

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan tentang strategi apa yang digunakan oleh *public relations* PT Vale Indonesia Tbk. dalam mempertahankan citra perusahaan di masa pandemi.

Penelitian ini menggunakan metode deskriptif kualitatif dengan tujuan untuk menggambarkan kondisi, situasi, dan fenomena sosial apa saja yang terjadi. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi, dan dokumentasi. Dalam penelitian ini peneliti ingin mengetahui strategi yang dilakukan oleh *public relations* PT Vale Indonesia Tbk. melalui program *corporate social responsibility*.

Hasil penelitian menunjukkan bahwa PT Vale Indonesia Tbk. dalam menciptakan citra perusahaan melalui program CSR telah melakukannya dengan baik sehingga berhasil mendapatkan citra positif di mata masyarakat dan karyawannya karena telah menjalankan tanggung jawab perusahaannya dengan baik dan konsisten secara berkelanjutan walaupun di masa pandemi. Melalui program CSR ini PT Vale Indonesia Tbk. melakukan pendekatan yang dilakukan dalam bentuk rehabilitasi alam, filantropi, penggunaan sumber energi terbarukan, budaya ramah kerja SDM, dan pemberdayaan ekonomi masyarakat. Pendekatan terhadap masyarakat dan karyawan dilakukan guna menjalin hubungan baik antara perusahaan dengan *stakeholders* dan berlangsung secara efektif.

Kata Kunci: Strategi, Hubungan Masyarakat, Citra Perusahaan

ABSTRACT

This research aimed to explain which strategy was used in public relations at PT Vale Indonesia Tbk to maintain the company's image in the pandemic era. Moreover, the research was qualitative. Furthermore, the data collection technique was used to find out the strategy conducted by the public relations through corporate social responsibility.

The research result concluded that the company in creating its image through CSR showed a good and consistent result in continuously conducting the company's responsibility during the pandemic era. As the result, it had succeeded in providing a positive image in the community and its employees.

The results showed that PT Vale Indonesia Tbk. in creating a corporate image through the CSR program, had done well and succeeded in getting a positive image in the eyes of the community and employees. It happened as the company carried out its corporate responsibilities well and consistently in a sustainable manner during the pandemic. Additionally, the CSR program was also approached in the form of nature rehabilitation, philanthropy, utilization of renewable energy sources, work culture of human resources, and community economic empowerment. In addition, the approach to the community and employees obtained a good and effective correlation among its stakeholders.

Keywords: *Strategy, Community Correlation, Company's Image*



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