

ABSTRAK

Banyaknya jumlah pengguna telepon genggam dan pengguna aktif internet melalui telepon genggam menjadi salah satu kesempatan yang dapat digunakan perusahaan untuk meningkatkan keunggulan bersaing dengan mengembangkan aplikasi-aplikasi mobile. Aplikasi mobile GO-JEK berbasis *location-based search* untuk telepon genggam berbasis android dan iOS (*apple*), pengendara ojek dapat melihat order yang masuk dan lokasi pemesannya untuk ditanggapi, dan pelanggan dapat memantau posisi pengendara ojek yang menanggapi order, sehingga semakin mudah dan cepat untuk menggunakan layanan Gojek. Tujuan penelitian ini adalah mengetahui pengaruh penggunaan aplikasi GO-JEK di *smartphone* terhadap minat menggunakan jasa GO-JEK. Metode penelitian ini adalah penelitian survei. Populasi dalam penelitian ini adalah mahasiswa yang aktif di Universitas Pembangunan Nasional “Veteran” Yogyakarta. Berdasarkan data yang diperoleh dari bagian kemahasiswaan Universitas Pembangunan Nasional “Veteran” Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *random sampling* (acak) dengan jumlah sampel sebanyak 100 orang. Teknik analisis data menggunakan analisis korelasi *product moment* dan analisis regresi linier sederhana. Hasil analisis korelasi *product moment* nilai koefisien korelasi 0,448 dan signifikansi $0,000 < 0,05$, hasil tersebut berarti terdapat hubungan penggunaan aplikasi Gojek di *smartphone* dengan minat menggunakan jasa pelayanan Gojek studi Pada Mahasiswa UPN Veteran Yogyakarta masuk kategori sedang. Hasil analisis regresi linier sederhana menunjukkan bahwa sebesar 20,1% penggunaan aplikasi Gojek di *smartphone* mampu mempengaruhi minat menggunakan jasa pelayanan Gojek pada mahasiswa UPN Veteran Yogyakarta, sedangkan sisanya 79,9,1 (100%-20,1%) dijelaskan oleh variabel lain diluar model dalam penelitian ini.

Kata kunci : *Aplikasi Smartphone*, Minat, GO-JEK

ABSTRACT

The existence of an enterprise in society essentially requires the role of public relations division (PR) to create and maintain good relations between the two. However, in practice, sometimes PR is not responsive to events that could potentially harm the company and it also resulted in good relations with the surrounding environment. As in this study, where the issue of negative tone were disseminated through mass media about the flow-owned oil pipeline leak PT.Pertamina Asset EP 3 in Indramayu, time to make internal and external parties concerned. Therefore, issues management phases by PR parties under the auspices of division Legal & Relations (LR) becomes the object of this research. In addition, the power of the mass media in influencing public opinion as the main reason why companies need to critically observe the development of the information. News presented associated companies are not always written correctly and accountable. If it's like this action issue management becomes imperative to minimize the losses that may arise as the impact spread it the issue. Then, the steps and issues management process that they employ will be reviewed and formulation of the problem in this study. By using qualitative research methods to uncover the question of what, why, and how a stage as well as issues management process to address the spread of news that leads to defamation. The theory put forward by a PR consultant, W. Howard Chase said that the management of issues including issue identification, analysis of the issue, setting priorities, selecting a strategy, implement the program of action and communication and evaluate the effectiveness. Therefore, this research shows the results such as the implementation phases of the issues management by Pertamina EP Asset 3 in order to overcome the negative issues. Related to this, media relations between Pertamina and the mass media, primarily newspapers Cirebon People also become important factors are discussed by researchers. Required a special approach in the form of delivery of a letter of clarification so that there is no major impact experienced by Pertamina as the injured party.

Keywords: *News, Manajamen Issues, Media Relations, Pertamina*