

ABSTRAK

Siti Zahroh Salimah: Pengelolaan Lobi Hubungan Masyarakat dalam Membangun Kemitraan Sekolah dengan Dunia Usaha dan Dunia Industri (Studi Deskriptif pada Program Bursa Kerja Khusus di SMK Negeri 9 Kota Bandung).

Penelitian ini mengangkat tema pengelolaan lobi hubungan masyarakat pada sekolah menengah kejuruan karena kemitraan dengan Dunia Usaha dan Dunia Industri (DUDI) memiliki peran penting dalam mendukung pelaksanaan Praktik Kerja Lapangan (PKL), penyaluran lulusan serta penyelarasan kompetensi peserta didik dengan kebutuhan dunia kerja. SMKN 9 Bandung dipilih sebagai lokasi penelitian karena memiliki kemitraan yang aktif melalui program Bursa Kerja Khusus (BKK).

Penelitian ini bertujuan untuk mengetahui pengelolaan lobi hubungan masyarakat dalam membangun kemitraan sekolah dengan DUDI menggunakan konsep strategi lobi Ronald J. Hrebenar yang berfokus pada *Direct Lobbying* dan *Indirect Lobbying*.

Metode penelitian yang digunakan adalah deskriptif kualitatif. Data diperoleh melalui observasi dokumentasi dan wawancara mendalam dengan empat informan, yaitu Wakil Kepala Bidang Hubungan Masyarakat, Koordinator Bursa Kerja Khusus, Staf Kehumasan Bidang Praktik Kerja Lapangan dan Staf Kehumasan Bidang Pejabat Pengelola Informasi dan Dokumentasi.

Hasil penelitian menunjukkan bahwa pengelolaan *Direct Lobbying* dilakukan melalui pembagian peran pelobi dan koordinasi, pengelolaan akses komunikasi, strategi persuasi melalui pertukaran informasi dan penyelarasan kepentingan, pembentukan kesepakatan kerja sama melalui pengesahan MoU, serta pemeliharaan hubungan kemitraan melalui komunikasi berkelanjutan dengan industri. Penerapan strategi tersebut menghasilkan komunikasi yang lebih intensif, meningkatnya kepercayaan industri, tercapainya kesepakatan kerja sama, serta terbukanya peluang penyaluran lulusan ke dunia kerja. Strategi *Indirect Lobbying* dilakukan melalui pemanfaatan media digital, jaringan pendukung seperti alumni dan BKK, serta pertukaran timbal balik aset lembaga dalam membangun hubungan kemitraan. Temuan penelitian menunjukkan bahwa kedua strategi lobi tersebut saling melengkapi dalam mendukung pengelolaan hubungan Humas dengan DUDI secara berkelanjutan melalui komunikasi strategis yang terarah dengan pihak industri eksternal.

Kata Kunci: Strategi Lobi, *Direct Lobbying*, *Indirect Lobbying*, Hubungan Masyarakat, Kemitraan DUDI.

ABSTRACT

Siti Zahroh Salimah: *Public Relations Lobbying Management in Building School Partnerships with Business and Industry (A Descriptive Study of the Special Job Placement Program at SMK Negeri 9 Bandung).*

This study examines public relations lobbying management in vocational schools, as partnerships with the Business and Industrial Sector play an important role in supporting internship programs, graduate placement, and aligning students' competencies with labor market demands. SMK Negeri 9 Bandung was selected as the research site because it has established active partnerships with various companies through its Special Job Placement Unit. This study aims to analyze public relations lobbying management in building school partnerships with the business and industrial sector using Ronald J. Hrebenar's lobbying strategy concept, which focuses on Direct Lobbying and Indirect Lobbying.

This study employed a descriptive qualitative approach. Data were collected through observation, documentation, and in-depth interviews with four key informants: the Vice Principal for Public Relations, the Coordinator of the Special Job Placement Unit, the Public Relations Staff for Internship Programs, and the Public Relations Staff for the Information and Documentation Management Office.

Research findings indicate that direct lobbying management involves the division of lobbyist roles and coordination, management of communication access, persuasion strategies such as information exchange and interest alignment—the formalization of cooperation agreements via MoUs, and the maintenance of partnerships through ongoing communication with the industry. Implementing these strategies resulted in more intensive communication, increased industry trust, the successful conclusion of cooperation agreements, and expanded opportunities for graduate placement in the workforce. Indirect lobbying strategies were executed through the use of digital media and support networks such as alumni associations and career centers—as well as the reciprocal exchange of institutional assets to build partnerships. The findings demonstrate that these two lobbying strategies complement each other in supporting the sustainable management of public relations with the business and industrial sectors (DUDI) through targeted strategic communication with external industry stakeholders.

Keywords: *Lobbying Strategy, Direct Lobbying, Indirect Lobbying, Public Relations, Business and Industry Partnership.*