

ABSTRAK

Dewasa ini peran *Public Relations* dalam sebuah organisasi atau perusahaan memiliki peranan yang sangat penting, khususnya dalam membangun hubungan dengan berbagai *stakeholders*. Pada sebuah perusahaan yang bergerak di bidang musik seperti *The One Management*, menjalin hubungan baik dengan beberapa *stakeholders* merupakan sebuah keharusan karena akan memudahkan bagi jalannya perusahaan sehingga dapat mencapai tujuan yang diinginkan. Selain itu, *stakeholders* juga membantu artis di dalam *The One Management* untuk bisa terus bertahan di tengah perkembangan dunia musik yang semakin pesat.

Dalam mempertahankan citra perusahaan beserta artis yang ada di dalamnya, *The One Management* telah menerapkan proses pengelolaan perusahaan yang baik agar daya saing perusahaan terus terjaga dalam persaingan hadirnya perusahaan manajemen artis serta artis-artis baru di industri musik, sehingga bisa menjadi nilai tambahan bagi para *stakeholders*. Penelitian ini dilakukan untuk mengetahui strategi *Public Relations The One Management* yang belum berdiri selama lebih dari 10 tahun, dalam menjalin hubungan *stakeholders*. Strategi *Public Relations* dikaji menggunakan teori strategi *Public Relations* menurut Smith (2005) dengan menggunakan metode studi kasus deskriptif kualitatif.

Hasil penelitian menunjukkan strategi *Public Relations The One Management* meliputi indikator-indikator strategi *Public Relations* menurut Smith (2005). Strategi ini mencakup performa organisasi berdasarkan bagaimana kinerja pegawai, kinerja pelayanan, dan pembagian profitnya. Selain itu, strategi ini juga mencakup bagaimana publisitas, *newsworthy informations*, dan *transparent communications* di perusahaan ini. Di mana ketiganya dapat dilihat dari aktifitas *press release*, *press conference*, *event*, serta *meet and greet*.

Kata kunci: strategi *Public Relations*, manajemen artis, *The One Management*

ABSTRACT

Public Relations presently holds a very important role in an organization or company, especially to establish relationships with various stakeholders. For a company that operates in the music industry, like The One Management, forming good relations with varying stakeholders is a necessity, as it will assist the company to reach its desired objective. Furthermore, stakeholders also help artists within The One Management to survive within the music industry's rapid evolvement.

In upholding the company's image and the artist represented, The One Management implemented a good management process to ensure the company can compete with other existing artist management agencies along with new artists in the music industry to have additional value for stakeholders. This research is conducted to observe the Public Relations strategy of The One Management in creating a good relationship with their stakeholder, which has been established for less than a decade. The Public Relations strategy of The One Management will be assessed with regard to the theoretical, Public Relations strategy of Smith (2005), using qualitative, descriptive case studies.

Research results show the Public Relations strategy of The One Management embodies elements of the Public Relations strategy of Smith (2005). This strategy includes organization operation based on employee and service performance, and profit division. Additionally, the company utilizes publicity, newsworthy information, and transparent communications. Aforementioned elements manifests itself through press release, press conference, events, and meet and greet.

Keywords: Public Relations strategy, artist management, The One Management