

ABSTRAK

Anggia Salsa Adelia: Strategi *Public Relations* PT Bio Farma dalam Menghadapi Transformasi Media.

Transformasi media telah membawa perubahan besar terhadap pola komunikasi antara organisasi dan publik. Pergeseran dari media konvensional menuju media digital menuntut perusahaan untuk beradaptasi dengan cepat agar tetap relevan dan dipercaya. *Public relations* berperan penting dalam menjembatani perubahan dengan memastikan pesan perusahaan dapat tersampaikan secara konsisten, efektif, dan sesuai kebutuhan audiens. PT Bio Farma (Persero) sebagai perusahaan BUMN di bidang farmasi menghadapi tantangan dalam mempertahankan kredibilitas dan citra positif di tengah perubahan lanskap komunikasi.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis strategi *public relations* PT Bio Farma (Persero) dalam menghadapi transformasi media dengan menggunakan konsep *Mediamorfosis* yang ditemukan oleh Roger Fidler yang meliputi lima elemen yaitu (1) *Coevolution and Coexistence* (2) *Metamorfosis* (3) *Propagation* (4) *Survival*, dan (5) *Oppurtunity and Need*. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam dan observasi.

Hasil penelitian menjelaskan bahwa PT Bio Farma (Persero) menghadapi transformasi media dengan konsep *Mediamorfosis* melalui lima elemen utama yang terdiri atas: (1) *Coevolution and Coexistence* yang berfokus pada integrasi media konvensional dan digital agar komunikasi tetap menjangkau seluruh segmen audiens, (2) *Metamorfosis* berfokus pada perubahan gaya pesan dan format publikasi agar sesuai dengan karakteristik media baru, (3) *Propagation* berfokus memperluas informasi melalui penyebaran konten, (4) *Survival* berfokus pada upaya mempertahankan media lama yang masih relevan seperti surat kabar dan televisi untuk memperkuat kredibilitas informasi, (5) *Oppurtunity and Need* berfokus memanfaatkan tren media digital sebagai peluang strategis untuk memperluas jangkauan komunikasi.

Berdasarkan hasil penelitian, strategi *public relations* PT Bio Farma (Persero) menunjukkan kemampuan adaptif terhadap perubahan lanskap media dengan tetap mempertahankan nilai kredibilitas, transparansi, dan relevansi pesan.

Kata Kunci: Strategi *Public Relations*, Transformasi Media, *Mediamorfosis*, PT Bio Farma (Persero)

ABSTRACT

Anggia Salsa Adelia: *Public Relations Strategy of PT Bio Farma (Persero) in Facing Media Transformation*

Media transformation has brought significant changes to the patterns of communication between organizations and the public. The shift from conventional media to digital media requires companies to adapt quickly in order to remain relevant and trusted. Public relations play an important role in bridging this change by ensuring that the company's messages are delivered consistently, effectively, and in accordance with audience needs. PT Bio Farma (Persero), as a state-owned enterprise in the pharmaceutical sector, faces challenges in maintaining credibility and a positive image amid changes in the communication landscape.

The purpose of this study is to identify and analyze the public relations strategies of PT Bio Farma (Persero) in facing media transformation using Roger Fidler's Mediamorphosis concept, which includes five elements: (1) Coevolution and Coexistence, (2) Metamorphosis, (3) Propagation, (4) Survival, and (5) Opportunity and Need. This study employs a qualitative descriptive method with data collected through in-depth interviews and observation.

The results of the study show that PT Bio Farma (Persero) addresses media transformation through the Mediamorphosis concept by applying five main elements: (1) Coevolution and Coexistence, which focuses on integrating conventional and digital media to ensure communication reaches all audience segments; (2) Metamorphosis, which emphasizes changes in message style and publication format to suit new media characteristics; (3) Propagation, which focuses on expanding information dissemination through content sharing; (4) Survival, which highlights efforts to maintain traditional media such as newspapers and television that remain relevant for strengthening information credibility; and (5) Opportunity and Need, which focuses on utilizing digital media trends as strategic opportunities to expand communication reach.

Based on the findings, the public relations strategies of PT Bio Farma (Persero) demonstrate adaptive capabilities toward changes in the media landscape while maintaining credibility, transparency, and message relevance.

Keywords: *Public Relations Strategy, Media Transformation, Mediamorphosis, PT Bio Farma (Persero)*