

Penulisan tugas akhir ini bertujuan untuk mendeskripsikan peran Humas dalam pelaksanaan Webinar Events Talk DBSMB Sekolah Vokasi UGM di masa pandemic COVID-19. Selain itu, tugas akhir ini juga menjelaskan perbedaan antara masa pandemi dan masa sebelum pandemi. Metode penelitian yang digunakan adalah kualitatif yang berfokus pada studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui pengamatan secara langsung pada masa praktek kerja lapangan yang dimulai dari tanggal 1 Juli sampai 1 September 2021 dengan pengambilan data dari Acara Webinar Events Talk yang diadakan oleh DBSMB Sekolah Vokasi UGM. Studi pustaka dilakukan melalui pengamatan jurnal, artikel, tugas akhir, skripsi, dan tesis. Bagaimana peran serta tugas Humas dalam pelaksanaan Webinar Events Talk DBSMB Sekolah Vokasi di masa pandemi, bagaimana kerja, kinerja dan tantangan Humas dalam mengadakan webinar ditengah pandemi. Penulis menemukan perbedaan dan tantangan yang harus dihadapi oleh Humas dalam menjalankan perannya dalam Webinar Events Talk DBSMB Sekolah Vokasi UGM diantaranya adalah perbedaan sebelum masa pandemi yaitu seminar diadakan secara offline, penghitungan pengeluaran untuk mengadakan seminar dan peran Humas yang aktif, sedangkan di masa pandemi semua kegiatan seminar diganti dengan webinar dimana tidak memerlukan ruangan dan perlengkapan serta berubahnya beberapa tugas dari Humas.

Kata Kunci: Humas, Webinar, DBSMB, Media Sosial, Prodi Bahasa Inggris, Webinar Events Talk

ABSTRACT

This final paper aims to describe the role of Public Relations in the implementation of the Department of English Study Program Vocational College DBSMB UGM Webinar Events Talk during the COVID-19 pandemic. In addition, this final paper also explains the difference between the pandemic period and before the COVID-19 pandemic. The research method used is qualitative which focuses on field studies and literature studies. Field studies were carried out through direct observation during the internship period starting from July 1 to September 1, 2021 by collecting data from the Webinar Events Talk event held by Vocational College DBSMB UGM. Literature study was conducted through observation of journals, articles, final assignments, theses, and theses. What are the role and task of Public Relations in the implementation of the Vocational College DBSMB UGM Webinar Events Talk during a pandemic is to hold webinars that can continue even in the midst of a pandemic, how does PR (Public Relations) work, performance and challenges in holding webinars in the midst of a pandemic. The writer found differences and challenge that PR must overcome during Webinar Events Talk DBSMB Vocational College UGM, among them are the differences before the pandemic period, namely seminars held offline, counting outcome to hold seminars and the role of Public Relations, while during the pandemic all seminar activities were replaced with webinars which did not require room and equipment and changed several tasks from Public Relations.

Keywords: Public Relations, Webinar, DBSMB, Social Media, English Study Program, Webinar Events Talk