

ABSTRAK

Proyek akhir ini bertujuan untuk menguraikan proses komunikasi kehumasan DTHV SV UGM dalam menjaga hubungan dengan pemangku kepentingan selama wabah Covid-19 menggunakan analisis *Four-Step Public Relations Process* oleh Scott M. Cutlip, Allen H. Center and Glen M. Brown dalam bukunya yang berjudul *Effective Public Relations*. Analisis ini dipakai untuk mengetahui secara mendetail mengenai aktivitas public relations mulai dari riset, perencanaan, komunikasi dan evaluasi. Metode penelitian yang dipakai untuk menguraikan hasil penelitian pada proyek akhir ini yaitu deskriptif-kualitatif sehingga data yang diuraikan lebih berupa tulisan daripada angka-angka. Proses pengumpulan data dilakukan dengan observasi dan wawancara dengan beberapa internal DTHV SV UGM untuk mendapatkan hasil yang akurat. Proses observasi dilakukan mulai dari tanggal 2 September hingga 30 November dalam kegiatan magang yang bersamaan dengan periode penerimaan mahasiswa baru. Hasil penelitian menunjukkan bahwa aktivitas public relations di DTHV SV UGM mengalami perubahan selama pandemi. Kegiatan di DTHV SV UGM dibagi menjadi pembelajaran menggunakan media online, pembelajaran melalui seminar online dan promosi & penyebaran informasi menggunakan media sosial. Sebelum pandemi, kegiatan dominan dilakukan secara luring di DTHV. Sedangkan selama pandemi DTHV mengadaptasi beberapa media baru untuk berkomunikasi dengan stakeholders.

Kata kunci: Covid-19, DTHV SV UGM, *Four Step Public Relations*, Komunikasi Public Relations, *Stakeholder*

ABSTRACT

This final project aims to outline the public relations process done by DTHV SV UGM in engaging with stakeholders during the Covid-19 outbreak using the Four-Step Public Relations Process analysis by Scott M. Cutlip, Allen H. Center and Glen M. Brown in their book entitled Effective Public Relations. This analysis is used to find out in detail process about public relations activities ranging from fact finding, planning, communicating and evaluating. The research method used to describe the research results in this final project is descriptive-qualitative so that the data described is in the form of sentence rather than numbers. The data collection process was carried out by observation and interviews with several internal DTHV SV UGM to get accurate results. The observation process is carried out from September 2 to November 30 by internship program along with the new student admissions period. The results showed that public relations activities at DTHV SV UGM underwent changes during the outbreak. Activities at DTHV SV UGM are divided into learning using online media, learning through online seminars and promotion & dissemination of information using social media. Prior to the outbreak, activities were predominantly carried out offline at DTHV. Meanwhile, during the outbreak DTHV adapted several new media to communicate with stakeholders.

Keywords: Covid-19, DTHV SV UGM, Four Step Public Relations, Public Relations Communication, Stakeholder