

ABSTRAK

Fresha Yulianda Putri: Strategi *Public Relations* dalam Meningkatkan *Brand image* pada PT. Bank Rakyat Indonesia TBK Kantor Cabang Singapura.

Bank Rakyat Indonesia menjadi salah satu bank yang memiliki banyak cabang. Hampir di seluruh daerah mereka membuka cabang termasuk di dalamnya BRI Cabang Singapura. Menjadi salah satu bank terbesar di Indonesia kredibilitas perusahaan menjadi hal yang perlu diperhatikan termasuk pada cabang- cabang yang dimiliki. Dalam operasionalnya BRI Cabang Singapura memiliki strategi dalam meningkatkan *brand image* mulai dari memberikan pelayanan prima, sampai kepada kegiatan promosi untuk mempertahankan loyalitas nasabahnya.

Tujuan penelitian ini adalah untuk mengetahui bagaimana strategi *public relations* dalam meningkatkan *brand image* pada PT Bank Rakyat Indonesia TBK Kantor Cabang Singapura pada tahap *defining public relations problem, planning, taking action*, sampai kepada tahap *evaluating* dalam meningkatkan *brand image* BRI Cabang Singapura.

Penelitian ini menggunakan konsep *four step public relations* dari Cutlip, Center, dan Broom. Konsep tersebut dipilih sebagai acuan karena dapat memudahkan dalam perumusan indikator untuk mengumpulkan data mengenai strategi *defining public relations problem, planning, taking action*, dan *evaluating public relations* dalam meningkatkan *brand image*.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif yang bertujuan untuk memberikan penjelasan terkait strategi peningkatan *brand image*. Teknik pengumpulan data yang digunakan yakni wawancara mendalam kepada tiga orang informan BRI Cabang Singapura.

Hasil penelitian ini menunjukkan bahwa BRI Cabang Singapura memiliki empat strategi dalam meningkatkan *brand image*, yaitu: (1) *defining public relations problem* memiliki opini yang bagus, data ini didapat melalui tanya jawab karyawan dan nasabah. (2) *planning* peningkatan *brand image* BRI Cabang Singapura berpusat pada implementasi visi dan misi (3) *taking action* berpusat pada peningkatan pelayanan terbaik, serta mengadakan promosi kepada nasabah agar nasabah semakin loyal terhadap penggunaan produk perusahaan. (4) *Evaluating* BRI Cabang Singapura dalam meningkatkan *brand image* dipimpin oleh tim manajemen bersama staf pilihan perusahaan untuk melakukan pemantauan yang terbagi atas evaluasi periode pendek dan evaluasi periode panjang.

Simpulan penelitian ini yakni BRI Cabang Singapura memiliki strategi sebagaimana konsep *four step public relations* dari Cutlip, Center, dan Broom dalam peningkatan *brand image* yakni melalui *defining public relations problem, planning program, taking action* pelayanan terbaik dan promosi, serta *evaluating* jangka pendek dan jangka panjang.

Kata Kunci: Strategi, *Brand image*, BRI Cabang Singapura

ABSTRACT

Fresha Yulianda Putri: *Public Relations Strategy in Improving Brand Image at PT. Bank Rakyat Indonesia TBK Singaparna Branch Office*

Bank Rakyat Indonesia is one of the banks that has many branches. In almost all regions they have opened branches including the BRI Singaparna Branch. Being one of the largest banks in Indonesia, the credibility of the company is something that needs to be considered, including the branches it owns. In its operations, the BRI Singaparna Branch has a strategy to improve its brand image, starting from providing excellent service to promotional activities to maintain customer loyalty.

The purpose of this research was to find out how the public relations strategy in improving brand image at PT Bank Rakyat Indonesia TBK Singaparna Branch Office at the stages of defining public relations problems, planning, taking action, to the evaluating stage in improving the brand image of BRI Singaparna Branch.

This research uses the concept of four step public relations from Cutlip, Center, and Broom. This concept was chosen as a reference because it can facilitate the formulation of indicators to collect data regarding strategies for defining public relations problems, planning, taking action, and evaluating public relations in enhancing brand image.

This research uses a descriptive qualitative research method which aims to provide an explanation regarding brand image enhancement strategies. The data collection technique used was in-depth interviews with three BRI informants from the Singaparna Branch.

The results of this research indicate that the Singaparna Branch of BRI has four strategies in improving brand image, namely: (1) defining public relations problems by having good opinions, this data is obtained through questions and answers of employees and customers. (2) planning to increase the brand image of the BRI Singaparna Branch centered on implementing the vision and mission (3) taking action focused on improving the best service, as well as holding promotions to customers so that customers are more loyal to using the company's products. (4) Evaluating the BRI Singaparna Branch in improving brand image is led by a management team together with the company's selected staff to carry out monitoring which is divided into short period evaluations and long period evaluations.

The conclusion of this research is that the BRI Singaparna Branch has a strategy similar to the four step public relations concept of Cutlip, Center, and Broom in improving brand image, namely through defining public relations problems, planning programs, taking action on the best service and promotion, as well as evaluating short and long term.

Keywords: *Strategy, Brand image, BRI Singaparna Branch*



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