

ABSTRAKSI

Customer Relations Officer (CRO) sebagai Implementasi Marketing Public Relations (MPR) pada Lembaga Pendidikan Nonformal di Yogyakarta (Studi Kasus Program Customer Relations Officer ION^s International Education Yogyakarta Tahun 2014-2015)

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Skripsi ini bertujuan untuk mendeskripsikan program *Customer Relations Officer ION^s International Education* sebagai implementasi *marketing public relations* dan mengevaluasi pelaksanaan program tersebut. Penelitian ini menggunakan metodologi studi kasus deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui wawancara personal mendalam, studi literatur, dan observasi langsung. Lokus penelitian adalah *ION^s International Education*, dengan program *Customer Relations Officer* sebagai fokus penelitian.

Hasil penelitian menunjukkan bahwa *Customer Relations Officer ION^s International Education* menjalankan berbagai program berikut: (1) Program internal, yang meliputi pengelolaan rancangan kegiatan yang diajukan oleh manajemen puncak *ION^s International Education* atau *tenant*, pengelolaan data kegiatan internal seluruh *tenant*, pengelolaan komunikasi internal, dan pengelolaan kegiatan pengembangan diri (*self development*) bagi karyawan dan Koordinator *tenant*; dan (2) Program eksternal yang meliputi: pengelolaan administrasi data siswa, pengelolaan kegiatan internal, pengelolaan kegiatan eksternal, pengelolaan kegiatan tanggung jawab sosial perusahaan, dan pengelolaan komunikasi eksternal. Hasil evaluasi pelaksanaan program *Customer Relations Officer* menunjukkan bahwa *output*, *outgrowth*, dan *outcome* tercapai dengan baik oleh *Customer Relations Officer ION^s International Education*.

Kata kunci: pemasaran, hubungan masyarakat, pendidikan nonformal

ABSTRACT

Customer Relations Officer (CRO) as the Implementation of Marketing Public Relations (MPR) at Nonformal Education Institution in Yogyakarta (Case Study Program of Customer Relations Officer IONS International Education Yogyakarta Years 2014-2015)

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The purpose of this thesis is to describe program of *Customer Relations Officer IONS International Education* as the implementation of marketing public relations and evaluate the implementation of the program. This study used a descriptive case study methodology with a qualitative approach. Data collected through in-depth personal interviews, literature review, and direct observation. Locus research is IONS International Education, the Customer Relations Officer program as a focus of research.

The results showed that the *Customer Relations Officer IONS International Education* runs various programs the following: (1) The internal, which includes the management of the draft submitted by the top management of ION's International Education or tenant, data management internal activities throughout the tenants, the management of internal communication, and management self-development activities (self development) for the employee and tenant coordinator; and (2) external program which includes the management of student data administration, internal activity management, management of external activities, the management of corporate social responsibility activities, and management of external communications. Results of the evaluation showed that the *Customer Relations Officer* output, outgrowth, and outcomes achieved with good by the *Customer Relations Officer IONS International Education*.

Keywords: marketing, public relations, non-formal education