

ABSTRAKSI

Dalam penelitian ini, peneliti melihat dan mengkaji ilmu komunikasi melalui fungsi-fungsi manajemen humas dan resolusi konflik. PT Kaltim Industrial Estate menjadi objek penelitian ini karena perusahaan berperan langsung mengatasi konflik yang terjadi. Dalam implementasinya, terdapat tahapan-tahapan yang dilakukan oleh Departemen Humas PT Kaltim Industrial Estate untuk mengatasi konflik penutupan jalan pos 7 Lok Tuan di Kota Bontang. Peneliti menggunakan teori fungsi-fungsi manajemen Andrew F. Sikula (2015) membahas lebih lanjut tahapan-tahapan yang digunakan manajemen humas mulai dari tahapan perencanaan, pengorganisasian, pelaksanaan dan pengawasan. Selain itu, peneliti menggunakan teori resolusi konflik Littlejohn & Domenici (2007) untuk mengetahui bentuk penyelesaian konflik yang terjadi di jalan pos 7 Lok Tuan. Peneliti menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data, berupa observasi langsung, wawancara mendalam dan studi pustaka. Analisis data dari penelitian ini menggunakan reduksi data, penyajian data, dan pengujian kesimpulan. Peneliti menggunakan triangulasi sumber untuk mengukur ketepatan data yang terjadi pada objek penelitian. Temuan dari penelitian ini menunjukkan sebelum melakukan fungsi-fungsi manajemen humas, Departemen Humas PT Kaltim Industrial Estate menetapkan tujuan dan sasaran. Hasil penetapan tujuan dan sasaran ini, menjadi acuan Humas PT Kaltim Industrial Estate melakukan fungsi-fungsi manajemen humas melalui tahapan perencanaan, pengorganisasian, pelaksanaan, dan pengawasan. Tahapan yang dilakukan Humas PT Kaltim Industrial Estate, dapat menyelesaikan konflik yang terjadi di masyarakat melalui proses negosiasi serta mediasi.

Kata Kunci: manajemen humas, resolusi konflik, konflik, studi kasus, Kaltim Industrial Estate

ABSTRACT

In this study, researchers looked at and studied communication science through the functions of public relations management and conflict resolution. PT Kaltim Industrial Estate is the object of this research because the company plays a direct role in resolving conflicts that occur. In its implementation, there are stages carried out by the Public Relations Department of PT Kaltim Industrial Estate to overcome the conflict of closing the 7 Lok Tuan post road in Bontang City. Researchers using Andrew F. Sikula's management functions theory (2015) further discussed the stages used by public relations management starting from the stages of planning, organizing, implementing and supervising. In addition, researchers used Littlejohn & Domenici's conflict resolution theory (2007) to find out the form of conflict resolution that occurred on postal road 7 Lok Tuan. The researcher used a qualitative approach with a case study method. Data collection techniques include direct observation, in-depth interviews and literature study. Data analysis from this research uses data reduction, data presentation, and conclusion testing. Researchers used source triangulation to measure the accuracy of the data that occurred in the object of research. The results of this study show that before performing the functions of public relations management, the Public Relations Department of PT Kaltim Industrial Estate sets goals and objectives. The setting of these goals and objectives become a reference for PT Kaltim Industrial Estate Public Relations to carry out public relations management functions through the stages of planning, organizing, implementing, and supervising. The stages carried out by the Public Relations of PT Kaltim Industrial Estate can resolve conflicts that occur in the community through the process of negotiation and mediation.

Keywords: *public relations management, conflict resolution, conflict, case study, Kaltim Industrial Estate*