

ABSTRACT

Strategic Planning for Public Relations in the Pertamina Foundation PFpreneur Program

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The Covid-19 pandemic that has emerged since mid-2020 has had an impact on the economy, one of which is the decrease in MSMEs owned by women by 75%. This prompted the Pertamina Foundation to create a women's empowerment program in the field of entrepreneurship, namely PFpreneur which aims to help develop interest and increase the potential of women's MSMEs which have experienced a drastic decline due to the Covid-19 pandemic. In its implementation, Pertamina Foundation applies Corporate Social Responsibility to the program. The PFpreneur program, which has only been running for 3 years, has succeeded in helping its fostered MSMEs to compete and sell their products internationally. With this desire, researchers are interested in researching the Strategic Planning for Public Relations in the Pertamina Foundation's PFpreneur program. The paradigm used in this study is the postpositivism paradigm with a qualitative approach and uses in-depth interviews. The results of this study indicate that Pertamina Foundation uses all steps of public relations strategy planning which has four phases, namely formative research, strategy, tactics, and evaluation which includes nine stages and can support Pertamina Foundation in planning the Pertamina Foundation PFpreneur program. From the research results, it is expected to provide an overview regarding the Strategic Planning For Public Relations process in the Pertamina Foundation's PFpreneur program.

Keywords: Strategic Planning, Corporate Social Responsibility, PFpreneur, Pertamina Foundation.

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