

ABSTRAK

Judul : Strategi Unit *Corporate Communication* PT. Angkasa Pura II (Persero) dalam Membangun Hubungan dengan Media (Studi Eksploratif Aplikasi *Two Way Symmetrical Communication Theory*)

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Program Studi : Hubungan Masyarakat

Penelitian ini bertujuan untuk memahami penerapan model *two-way symmetrical* pada pelaksanaan strategi media *relations* yang dilakukan Unit *Corporate Communication* PT Angkasa Pura II. Sebagai pengelola salah satu bandar udara tersibuk di Indonesia, yakni Bandara Internasional Soekarno-Hatta, Angkasa Pura II melakukan berbagai kegiatan media *relations* guna menjaga reputasi bandara terbesar di Indonesia ini. Penelitian ini menggunakan pendekatan kualitatif dengan tujuan deskriptif, disertai metode penelitian studi kasus. Desain penelitian yang relevan dengan penelitian ini adalah desain kasus tunggal dan unit multi analisis.

Kegiatan media *relations* yang merupakan sarana implementasi dari model *two-way symmetrical* pada PT. Angkasa Pura II terbagi menjadi formal dan informal, yang di dalamnya masih terdapat beberapa kekurangan atau hambatan yang harus diperbaiki. Kegiatan formal tersebut terdiri atas *press conference*, *door stop*, *media visit*, *advertorial*, peliputan kegiatan peresmian, dan publikasi melalui TVC-TVC ke media-media *mainstream* seperti televisi dan cetak, maupun media *online*. Sementara informal atau semiformalnya berupa *coffee morning*, *media gathering*, kemudian *roadshow* di bandara-bandara AP II, dan juga buka puasa bersama pada saat momen lebaran atau Ramadhan. Itulah beberapa kegiatan *Corporate Communication* Angkasa Pura II dalam mengelola relasi dengan media.

Kata Kunci:

Media *Relations*, Model *Two-way Symmetrical*, Unit *Corporate Communication*, Media

ABSTRACT

Title : Strategy of Corporate Communication Unit of PT. Angkasa Pura II (Persero) in Building Relationships with Media (Explorative Study of Two-way Symmetrical Communication Theory Applications)

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This study aims to understand the application of the symmetrical two-way model in the implementation of the media relations strategy conducted by the Corporate Communication Unit of PT Angkasa Pura II. As the manager of one of the busiest airports in Indonesia, Soekarno-Hatta International Airport, Angkasa Pura II carries out various media relations activities to maintain the reputation of the largest airport in Indonesia. This study uses a qualitative approach with descriptive objectives and case study research methods. The relevant research design to this study is a single case design and multi-unit analysis.

Media relations activities which are implementing the symmetrical two-way model at PT. Angkasa Pura II, are divided into formal and informal, in which there are still some shortcomings that should be fixed. The formal activities consisted of press conferences, door stops, media visits, advertorials, coverage of the inauguration activities, and publications through TVC-TVC in the mainstream media, likewise online media. While informal or semiformal in the form of coffee morning, media gatherings, then roadshows at AP II airports, and also breaking the fast together at the moment of Eid or Ramadan. Those are some of Angkasa Pura II's Corporate Communication activities in managing relations with the media.

Keywords:

Media Relations, Two-way Symmetrical Model, Corporate Communication Unit, Media