

ABSTRAK

Stakeholder relations merupakan rangkaian kegiatan organisasi baik berupa program atau *event* untuk menunjang relasi dengan *stakeholder*. *Stakeholder relations* menjadi salah satu fungsi *public relations* yaitu dengan meningkatkan kualitas hubungan dengan *stakeholder*. Permasalahan penelitian ini berangkat dari perlunya penanganan *stakeholder* yang menjadi bagian dari perusahaan. Penelitian ini menyajikan sebuah aktivitas komunikasi *public relations* dalam pengelolaan *stakeholder* berdasarkan analisis tahapan *stakeholder relations* pada objek penelitian, Genius Idea Coworking and Office Space. Tujuan dalam penelitian ini adalah untuk memberikan gambaran deskriptif mengenai tahapan manajemen strategis *public relations* dalam membangun relasi dengan *stakeholder*.

Menganalisis model Kwiatkowski dan Buczynki (2011) tentang unsur-unsur *coworking space*, model teoritis tahapan manajemen strategis oleh Grunig (2011), dan model Huang dan Zhang (2013) sebagai metode pengukuran kualitas relasi. Penelitian ini menggunakan data primer yaitu wawancara mendalam dengan narasumber dari objek penelitian yang menduduki bidang yang relevan dengan topik penelitian serta data sekunder yang berasal dari jurnal, dokumen internal, studi pustaka, dan media sosial.

Hasil mengindikasikan bahwa aktivitas komunikasi *public relations* yang diterapkan Genius Idea Coworking & Office Space dalam melakukan *stakeholder relations* telah berperan sebagai ide besar dalam membina hubungan dengan *stakeholder* di perusahaan. Tahapan identifikasi *stakeholder*, perencanaan komunikasi, dan evaluasi hingga pengukuran kualitas relasi adalah tahapan yang diperlukan perusahaan secara runtut karena memiliki dampak yang berkesinambungan antara satu tahapan dengan tahapan yang lain. Hasil analisis berdasarkan model Kwiatkowski dan Buczynki (2011) mengindikasikan Genius Idea Coworking and Office Space mampu memenuhi unsur *collaborative*, *community*, *accessibility*, dan *sustainability*. Sedangkan dalam melakukan tahapan manajemen *public relations* perusahaan belum melakukan tahapan evaluasi program komunikasi dan mengukur hubungan jangka panjang dengan *stakeholder*. Metode pengukuran kualitas relasi dengan *stakeholder* menunjukkan indikator positif dikeempat variabel pada hubungan dengan *stakeholder internal*. Sedangkan pada hubungan dengan *stakeholder eksternal* menunjukkan indikator negatif pada variabel *control mutuality*. Simpulan dari penelitian ini adalah perusahaan perlu memperhatikan pentingnya proses identifikasi *stakeholder*, pentingnya kemampuan menganalisis dan mengobservasi lingkungan, pentingnya memahami aktivitas komunikasi *public relations*, pentingnya merencanakan program yang dapat berdampak pada seluruh *stakeholder* dan perlunya perhatian pada evaluasi aktivitas komunikasi *public relations*.

Kata kunci: Stakeholder Relations, Public Relations, Coworking Space

ABSTRACT

Stakeholder relations is a series of organizational activities in the form of programs or events to support relations with stakeholders. As one of the functions of public relations to improve relations with stakeholders, stakeholder relations conducted several organizations in order to maintain the consistency of a good relationship to their stakeholders. The problem of this research departs from the need to handle stakeholders who are part of the company. This study presents a communication activity of public relations in stakeholder management based on the analysis of the stages of stakeholder relations on the object of research, Genius Idea Coworking and Office Space. The purpose of this research is to describe the stages of strategic public relations management to build better relationships with stakeholders.

Using the coworking space's elements developed by Kwiatkowski and Buczynki (2011), the stages of strategic management theoretical model by Grunig (2011), and the models of Huang and Zhang (2013) as methods of measuring the quality of relations. This study used primary data, namely in-depth interviews with sources from the object of research occupying fields relevant to the topic of research as well as secondary data derived from journals, internal documents, literature, and social media. The results indicate that the public relations communication activities implemented by Genius Idea Coworking & Office Space in carrying out stakeholder relations have served as a big idea in fostering relationships with stakeholders in the company. Stages of stakeholder identification, communication planning, and evaluation to the measurement of the quality of relations are the steps required by the company in a coherent manner because it has a continuous impact between one stage and another.

The results of the analysis based on the model of Kwiatkowski and Buczynki (2011) indicate that Genius Idea Coworking and Office Space are able to fulfill the elements of collaborative, community, accessibility, and sustainability. Whereas in conducting the stages of public relations management the company has not carried out the stages of evaluating communication programs and measuring long-term relationships with stakeholders. The method of measuring the quality of relations with stakeholders shows positive indicators on four variables in relationships with internal stakeholders. While the relationship with external stakeholders shows a negative indicator on the mutuality control variable. The conclusion of this study is that companies need to pay attention to the importance of stakeholder identification processes, the importance of the ability to analyze and observe the environment, the importance of understanding public relations communication activities, the importance of planning programs that can affect all stakeholders and the need to pay attention to evaluating public relations communication activities.

Keyword: Stakeholder Relations, Public Relations, Coworking Space