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**ABSTRAK**  
**The Content Creation Process of PT Wijaya Karya Beton Tbk Performed by Creative Team of Mobile Concrete 2 Unit**

ILHAM HELMI FAUZI, Agnes Siwi Purwaning Tyas, S.Pd., M.Hum.

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Penelitian dalam penulisan Tugas Akhir ini bertujuan untuk membahas profil dan serta tim kreatif *Mobile Concrete 2 Unit* PT. Wijaya Karya Beton Tbk. Selain itu, Tugas Akhir ini menampilkan proses *Creative Team* dalam mengembangkan media sosial *Mobile Concrete 2 Unit* PT. Wijaya Karya Beton Tbk. Pengumpulan data dilakukan secara observasi lapangan melalui program magang dan metode kedua adalah *library study*. Analisis data dilakukan dengan metode kualitatif yang diperoleh dari studi lapangan dan studi pustaka. Kemudian penulis menyusun data berdasarkan tujuan penelitian. Studi lapangan dilakukan melalui observasi langsung pada periode magang yang terhitung dari 8 Februari - 8 Mei 2021. Proses pengimplementasian pengembangan strategi komunikasi yang dilakukan oleh *Creative Team* pada *Mobile Concrete 2 Unit* PT. Wijaya Karya Beton Tbk. berdasarkan teori 7C oleh Cutlip (2006, p. 357-358) pada buku *Effective Public Relations* meliputi *Credibility, Context, Content, Clarity, Continuity and Consistency, Channel, Capability of the Audience*. Dengan menerapkan strategi baru yang dibuat oleh *Creative Team* pada *Mobile Concrete 2 Unit* PT. Wijaya Karya Beton Tbk. dapat membantu dan meningkatkan insight yang baik untuk kedepannya.

Kata Kunci : Komunikasi Marketing, Konten Kreator, Tim Kreatif, Unit Mobile Concrete 2 PT. Wijaya Karya Beton Tbk.



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The research in writing this Final Project aims to discuss the profile and creative team of Mobile Concrete 2 Unit PT. Wijaya Karya Beton Tbk. In addition, this Final Project presents a Creative Team process in developing social media for Mobile Concrete 2 Unit PT. Wijaya Karya Beton Tbk. Data collection was carried out by field observation through an internship program and the second method was library study. Data analysis was performed using qualitative methods obtained from field studies and literature studies. Then the writers compile the data based on research objectives. Field studies were carried out through direct observation during the internship period starting from February 8 - May 8, 2021. The process of implementing the communication strategy development carried out by the Creative Team at the Mobile Concrete 2 Unit PT. Wijaya Karya Beton Tbk. is based on the 7C theory by Cutlip (2006, p. 357 -358) in the book *Effective Public Relations* includes *Credibility, Context, Content, Clarity, Continuity and Consistency, Channel, Capability of the Audience*. By implementing the new strategy created by the Creative Team at Mobile Concrete 2 Unit PT. Wijaya Karya Beton Tbk. can help and increase good insights for the future.

Keyword : Creative Team, Creative Team, Marketing Communications, Mobile Concrete 2 Unit PT. Wijaya Karya Beton Tbk.