

ABSTRAK

Digitalisasi Arsip Foto dalam menjaga *Corporate Memory* di Unit Corporate Communication Kompas Gramedia

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Kajian ini menjelaskan tentang digitalisasi arsip foto terkait sejarah perjalanan Kompas Gramedia yang berfokus di Corporate Communication Kompas Gramedia. Proses digitalisasi arsip foto terkait sejarah perjalanan Kompas Gramedia bertujuan untuk menjaga *corporate memory* dalam arsip foto yang berisikan nilai informasional dan menjadi sumber informasi yang memiliki manfaat bagi internal perusahaan ataupun bagi lingkungan eksternal.

Kajian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data yaitu studi pustaka, observasi, dan wawancara. Dalam Studi pustaka dilakukan melalui riset literatur, *e-journal*, *e-book* dan berbagai kajian penelitian yang berkaitan dengan tema digitalisasi arsip. Observasi dilakukan dengan meninjau langsung ke lokasi penelitian di Corporate Communication Kompas Gramedia Jakarta Pusat. Wawancara dilakukan dengan 4 narasumber selaku staff public relations, staff aset dokumentasi dan pihak internal Corporate Communication yang bertujuan menggali informasi terkait tentang arsip foto sejarah perjalanan Kompas Gramedia serta kendala selama proses digitalisasi arsip foto.

Proses digitalisasi arsip foto dilakukan sesuai dengan SOP atau prosedur yang digunakan oleh tim aset dokumentasi, bertujuan agar aset korporat perusahaan khususnya arsip foto yang menjadi pusat memori bagi perusahaan salah satunya dimanfaatkan melalui pameran arsip bentara budaya, kebutuhan *content writing* serta arsip foto dapat terkelola dengan baik. Faktor pendukung melalui kebijakan digitalisasi oleh *General Manager* Corporate Communication dan pembuatan *website KG Content* dan kendala atau hambatan adalah sarana dan prasarana masih kurang baik dan membutuhkan perbaikan ruangan sesuai standar, pelatihan sumber daya manusia dan pengembangan pada *website KGContent*.

Kata kunci : Digitalisasi arsip, arsip foto, memori

ABSTRACT

Digitization of photo archives to keep Corporate Memory in Corporate Communication Unit Kompas Gramedia

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This study describes the digitization of photo archives related to Kompas Gramedia's travel history which focuses on Kompas Gramedia's Corporate Communication. The process of digitizing photo archives related to Kompas Gramedia's travel history aims to maintain corporate memory in photo archives that contain informational value and become a source of information that has benefits for the company's internal and external environment.

This study uses a qualitative descriptive approach with data collection techniques, namely literature study, observation, and interviews. The literature study is carried out through literature research, e-journals, e-books and various research studies related to the theme of digitizing archives. Observations were made by observing directly to the research location at Corporate Communication Kompas Gramedia, Central Jakarta. Interviews were conducted with 4 informants as public relations staff, documentation asset staff and internal Corporate Communications with the aim of digging up related information about Kompas Gramedia's travel history photo archives and obstacles during the process of digitizing photo archives.

The process of digitizing photo archives is carried out in accordance with the SOP or procedure used by the asset documentation team, with the aim that the company's corporate assets, especially photo archives which are a memory center for the company, are utilized through exhibitions of cultural heralds archives, content writing needs and photo archives can be properly managed. Supporting factors through the digitalization policy by the General Manager of Corporate Communication and the creation of the KG Content website and the constraints or obstacles are the facilities and infrastructure that are still not good and require room improvements according to standards, human resource training and development on the KGContent website.

Keywords: Digitalization of archives, photo archives, memory