

**ANALISIS RUANG LINGKUP *PUBLIC RELATIONS* DI HUMAS
PT INALUM (PERSERO)
(STUDI DEKRIPTIF KUALITATIF PUBLIK INTERNAL DAN
EKSTERNAL PT INALUM (PERSERO) (PERIODE APRIL-MEI 2019)**

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ABSTRAK

Public Relations berasal dari dua kata berbahasa Inggris, *public* dan *relations*. *Public relations* merupakan bagian dari ilmu komunikasi berupa proses interaksi untuk berhubungan dari satu pihak dengan pihak yang lain. Konsep PR terdiri dari beragam aspek, salah satunya adalah publik dan hubungan yang terjadi. Menurut KBBI, aspek merupakan pemunculan atau penginterpretasian gagasan. Jenis publik dalam konsep PR yaitu publik internal dan publik eksternal. PT Indonesia Asahan Aluminium (Persero) merupakan satu-satunya BUMN yang bergerak di bidang peleburan aluminium di Indonesia memiliki PR untuk mengelola hubungan dengan publik internal dan eksternal perusahaan. Analisis ruang lingkup PR INALUM dibagi berdasarkan tugas pokok dan fungsi humas, yaitu bagian Hubungan Masyarakat dan bagian Administrasi. Metode analisis yang digunakan yakni metode kualitatif deksriptif. Kesimpulan yang dapat diambil adalah PT Indonesia Asahan Aluminium (Persero) dapat menerapkan teori ruang lingkup PR untuk menjabarkan tugas pokok dan fungsi melalui aspek PR.

Kata kunci: *Public relations*, internal, eksternal

**THE ANALYSIS OF PUBLIC RELATIONS'S SCOPE AT PT INALUM
(PERSERO)'S PUBLIC RELATIONS
(DESCRIPTIVE QUALITATIVE STUDY THE ANALYSIS OF PUBLIC
RELATIONS'S ASPECT AT PT INALUM (PERSERO)'S PUBLIC RELATIONS
(APRIL UP TO MAY 2019 PERIOD)**

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ABSTRACT

Public Relations comes from two words in English languages, public and speaking. Public relations is part of the communication science in that form of an interaction process to connect each other. The PR concept consists of various aspects, one of which is the public and the occurring relationships. According to KBBI, the aspect is the appearance or interpretation of ideas. The types of public in PR's concept are internal public and external public. PT Indonesia Asahan Aluminium (Persero) is the one and only state-owned company engage in aluminium smelting in Indonesia which have a PR to manage the company's internal and external relations. The analysis of aspects of PR INALUM is divided by based on the main tasks and functions in Public Relations, namely the Public Relations and Administration section. The public relations aspect consists of employee relations, relationships with shareholders, relationships with raw material suppliers, etc. The analytical method is using a descriptive method. And the conclusion is that PT Indonesia Asahan Aluminium (Persero) can apply the theory of public relations's scope to describe the main tasks and functions through aspects of public relations.

Keywords: Public relations, internal and external aspect, program