

ABSTRAK

Persaingan bisnis jasa pengiriman barang saat ini sangat menjajikan karena perkembangan bisnis *onlineshop*. Kantor Pos sendiri berusaha memperluas jaringan dengan sistem kemitraan atau agenpos. Ini menjadi tanggungjawab *public relations* Kantor Pos Bantul harus bisa menjaga hubungan atau mempertahankan citra agenpos dengan baik. Agenpos adalah representasi dari Kantor Pos yang membawa Citra Perusahaan Kantor Pos. Penelitian ini bertujuan untuk mengetahui peran *public relations* Kantor Pos Bantul dalam mempertahankan citra agenpos di Wilayah Bantul. Jenis Penelitian yang digunakan adalah penelitian deskriptif dengan metode kualitatif. Pengumpulan data dilakukan dengan teknik wawancara, observasi dan dokumentasi. Hasil dari penelitian yang dilakukan penulis bahwa peran *public relations* dalam mempertahankan citra agenpos perlu ditingkatkan lagi. Peran *public relations* Kantor Pos Bantul menggunakan model *Manager Role* meliputi *Expert prescriber*, *communication faciliator* dan *problem solving* dengan sistem pendekatan tertutup. Akan tetapi peran tersebut belum dilaksanakan secara baik dan maksimal. Selain itu, Public Relations Kantor Pos belum sadar akan perannya dalam menjaga citra perusahaan. Citra Perusahaan ini menyangkut kehidupan dari perusahaan tersebut dan yang terlibat adalah internal dan eksternal perusahaan. *Public Relations* Kantor Pos belum bisa memahami hal-hal yang mengancam Citra Perusahaan. *Public Relations* Kantor Pos harus lebih memperhatikan hal-hal yang menyangkut citra perusahaan dan meningkatkan peran *public relations* itu sendiri.

Keyword :Public Relations, Agenpos, Citra Perusahaan.

ABSTRACT

A competition of freight business currently is very promising because of the development of the online shops. The Post Office itself is trying to expand the network by partnership or postal agency system. This becomes the responsibility of the public relations of Bantul Post Office to be able to maintain a relationship or manage postal agency well. Postal agency is a representation of the Post Office which carries company image of the Post Office. The purpose of this study is to find out the role of public relations of Bantul Post Office in maintaining the postal agency. Type of this research is descriptive research with qualitative method. The data were collected through interview, observation and documentation. The result of this study shows that the role of public relations in managing postal agency needs to be improved. The role of public relations of Bantul Post Office uses Manager Role model including Expert prescriber, communication facilitator and problem solving with closed-system approach. However, that role has not been implemented properly and optimally. In addition, the public relations of Post Office are not aware of its role in maintaining the image of this company. The company image concerns on the life of the company and the internal and external of the company are involved. The public relations of the Post Office have not understands yet about things that threaten the company image. Public relations of the Post Office should pay more attention to matters concerning on the company image and enhance the role of public relation itself.

Key Words: Public Relations, Postal Agency, Company Image