ABSTRAK

Memiliki daya saing yang tinggi, saat ini bukan hanya sekedar kebutuhan, melainkan suatu keharusan. Karena, tanpa daya saing yang tinggi, mustahil suatu bisnis dapat bertahan, apalagi memenangkan persaingan. Tuntutannya menjadi sangat strategis, terutama bila eksistensi bukan merupakan pilihan yang diambil, tetapi memenangkan persaingan yang justru diharapkan untuk dicapai. Untuk memenangkan persaingan tersebut PT Tiki Jalur Nugraha Ekakurir (JNE) harus dapat meningkatkan daya saing perusahaannya. Permasalahan yang diangkat pada penelitian ini mengenai proses operasional *Public Relations* JNE Cabang Bandung dalam upaya meningkatkan daya saing di lingkungan kompetitif jasa pengiriman logistik di Kota Bandung.

Tujuan penulis meneliti masalah ini adalah untuk mengetahui tahap *defining public relations problem,* tahap *planning and programming,* tahap *taking action and communicating,* tahap *evaluating the program* yang dilakukan oleh PRO JNE Cabang Bandung. Metode yang digunakan adalah metode deskrptif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan studi kepustakaan.

Hasil penelitian ini menunjukkan bahwa pada tahap *defining public relations problem* yang dilakukan oleh PRO JNE Cabang Bandung menggunakan metode informal berupa *media content analysis*, *fields report, key informants*, *mail analysis*, dan *personal contact*. Pada tahap *planning and programming,* PRO JNE Cabang Bandung merumuskan perencanaan program kegiatan melalui tiga hal, yaitu : tujuan yang ingin dicapai oleh perusahaan, strategi yang akan digunakan, serta anggaran dana yang diperlukan. Pada tahap *taking action and communicating*, PRO JNE Cabang bandung lebih menekankan kepada tiga hal, yaitu : 1) *The Action Component of strategy,* 2) *The communication component of strategy,* 3) *Implementing the strategy*. Terakhir, pada tahap *evaluating the program*, PRO JNE Cabang Bandung mengevaluasi program kegiatan berdasarkan *proses evaluation* dan *outcome evaluation*.

Kata kunci : *Tahapan Operasional Public Relations*

ABSTRACT

Has a high competitiveness in this era is not only necessary but is a must. Because, without a high competitiveness, it is impossible for a business to survive, moreover to win the competition. Thus, the demand also become very strategic, especially when the existence is not the chosen option, but win the competition is still desired to achieve. To win the competition PT Tiki Jalur Nugraha (JNE) should be able to increase its competitiveness. The issue raised in this study is about the operational processes of the Public Relations of JNE Bandung Branch, in an attempt to improve competitiveness in this competitive logistic shipping services environment in Bandung.

The purpose of the author examines this issue is to know the stage of defining the public relations problem, the planning and programming stage, the stage of taking action and communicating, and the stage of evaluating the program conducted by PRO JNE Bandung Branch. The method used is the descriptive method. Data collection techniques used are interviews, observation, and study of librarianship.

The results of this study indicate that at the stage of defining the public relations problem conducted by PRO JNE Bandung Branch uses informal methods in the form of media content analysis, key informants report, fields, mail analysis, and personal contact. At the stage of planning and programming, PRO JNE Bandung Branch formulate planning program activities through three things, namely: goals to be achieved by the company, the strategy that will be used, as well as the budgetary funds required. At the stage of taking action and communicating, PRO JNE Bandung Branch more emphasize to three things, namely: 1) The Action Component of strategy, 2) The communication component strategy, 3) Implementing the strategy. Lastly, at the stage of evaluating the program, PRO JNE Bandung Branch evaluates program activities based on the evaluation process and outcomes evaluation.

Keywords: Operational Stages of Public Relations