

Tugas akhir ini bertujuan untuk membahas cara PT Wijaya Karya dalam mengelola hubungan masyarakat terhadap masalah yang muncul pada proyek konstruksi saat pembangunan terminal kontener baru Priok I. Penelitian hanya membahas penerapan 3 dari 9 aspek manajemen hubungan masyarakat untuk mengatasi masalah yang timbul; yaitu manajemen komunikasi, manajemen hubungan dan manajemen reputasi berdasar teori Agility PR. Data didasarkan pada hasil magang penulis di PT Wijaya Karya pada 2 Februari 2015 sampai 2 Mei 2015. Pengumpulan data dilakukan secara kualitatif dengan metode partisipasi observasi, wawancara, dan penelitian perpustakaan. Selama melaksanakan magang, penulis berperan pada divisi SHE (Safety, Health, and Environment) yang bertanggung jawab untuk mengelola hubungan masyarakat. Penulis menemukan tiga permasalahan yang timbul selama melaksanakan magang; yaitu permasalahan dengan warga sekitar proyek, kontraktor lain sebagai pemilik sementara jembatan penyeberangan proyek, dan pemilik bangunan. Selanjutnya, Penulis membahas dua tahap dalam mengatasi masalah tersebut. Tahap pertama yaitu perencanaan sebelum penerapan strategi hubungan masyarakat yang meliputi penelitian, pembuatan rencana aksi, pengomunikasian, dan evaluasi. Tahap kedua yaitu praktik praktik manajemen hubungan masyarakat yang dilakukan PT Wijaya Karya untuk mengatasi masalah yang terangkum dalam 3 bagian utama; manajemen komunikasi, manajemen hubungan, dan manajemen reputasi.

Kata kunci: PT Wijaya Karya, pembangunan terminal kontener baru Priok I, manajemen hubungan masyarakat

ABSTRACT

This graduating paper aims to discuss the ways PT Wijaya Karya manage public relation to override the problems that come to the construction project of New Priok container terminal I building. This graduating paper focuses on the discussion of three out of total nine public relation management aspects to solve the problems that occur; namely communication management, relationship management, and reputation management based on the theory proposed by Agility PR. The data were collected from internship program at PT Wijaya Karya from February 2nd, 2015 to May 2nd, 2015 in which the writer used qualitative method by being participant observation, did personal interview, and library research to complete this graduating paper. While doing the internship, the writer was assigned in S.H.E (Safety, Health, and Environment) division which has responsibilities to manage public relation issues. While doing the field research, the writer found three major problems occurred; problem with people around the building project, problem with other constructors who have the connection bridge, and problem with building owner. Then, this graduating paper is willing to discuss two phases of public relation management performed by PT Wijaya Karya to solve those problems. The first phase was planning phase in performing public relation practice which contains research, action plan making, communication, and evaluation. The second phase was practical phase in performing public relation management which contains communication management, relationship management, and reputation management.

Keywords: PT Wijaya Karya, New Priok Container Terminal I Building Construction Project, public relation management