

TABLE OF CONTENTS

LEMBAR PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF PICTURES	ix
LIST OF CHARTS	x
CHAPTER I INTRODUCTION	1
1.1. Background of Study	1
1.2. Objectives of Study	3
1.3. Scope of Study	4
1.4. Method of Study	4
1.4.1. Method of Collecting Data	5
1.4.2. Method of Analyzing the Data	5
1.4.3. Method of Presenting the Data	5
1.5. Presentation	5
CHAPTER II PROFILE OF PT SEMEN INDONESIA (PERSERO) TBK.....	7
2.1. History of PT Semen Indonesia (Persero) Tbk.....	7
2.2. Vision and Missions.....	9
2.3. Culture of Company.....	9
2.4. Achievements	10
2.5. Products and Services	10
2.5.1. Cement Product	10
2.5.2. Building Materials	11
2.5.3. Services.....	11
2.6. Logo and Tagline.....	11
2.6.1. The Main Logo of PT Semen Indonesia (Persero) Tbk.....	11
2.6.2. Philosophy of PT Semen Indonesia (Persero) Tbk	12



2.7. The Profile of Department of Corporate Communication	13
2.7.1. Department of Corporate Communication	13
CHAPTER III PUBLIC RELATIONS STRATEGY TO REACH MILLENNIALS	17
3.1. Millennials and Public Relations	17
3.2. Four Attributes of a Public Relations.....	19
3.3. Public Relations Strategy in PT Semen Indonesia (Persero) Tbk.	20
3.3.1. Social Media in PT Semen Indonesia (Persero) Tbk. as Virtual Human Relations Tools.....	20
3.3.1.1 Facebook	21
3.3.1.2 Instagram.....	22
3.3.1.3 Twitter.....	22
3.3.1.4 YouTube.....	23
3.3.2. Corporate Activation as Human Relation Practical Guide	24
3.3.2.1 Semen Indonesia <i>Bicara Baik</i>.....	24
3.3.2.2 Photo Hunt Contest	26
3.3.2.3 Semen Indonesia Trail Run	27
3.3.2.4 Millennials <i>Berkarya</i>.....	28
3.3.3. Further Public Relation Practices to Reach Millennials	29
3.3.3.1 <i>Keluarga Kokoh The Series</i>.....	29
3.3.3.2 KreaSInematography	29
3.4. Discussion	30
3.4.1. Online Reputation.....	30
3.4.2. Presence	32
3.4.3. Interactivity	34
3.4.4. Virtual Community.....	34
CHAPTER IV CONCLUSION AND RECOMMENDATION	36
4.1. Conclusion.....	36
4.2. Recommendation	37
WORKS CITED.....	38
LIST OF APPENDICES	40
LIST OF APPENDICES	41
LIST OF APPENDICES	41