

ABSTRAK

Lusiana Rahmawati: Strategi PT Pos Indonesia (Persero) dalam Menjalin Relasi dengan Media Online (Studi Deskriptif Kualitatif pada Kantor Pusat PT Pos Indonesia (Persero))

Media online di era digital sekarang memiliki peran strategis dalam menyampaikan informasi secara cepat dan luas, sehingga membangun relasi yang baik dengan lembaga/wartawan media online dapat membantu PT Pos Indonesia (Persero) menjaga citra positif perusahaan di tengah persaingan yang semakin ketat.

Penelitian ini bertujuan untuk menganalisis strategi PT Pos Indonesia (Persero) dalam menjalin relasi dengan media online, dengan menggunakan konsep strategi *media relations* dari Iriantara (2019) yang meliputi tiga tahapan, yaitu pengelolaan relasi, pengembangan strategi relasi, dan pengembangan jaringan. Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif melalui metode deskriptif kualitatif. Data dikumpulkan melalui wawancara mendalam, dokumentasi dan observasi partisipasi pasif.

Hasil penelitian menunjukkan bahwa PT Pos Indonesia (Persero) membangun relasi dengan media online melalui komunikasi formal berupa pengenalan dan pertukaran kartu nama, serta komunikasi informal melalui kegiatan *informal gathering*, seperti makan atau mengopi bersama, serta melakukan kunjungan langsung ke kantor media (*media visit*) dan *interpersonal communications*, seperti dengan menyampaikan ucapan atau apresiasi kepada pihak terkait dan menjalin komunikasi ringan melalui media sosial. Pengembangan strategi relasi dilakukan melalui aktivitas *media relations* seperti *media gathering*, *press release*, *press conference*, *doorstop interview*, *press interview*, dan *special event*. Pengembangan jaringan dengan media online dilakukan melalui aktivitas partisipasi dalam kegiatan organisasi media dan dukungan *sponsorship* terhadap profesi organisasi atau lembaga media.

Strategi menjalin relasi dengan media online yang diterapkan oleh PT Pos Indonesia (Persero) dapat diselaraskan dengan konsep strategi *media relations* menurut Iriantara (2019). Pendekatan ini mendukung terbentuknya komunikasi yang berkesinambungan dan profesional antara perusahaan dan media online.

Kata Kunci: strategi *media relations*, media online, *public relations*.

ABSTRACT

Lusiana Rahmawati: *The Strategy of PT Pos Indonesia (Persero) in Establishing Relations with Online Media (A Descriptive Qualitative Study at the Head Office of PT Pos Indonesia (Persero))*

Online media in today's digital era has a strategic role in conveying information quickly and widely, so building good relationships with online media institutions/journalists can help PT Pos Indonesia (Persero) maintain a positive image of the company amid increasingly fierce competition.

This research aims to analyze the strategy of PT Pos Indonesia (Persero) in establishing relationships with online media, using the concept of media relations strategy from Iriantara (2019) which includes three stages, namely relationship management, relationship strategy development, and network development. This research uses the constructivism paradigm with a qualitative approach through descriptive qualitative methods. Data were collected through in-depth interviews, documentation and passive participation observation.

The results showed that PT Pos Indonesia (Persero) built relationships with online media through formal communication in the form of introductions and business card exchanges, as well as informal communication through informal gathering activities, such as eating or coffee together, as well as making direct visits to media offices (media visits) and interpersonal communications, such as by conveying greetings or appreciation to related parties and establishing light communication through social media. Development of relationship strategies is carried out through media relations activities such as media gatherings, press releases, press conferences, doorstep interviews, press interviews, and special events. Network development with online media is carried out through participation activities in media organization activities and sponsorship support for professional media organizations or institutions.

The strategy of establishing relationships with online media implemented by PT Pos Indonesia (Persero) can be harmonized with the concept of media relations strategy according to Iriantara (2019). This approach supports the formation of continuous and professional communication between companies and online media.

Keywords: *media relations strategy, online media, public relations*