

ABSTRACT

ANALISIS PUBLIKASI EKSTERNAL PT PERTAMINA GEOTHERMAL ENERGY (PGE) JAKARTA DALAM MEMBANGUN REPUTASI PERUSAHAAN

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This study aims to determine the external publication by PT Pertamina Geothermal Energy (PGE) in building the reputation of the company as well as to determine the planning and implementation of external publication of PT Pertamina Geothermal Energy (PGE). Research conducted using qualitative methods, interview techniques, and literature. The validity of the data using triangulation source. PGE in running organizations and businesses trying to get the best ratings in the eyes of the government and the community to build the reputation of the company. Ways in which PGE is to conduct an external publicity through press releases, advertorials, exhibitions, press visits, sponsorship, corporate social responsibility (CSR), websites and so forth. The results of the study showed that the activities are conducted periodically publication is able to build a company's reputation in the public eye. Society welcomes and participates in the organization of the activities carried out PGE. The media is instrumental in publishing all activities undertaken publication. Many people who are less aware of the PGE due to news about the company can be said to be minimal, so that the needs of the community to get information about the company less. External publication activities undertaken PGE has an immediate impact and benefit to the parties involved, but the general public do not understand the activities of the company because of the lack of media to publish.

Keywords: External Publications, News Media