

## INTISARI

Masyarakat Ekonomi Asean (MEA) merupakan pilar dari perjanjian ASEAN yang disebut *ASEAN Vision*. Perjanjian ini melakukan liberalisasi 12 sektor prioritas, salah satunya adalah pertanian. Adanya MEA berdampak bagi pelaku usaha pertanian, salah satunya PT Natural Nusantara Yogyakarta sebagai produsen pupuk organik. Hal ini melatarbelakangi munculnya berbagai opini publik internal terhadap PT Natural Nusantara di era MEA. Penelitian ini bertujuan untuk mengetahui opini publik internal terhadap PT Natural Nusantara Yogyakarta di era MEA dan mengetahui faktor-faktor yang mempengaruhi pembentukan opini publik tersebut. Penelitian dilaksanakan di PT Natural Nusantara Yogyakarta pada bulan Maret 2017. Metode yang digunakan adalah dekriptif dengan teknik survey dan wawancara mendalam. Pengambilan sampel dengan cara acak bersrtata berdasarkan stratifikasi jabatan. Total sampel berjumlah 50 orang, yaitu *finance manager* (1 orang), *technical service and public relation manager* (1 orang), SPV Rabat (7 orang), SPV Teknologi Informasi (3 orang), SPV *Support System* (3 orang), SPV *Technical Service* dan Humas (7 orang), SPV Keuangan (5 orang), SPV Penjualan (2 orang), SPV Gudang (11 orang), dan SPV Rumah Tangga (10 orang). Data dianalisis dengan uji proporsi dan regresi linear berganda. Penelitian menunjukkan bahwa publik internal beropini positif terhadap PT Natural Nusantara Yogyakarta di era MEA. Faktor yang mempengaruhi pembentukan opini publik internal terhadap PT Natural Nusantara Yogyakarta di era MEA adalah tingkat pendidikan, dimana semakin tinggi pendidikan akan menurunkan opini positif; persepsi, dimana semakin baik persepsi publik internal maka opini semakin positif; dan produksi, dimana semakin tinggi produksi perusahaan maka opini semakin positif.

Kata Kunci: opini publik, publik internal, PT Natural Nusantara Yogyakarta, Masyarakat Ekonomi Asean.

## **ABSTRACT**

*ASEAN Economic Community (AEC) is a pillar of the ASEAN agreement called ASEAN Vision. This agreement describes the 12 priority sectors liberalization, one of them is agriculture. The existence of MEA affects agricultural businessmen, such as PT Natural Nusantara Yogyakarta as a manufacturer of organic fertilizer. This aspects influenced the emergence of various internal public opinion against PT Natural Nusantara in the MEA era. The objective of this research are to know the internal public opinion to PT Natural Nusantara Yogyakarta in the MEA era and analyzing the influence of several factors against the formation of public opinion. The research was carried out at PT Natural Nusantara of Yogyakarta in March 2017. The method used was descriptive with survey technique and in-depth interview. Sample collection by stratified random sampling based on stratification of the office. This research employed primary data that was obtained from 50 respondents, consist of finance manager (1 person), technical service and public relation manager (1 person), SPV Rabat (7 persons), SPV information technology (3 people), SPV Support System (3 people), SPV Technical Service and Communication (7 persons), SPV Finances (5 persons), SPV sales (2 persons), SPV Barn (11 people), and SPV Households (10 people). This research applied the proportion tets and multiple linear regression. Based on the analysis, all of the internal public, positive opinied against PT Natural Nusantara Yogyakarta in the MEA era. The result found that factors affecting the internal public opinion formation of PT Natural Nusantara Yogyakarta in the MEA era are educational level, where the higher the education will lower the positive opinion; Perception, where the better the internal public perception the more positive the opinion; and production, where the higher the company's production the more positive the opinion.*

**Keywords:**

*Public Opinion, Internal Public, PT Natural Nusantara Yogyakarta, Asean Economic Community.*