

ABSTRAK

PT. Pertamina (Persero) merupakan salah satu perusahaan BUMN yang aktif menjalankan program CSR namun dalam hal publikasi CSR masih dianggap kurang dan Salah satu program CSR bantuan listrik HEOP ini yang dilaksanakan di Desa Bondan Kampung Laut Cilacap untuk meningkatkan publisitas untuk meningkatkan citra perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui strategi *media relations* yang digunakan PT Pertamina (Persero) RU IV Cilacap dalam mempertahankan citra perusahaan serta faktor-faktor pendukung dan penghambat dalam menjalankan kegiatan strategi *media relations* dalam mempertahankan citra perusahaan. Teori yang digunakan dalam penelitian ini menggunakan teori perencanaan komunikasi oleh Charles Berger. Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi deskriptif. Strategi *Media Relations* Humas PT Pertamina (Persero) RU IV Cilacap dalam mempertahankan citra yaitu dengan menggunakan strategi Berbasis Perencanaan, *Press Visit* (mengundang Pers pada saat seremoni program CSR), memublish melalui media sosial Pertamina RU IV, mengirimkan Rilis Berita baik Internal maupun Eksternal, dalam proses penyampaian pesan CSR yang dilaksanakan Public Relations PT. Pertamina (Persero) RU IV Cilacap dengan mengirimkan rilis baik internal maupun eksternal dan membuat laporan evaluasi program CSR yang dibagikan pada stakeholder, laporan evaluasi program CSR dilakukan pada setiap program.

Kata kunci : *Corporate Social Responsibility (CSR)*, *Media relations*, Citra, PT. Pertamina (Persero)

ABSTRACT

PT. Pertamina (Persero) is one of the BUMN companies that actively runs CSR programs. Pertamina RU IV Cilacap as one of the six processing refineries succeeded in holding ISO 14001 certification and twice received Green Proper from the Ministry of Environment. One of the most successful CSR programs in the application of media relations is the inauguration of the HEOP electricity assistance program which was carried out in Bondan Village, Kampung Laut Cilacap. The purpose of this study was to determine the media relations strategy used by PT Pertamina (Persero) RU IV Cilacap in maintaining the company's image as well as supporting and inhibiting factors in carrying out media relations strategy activities in maintaining the company's image. This research is a qualitative research with a descriptive study approach. The results of this study indicate that the media relations strategy used by PT Pertamina (Persero) RU IV Cilacap in maintaining the company's image through direct communication, namely by social mapping, conventional media through print media, press visits, public service advertisements through local and national television, logos, posters, banners, banners, television, company magazines as well as annual reports and online media through social media channels Youtube, Twitter, Facebook, Website. Supporting and inhibiting factors in carrying out media relations strategy activities include human resources, budget allocation, system documentation, procedures, communication with stakeholders. Inhibiting factors include lack of community participation, competitiveness and CSR separated from the company's core business

Keywords: Corporate Social Responsibility (CSR), Media relations, Image, PT. Pertamina (Persero)