

ABSTRAK

Fakhriya Zahra Hirmawan : Implementasi *Public Relations* dalam Mempertahankan Kepercayaan Publik melalui Konsep Segitiga Emas

Public Relations memegang peran penting dalam mempertahankan kepercayaan publik agar organisasi mampu beradaptasi terhadap perkembangan zaman dan perubahan kebutuhan masyarakat. Organisasi Pembinaan Anak-Anak Salman (PAS ITB) merupakan organisasi kemahasiswaan yang telah menyelenggarakan pembinaan anak selama lebih dari empat dekade dengan menjadikan Konsep Segitiga Emas yang melibatkan kakak (anggota organisasi), adik (peserta binaan), dan orang tua sebagai landasan hubungan dengan publik. Kondisi tersebut mendorong penelitian ini untuk mengkaji bagaimana implementasi *Public Relations* dalam mempertahankan kepercayaan publik melalui Konsep Segitiga Emas di PAS ITB.

Penelitian ini menggunakan konsep kepercayaan yang dikemukakan oleh Stephen P. Robbins yang terdiri atas lima dimensi, yaitu integritas, kompetensi, konsistensi, loyalitas, dan keterbukaan. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif dan paradigma konstruktivisme. Data diperoleh melalui wawancara dan observasi.

Hasil penelitian menunjukkan bahwa implementasi *Public Relations* dalam mempertahankan kepercayaan publik melalui Konsep Segitiga Emas di PAS ITB diwujudkan melalui penerapan integritas, kompetensi, konsistensi, loyalitas, dan keterbukaan. Integritas diwujudkan melalui internalisasi nilai dan budaya organisasi. Kompetensi diwujudkan melalui sistem kaderisasi, spesialisasi divisi, dan kemampuan anggota dalam menyesuaikan diri terhadap dinamika pelaksanaan program. Konsistensi diimplementasikan melalui sistem birokrasi yang jelas, perencanaan program yang terstruktur, serta komunikasi rutin dengan orang tua. Loyalitas diwujudkan melalui penguatan *sense of belonging* dan kolaborasi dengan publik. Sementara itu, keterbukaan diterapkan melalui transparansi penyampaian informasi melalui Instagram dan Whatsapp serta pengelolaan umpan balik secara dua arah. Implementasi kelima dimensi tersebut berperan dalam upaya PAS ITB mempertahankan kepercayaan publik dan menjaga keberlanjutan pelaksanaan pembinaan anak.

Kata kunci: *Public Relations*, Kepercayaan Publik, Konsep Segitiga Emas, PAS ITB

ABSTRACT

Fakhriya Zahra Hirmawan : *Implementation of Public Relations in Maintaining Public Trust through the Golden Triangle Concept*

Public Relations plays a vital role in maintaining public trust, enabling organizations to adapt to changing circumstances and evolving societal needs. Pembinaan Anak-Anak Salman (PAS ITB) is a student organization that has provided child development programs for more than four decades by adopting the Golden Triangle Concept, which involves mentors (organization members), children (program participants), and parents as the foundation for building relationships with its publics. This condition prompted the present study to examine the implementation of Public Relations in maintaining public trust through the Golden Triangle Concept at PAS ITB.

This study employed Stephen P. Robbins' concept of trust, which comprises five dimensions: integrity, competence, consistency, loyalty, and openness. A descriptive method with a qualitative approach and a constructivist paradigm was employed. Data were collected through interviews and observations.

The findings reveal that the implementation of Public Relations in maintaining public trust through the Golden Triangle Concept at PAS ITB is manifested through the application of integrity, competence, consistency, loyalty, and openness. Integrity is reflected in the internalization of organizational values and cultures. Competence is demonstrated through a structured cadre development system, divisional specialization, and members' ability to adapt to the dynamics of program implementation. Consistency is maintained through a well-defined organizational system, systematic program planning, and regular communication with parents. Loyalty is fostered by strengthening members' sense of belonging and encouraging collaboration with the public. Meanwhile, openness is implemented through transparent dissemination of information via Instagram and Whatsapp, as well as two-way feedback management. Collectively, these five dimensions contribute to PAS ITB's efforts to maintain public trust while ensuring the sustainability of its child development programs.

Keywords: *Public Relations; Public Trust; Golden Triangle Concept; PAS ITB.*