

Tujuan penulisan tugas akhir ini adalah untuk menjelaskan bagaimana Standar Operasional Prosedur (SOP) dalam penerimaan dan tindak lanjut proposal sponsorship di PT Angkasa Pura II (Persero). Metode pengumpulan data untuk tugas akhir ini adalah studi lapangan dan studi pustaka. Studi lapangan berisi observasi dan wawancara pribadi. Data yang diperoleh dilakukan dengan melakukan magang di Corporate Communication, PT Angkasa Pura II (Persero) dari 1 Februari hingga 3 Mei 2019. Untuk studi perpustakaan, penulis melakukan dan menggunakan beberapa referensi seperti buku, artikel situs web, dan jurnal yang terkait dengan tugas akhir ini. Berdasarkan hasil diskusi dalam tugas akhir ini, tindak lanjut dari proposal sponsorship di PT Angkasa Pura II (Persero) dilakukan oleh unit Corporate Communication dan Corporate Financial Control. Corporate Communication memiliki subunit yang memiliki tugas utama untuk mengelola dan *monitoring* kerjasama antara institusi dan pihak terkait lainnya (*stakeholders*) dalam bentuk sponsorship, yaitu Institutional and Investor Relations. Sementara unit Corporate Financial Control juga memiliki subunit yang bertugas untuk menindaklanjuti pencairan dana sponsorship. Subunit Corporate Financial Control yang membantu Institutional and Investor Relations dalam menindaklanjuti proposal sponsorship adalah Budget Management, Tax Management, and General Accounting. Proses menindaklanjuti proposal sponsorship ini adalah salah satu management PT Angkasa Pura II (Persero) dalam penerimaan proposal sponsorship.

Kata Kunci: Proposal Sponsorship, PT Angkasa Pura II (Persero), SOP, Corporate Communication, Marketing, Manajemen

ABSTRACT

The purpose of writing this final paper is to explain about the Standard Operating Procedure (SOP) in the receiving and following-up sponsorship proposals in PT Angkasa Pura II (Persero). The methods of collecting the data for this paper are field study and library study. The field study contains of observation and personal interviews. The obtained data is done by taking the internship program in Corporate Communication, PT Angkasa Pura II (Persero) from 1st February to 3rd May 2019. For library study, the writer conducted and used some references such as books, website articles, and journals which are related to this final paper. Based on the results of the discussion in this final paper, the follow-up of sponsorship proposals to PT Angkasa Pura II (Persero) is carried out by the Corporate Communication and Corporate Financial Control unit. Corporate Communication has subunits that have the main task of managing and monitoring the cooperation between institutions and other related parties (stakeholders) in the form of sponsorships, namely Institutional and Investor Relations. While the Corporate Financial Control also has subunits whose task is to follow up in disbursing sponsorship funds. Subunits of Corporate Financial Control that assist Institutional and Investor Relations in following up on sponsorship proposals are Budget Management, Tax Management, and General Accounting. The process of following up on this sponsorship proposal is one of the management of PT Angkasa Pura II (Persero) in terms of receiving sponsorship proposals.

Keywords: Sponsorship Proposals, PT Angkasa Pura II (Persero), SOP, Corporate Communication, Marketing, Management