

ABSTRAK

Popularitas penggunaan media sosial baik di kalangan masyarakat maupun pelaku industri telah membawa warna baru dalam dinamika praktik komunikasi antara organisasi dan publik. Proses komunikasi yang bersifat egaliter, langsung, dan dialogis mendorong lahirnya optimisme sebagian kalangan yang meyakini bahwa media sosial mampu mewujudkan hubungan yang setara dan harmonis antara organisasi dan publik. Meskipun demikian, premis tersebut merupakan gagasan yang utopis. Penelitian ini berupaya menakar hubungan organisasi dan publik yang tercermin melalui diskusi dalam *corporate tweet* akun Twitter perusahaan di bidang industri telekomunikasi, otomotif, dan perbankan sepanjang periode 21 Juli-3 Agustus 2014. Periode tersebut merupakan rentang dengan tingkat interaksi tertinggi di akun *corporate* Twitter organisasi. Hasil penelitian mengonfirmasi utopi atas gagasan di atas. Aktualisasi praktik *online public relations* yang diyakini mampu memfasilitasi ruang dialogis antara organisasi dan publik di media sosial tidak terwujud. Hubungan antara organisasi dan publik tidak setara dan cenderung bersifat transaksional. Secara umum, penelitian ini menunjukkan bahwa media baru tidak mengubah cara organisasi berkomunikasi dengan publik.

Keywords: public relations, corporate tweet, organization-public relationship

ABSTRACT

Corporate Twitter has been chosen as one of organization communication tool to communicate with their strategic public in new media. This condition enables public relations division in organization to run their prime function to building a long-term, mutually beneficial relationship between organization and their public. However, public relations performance in building the relationship is mostly measured only by counting the numbers of account's followers, following, and tweets. To measure relationship, counting the number is just not enough. Therefore, the concept of organization-public relationship is considered to be the ideal indicators to measure. Several concepts such as control mutuality, trust, satisfaction, commitment, and the relationship outcomes is used to be the indicators. This research is done by using content analysis towards corporate tweets from three fields of industries such as telecommunication, banking, and automotive. Result of the research show that new media do not change the way organizations communicate with their public. The relationship between organization and public is still categorized as an exchange relationship and two-way symmetrical model of public relations has not yet been realized. This thesis illustrates how organizations are using Twitter as a communication and relationship-building tool.

Keywords: *public relations, organization-public relationship, corporate twitter*