

## Intisari

Pelaksanaan penelitian dilatarbelakangi oleh eksistensi PT. Gunung Madu Plantations yang dihadapkan dengan implementasi *Asean Economic Community* (AEC) 2015. Penelitian bertujuan untuk mengetahui opini publik internal terhadap eksistensi PT. Gunung Madu Plantations dalam menghadapi AEC 2015 dan mengetahui faktor-faktor yang mempengaruhi pembentukan opini publik. Penelitian dilaksanakan di PT. Gunung Madu Plantations, Lampung pada bulan Februari 2015. Metode yang digunakan adalah metode survey dan wawancara mendalam. Pengambilan sampel pada setiap departemen dilakukan secara acak stratifikasi proporsional berdasarkan golongan kerja. Golongan kerja publik internal yang dijadikan sampel penelitian adalah staf non manajer. Sampel dari Departemen *Factory* berjumlah 18 staf, Departemen SBF berjumlah 12 staf, Departemen R&D berjumlah 10 staf, dan Departemen *Plantations* berjumlah 20 staf, sehingga total sampel berjumlah 60 staf. Data hasil penelitian dianalisis dengan uji proporsi dan regresi linear berganda metode *Backward*. Dari analisis diperoleh hasil bahwa sebanyak 93,33% publik internal memiliki opini positif terhadap eksistensi PT. Gunung Madu Plantations dalam Menghadapi AEC 2015, sebanyak 55,00% publik internal memiliki opini yang vokal terhadap eksistensi PT. Gunung Madu Plantations dalam Menghadapi AEC 2015, dan sebanyak 46,67% publik internal memiliki opini positif-vokal terhadap eksistensi PT. Gunung Madu Plantations dalam Menghadapi AEC 2015. Opini publik internal terhadap eksistensi PT. Gunung Madu Plantations dalam menghadapi AEC 2015 dipengaruhi oleh persepsi dan kebijakan perusahaan.

**Kata kunci:** opini publik, publik internal, PT. Gunung Madu Plantations, *Asean Economic Community*, Lampung

### *Abstract*

*This research was conducted based on the existence of PT. Gunung Madu Plantations towards the implementation of ASEAN Economic Community (AEC) 2015. The research was aimed to understand the internal public opinion towards the existence of PT. Gunung Madu Plantations in facing AEC 2015 and to acknowledge the factors that influence the establishment of public opinions. The research was done at PT. Gunung Madu Plantations in Lampung on February 2015. Two methods used for this research were survey and in depth interview. Sampling was conducted in every department, with proportionally stratified random sampling, based on the working class. The public internal working class used as a sample in this research was non-managerial staff. Samples from the Factory Department consist of 18 staffs, 12 staffs from the SBF Department, 10 staffs from the R&D Department, and 20 staffs from the Plantation Department, thus samples were consist of 60 staffs in total. Data of the research result were analyzed by using proportion test and Backward method's multiple linear regression test. The research result showed that 93.33% of internal public had positive opinion towards the existence of PT. Gunung Madu Plantations in facing AEC 2015, 55.00% of internal public had vocal opinion towards the existence of PT. Gunung Madu Plantations in facing AEC 2015, and 46.67% of internal public had positive-vocal opinion towards the existence of PT. Gunung Madu Plantations in facing AEC 2015. Internal public opinion towards the existence of PT. Gunung Madu Plantations in facing AEC 2015 was influenced by perceptions and policies of the company.*

**Keywords:** *public opinion, internal public, PT. Gunung Madu Plantations, Asean Economic Community, Lampung*