

ABSTRAK

Penelitian ini berjudul “ Strategi *Event Campaign Corporate Public Relations* PT Mustika Ratu Tbk dalam Pemilihan Puteri Indonesia 2011 ”. Tujuan penelitian untuk mengetahui serta mengidentifikasi dengan jelas Strategi event campaign (kampanye kegiatan) yang diterapkan *Corporate Public Relations* PT Mustika Ratu Tbk dalam Pemilihan Puteri Indonesia 2011.

Jenis penelitian yang digunakan yaitu penelitian deksriptif kualitatif yang artinya memaparkan hasil penelitian yang tidak mencari atau menjelaskan hubungan serta tidak menguji hipotesis atau membuat prediksi. Data diperoleh dari wawancara, observasi langsung, serta studi pustaka. Data tersebut dianalisis secara kualitatif, dalam bentuk uraian yang disusun secara mendetail dan sistematis. Strategi yang diterapkan *Corporate Public Relations* PT Mustika Ratu Tbk dalam Pemilihan Puteri Indonesia 2011 yaitu, *media relations* berupa kerjasama *official media partner*, *community relations* meliputi kegiatan sosial kunjungan museum Ahmad Yani Jakarta dan penanaman *mangrove*, Sedangkan *marketing tools* terdiri dari leaflet, poster, formulir, spanduk, umbul-umbul, buku acara, *roadshow* Pemilihan Puteri Indonesia Daerah 2011.

Berdasarkan hasil penelitian yang dan analisis data yang dilakukan, dapat diketahui bahwa strategi kampanye *Corporate Public Relations* PT Mustika Ratu Tbk dalam Pemilihan Puteri Indonesia cukup efektif. Hal ini terlihat dari Pemberitaan media mengenai kesuksesan Penyelenggaraan Pemilihan Puteri Indonesia 2011 menjadi *headline news* khususnya pada *official media partner*.

Disamping memiliki strategi yang kuat dan handal, *Corporate Public Relations* PT Mustika Ratu Tbk juga memiliki kelemahan yang berarti, sepertinya kurang jumlah *public relations officer* di dalam *Corporate Public Relations*, sehingga pada saat penyelenggaraan kegiatan perusahaan, *public relations officer* harus bekerjakeras menangani kegiatan tersebut. Selain itu, perbedaan pendapat yang sering terjadi antara *public relations officer* satu dengan yang lain, sehingga dirasakan kinerja dalam suatu kegiatan menjadi kurang maksimal.

ABSTRACT

This research entitled " Strategy of event campaign Public Relations corporate of PT Mustika Ratu Tbk in Indonesia beauty contest 2011". The purpose of research to find and identify a clear strategy campaign event (campaign activities) implemented Corporate Public Relations PT Mustika Ratu Tbk Indonesia beauty contest in 2011.

Research type used descriptive qualitative study that is explain result of which don't look for or explaini the relations and also don't the test hypothesis or make the prediction. Data obtained by passing interviews, direct observation, and literature. The data analused qualitative, in the from of decription compiled by detailed and systematic. Event campaign strategy used by public relations coorporate of PT Mustika Ratu tbk in beauty contest 2011 are, media relation example relationship with official media partner, community relations activities include social visits Ahmad Yani Jakarta museum and mangrove planting, And marketing tools consisting of leaflets, posters, forms, banners, book events, roadshows Indonesia Beauty contest local election 2011.

Based on the results of research and data analysis, it is known the event campaign strategy of Public Relations Corporate of PT Mustika Ratu Tbk in Indonesia beauty contest effectively enough. This is apparent from media coverage about the success of Indonesia beauty contest 2011 became headline news, especially in the official media partner.

Besides having a strong and reliable strategy, Public Relations Corporate of PT Mustika Ratu Tbk also have significant drawbacks, it seems less the amount of public relations officer in the Corporate Public Relations, so that at the time of execution of the company, public relations officer should hardwork handle these activities. In addition, the frequent disagreements between the public relations officer to another one, so that the perceived performance an activity to be less than the maximum.