakeholder*, dan opini publik. Pemegang juga telah mempraktekkan dalam berbagai kegiatan seperti menghadiri acara kemasyarakatan, melakukan kegiatan sosial, membantu stakeholder, hingga melakukan kerja sama dengan pemerintah daerah. Hasil dari laporan ini menjelaskan bagaimana aktivitas dan peran *Stakeholder Relations* PT Riau Pulp and Paper dalam menciptakan opini positif di tengah publik.

Referensi: 19 (1971 – 2015)

ABSTRACT

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ACTIVITIES OF STAKEHOLDER RELATIONS AT PT RIAU ANDALAN PULP AND PAPER

(X + 68 pages: 31 pictures 10 appendices)

Keywords: Activities ,Public Relations, Stakeholder, Community Relations

In the current era of globalization, many companies are aware of the importance of Public Relations. The existence of public relations plays an important role in building a good image of the company. PT Riau Andalan Pulp and Paper (RAPP) is a company engaged in the production of pulp and paper which has a Stakeholder Relations division. The division that runs public relations in this company is the stakeholder relations division. Stakeholder relations carry out public relations activities by embracing and fostering good relations with stakeholders. During the internship at PT RAPP the intern was placed in the Stakeholder Relations division. The objective of the internship is to learn how the activities and roles of stakeholder relations carry out the functions and duties of public relations.

During the apprenticeship for 3 months, the interns have studied the activities and roles of Stakeholder Relations at PT RAPP. In this internship report, interns use the theory of communication, public relations, stakeholders, and public opinion. The interns have also practiced in various activities such as attending community events, conducting social activities, helping stakeholders, and collaborating with local governments. The results of this report explain how the activities and roles of Stakeholder Relations of PT Riau Pulp and Paper in creating positive opinion among the public.

References: 19 (1971 – 2015)