

## **ABSTRAK**

PT Pertamina (Persero) Marketing Operation Region IV melakukan program 'The Invisible Hand' sebagai salah satu strategi untuk megedukasi dan meningkatkan kesadaran masyarakat mengenai LPG 3 Kg tepat sasaran. Di dalam penulisan laporan akhir ini bertujuan untuk memberikan paparan kegiatan yang dilakukan oleh unit Communication and Relations sebagai humas dari PT Pertamina Marketing Operation Region IV dalam melakukan program 'The Invisible Hand'. Metode penelitian yang digunakan adalah metode penelitian kualitatif menggunakan studi pengamatan melalui pengalaman dan studi pustaka. Studi pengamatan dilakukan dengan melaksanakan langsung program 'The Invisible Hand' melalui dua mekanisme, yaitu media sosial dan media relasi. Wawancara juga dilakukan dengan manajer dan staff dari unit Communications Relations sebagai narasumber yang dapat memberikan informasi secara tepat, akurat, dan bermanfaat. Hasil studi menunjukkan bahwa PT Pertamina (Persero) MOR IV menerapkan program 'The Invisible Hand' melalui media sosial dan hubungan media memiliki beberapa hasil. Ada banyak keterlibatan publik melalui fitur 'suka' dengan berbagai komentar di Instagram. Setelah melakukan media relasi, ada kesepahaman bersama antara PT Pertamina MOR IV dan wartawan tentang ketentuan LPG 3 Kg, dan semua informasi akan tersampaikan kepada publik melalui media massa. Tingginya jumlah reaksi publik di media sosial dan tiga belas berita yang dirilis oleh media massa online kepada publik adalah pencapaian dalam program 'The Invisible Hand'.

**Kata Kunci: PT Pertamina MOR IV, 'The Invisible Hand', Media Sosial, Media Relasi, LPG 3 Kg**

## **ABSTRACT**

PT Pertamina (Persero) MOR IV conducted 'The Invisible Hand' program as a strategy in educating and increasing public awareness on the provision of 3-kilogram LPG. This graduating paper discusses the activities conducted by the Communication and Relations unit as the public relations of PT Pertamina MOR IV in conducting 'The Invisible Hand' program. The examples of activities are also presenting photos and graphs as evidence of the results of 'The Invisible Hands' program that has been conducted. The research method used is a qualitative research method using observational studies through experience and literature studies. The observational studies were conducted by directly experiencing and handling 'The Invisible Hand' program. Interviews are also conducted with managers and staff from the Communications and Relations unit as informants as experienced in public relations who can provide information that is precise, accurate, and useful information. The study showed that the implementation of 'The Invisible Hand' program by PT Pertamina (Persero) MOR IV through social media and media relations have several outcomes. There are lots public's engagements through likes with various comments in social media. After conducted media relations, there is a common understanding between PT Pertamina MOR IV and the journalists about the provision of 3-kilogram LPG, and the messages will be delivered through mass media. The high amount of public reactions in social media and thirteen news that released by online mass media to public are the accomplishment in 'The Invisible Hand' program.

**Keywords:** PT Pertamina MOR IV, 'The Invisible Hand', Social Media, Media Relations, 3-kilogram LPG