

ABSTRAK

Dalam mengelola komunikasi internal, Public Relations (PR) memerlukan media komunikasi internal yang memadai agar lebih efisien dalam penyebaran informasi serta pembentukan citra dan opini publiknya. Sehingga humas harus mampu untuk memilih media apa yang sesuai, dibutuhkan, dan efektif untuk digunakan oleh perusahaan.

Tujuan penelitian ini adalah untuk mengetahui kegiatan yang dilakukan oleh humas PT. PLN (Persero) Distribusi Jawa Barat dan Banten dalam mengelola komunikasi internal jika dilihat dari 4 model komunikasi PR James E. Grunig dan Todd Hunt, yang meliputi model agen pemberitaan (*press agency*), model informasi publik (*public information*), model asimetris dua arah (*two way asymmetric*), serta model simetris dua arah (*two way symmetric*).

Dalam penelitian ini penulis menggunakan metode penelitian kuantitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan dengan cara observasi, wawancara dan dokumen. Adapun sampel penelitian ini berjumlah 3 orang, diantaranya Deputy Manajer Bidang Komunikasi dan Bina Lingkungan, Spv Humas dan protokoler, serta staf Komunikasi PT. PLN DJBB.

Berdasarkan hasil penelitian yang sudah dilakukan, dapat diketahui bahwa kegiatan komunikasi internal yang dilakukan oleh humas PT. PLN DJBB tidak ada yang termasuk dalam model agen pemberitaan (*press agency*). Sedangkan untuk model informasi publik (*public information*) ada tiga jenis yakni: *family gathering*, papan pengumuman dan intranet. E-mail internal dan Sinergi *newsletter* adalah media internal yang termasuk dalam model asimetris dua arah (*two way asymmetric*). Dan yang terakhir, media *morning briefing* (coc), *coffee morning*, *live chat*, dan *video conference* sesuai dengan model simetris dua arah (*two ways symmetric*).

Kata kunci: komunikasi internal, 4 model komunikasi PR, pendekatan deskriptif dengan data kualitatif.

ABSTRACT

In managing internal communications, Public Relations (PR) requires adequate internal communication media to be more efficient in the dissemination of information for its image formation and public opinion. So that public relations should be able to choose what is the appropriate media necessary to be used effectively by the company.

The purpose of this study was to determine the activities undertaken by public relations of PT. PLN (Persero) West Java and Banten distribution in managing internal communications as viewed from four models of Public Relations communication by James E. Grunig and Todd Hunt, which includes press agency model, public information model, two-way asymmetric model, as well as two-way symmetric model.

In this study the authors used quantitative research methods with descriptive approach. Data collection was done by observation, interviews and documents. The sample of this study are three people, including Deputy Manager of Communications and Community Development, Public Relations and Protocol Spv, as well as the Communication staff of PT. PLN DJBB.

Based on the research that has been done, can be known that the internal communication activities conducted by Public Relation of PT. PLN DJBB is not included the press agency model. Mean while the public information model had three types, which were: family gathering, bulletin boards and intranet. Internal e-mail and Sinergi newsletter was an internal media whose included in the two-way asymmetric model. And last, the media morning briefing (coc), coffee morning, live chat, and video conference were in accordance with the two-way symmetric model.

Keywords: internal communications, four models of Public Relations, descriptive approach with qualitative data.