

ABSTRAK

Nova Nurjanah (1124060055) 2016, Jurusan Hubungan Masyarakat, Fakultas Dakwah dan Komunikasi, Universitas Islam Negeri Sunan Gunung Djati Bandung. Judul Penelitian: **Makna *Annual Report* Bagi Staf *Public Relations* (Studi Fenomenologi Mengenai Makna *Annual Report* Bagi Staf *Public Relations* Pusat Survei Geologi Jl. Diponegoro No. 57 Bandung)**, dibawah bimbingan Ifran Sanusi, M.Si. dan Paryati, M.Si.

Lingkungan organisasi akan senantiasa berubah dari waktu ke waktu, bersifat tentatif dan fluktuatif sehingga *public relations officer* perlu memperhatikan dan menanggapi hal-hal yang berkaitan dengan kepentingan organisasi melalui proses dan tindakan yang tepa. Bahan evaluasi menjadi sangat penting untuk diketahui oleh praktisi PR karena bahan evaluasi dapat memberikan gambaran apakah organisasi mengalami *progress* atau mengalami *regress*. Setiap organisasi baik itu perusahaan swasta ataupun milik Negara membutuhkan bahan evaluasi guna mengetahui sampai sejauhmana organisasi berjalan sehingga proses dan tindakan yang tepat dan berkelanjutan dapat diterapkan dengan baik. Bahan evaluasi dapat diketahui salah satunya melalui *annual report*.

Tujuan penelitian ini adalah untuk mengetahui motif staf *public relations* Pusat Survei Geologi dalam membuat *annual report*, untuk mengetahui pemahaman staf divisi humas Pusat Survei Geologi mengenai *annual report*, untuk mengetahui makna *annual report* bagi staf divisi humas Pusat Survei Geologi. Teknik pengumpulan data yang digunakan yaitu melalui wawancara mendalam, observasi partisipatori pasif dan pengumpulan data melalui dokumen. Validasi data dilakukan menggunakan triangulasi sumber.

Hasil dari penelitian ini menunjukkan bahwa motif "*because of*" staf *public relations* Pusat Survei Geologi dalam pembuatan *annual report* yaitu; keinginan untuk pembuktian diri, kemampuan mengemban tanggung jawab, kemampuan menyampaikan informasi, menyediakan wadah untuk menjembatani publik. Motif "*in order to*" yaitu mewujudkan GCG (*Good Corporate Governance*), sarana publikasi tata kelola organisasi dan sarana *broadcasting* kebijakan organisasi. Pemahaman yang terbentuk mengenai *annual report* dipahami secara mendalam tidak hanya sebagai alat namun juga sebagai pendorong untuk mencapai tujuan organisasi. Makna *annual report* bagi staf *public relations* Pusat Survei Geologi dimaknai berbeda-beda sesuai *frame of reference* dan *field of experience*.

Saran dari penelitian ini, yaitu diharapkan para staf *public relations* mampu mengklasifikasikan dengan jelas *motive because of* dan *motive in order to* dalam pembuatan *annual report*, memahami secara komprehensif tidak hanya oleh staf *public relations* tapi juga bidang lain, serta memaknai *annual report* secara lebih mendalam lebih dari sekadar laporan tahunan.

ABSTRACT

Nova Nurjanah (1124060055) 2016, the Public Relations Major, Faculty of Da'wa and Communication, State Islamic University Sunan Gunung Djati Bandung. This bachelor research is titled: The Meaning of Annual Report by Staff Public Relations (Phenomenology reseach Regarding the meaning of the Annual Report by Public Relations Staff Geological Survey Center Jl. Diponegoro No. 57 Bandung). Guided by Ifran Sanusi, M.Si. and Paryati, M.Si.

Environmental organizations will continue to change over time, so tentative and volatile public relations officer needs to pay attention and respond to matters relating to the interests of the organization through the process and actions tepa. Materials evaluation becomes very important to know the PR practitioner for an evaluation gives an idea whether the organization suffered progress or have regress. Every organization whether private or State-owned companies require an evaluation to determine how far the organization running so that the process and the appropriate action and sustainable can be applied properly. An evaluation can be seen one of them through the annual report.

The aim for this research is to analyze the motive of the public relations staff Geological Survey Center in making the annual report, the understanding of public relations division of the Geological Survey Center about annual report, the meaning of the annual report for the staff of the public relations division Geological Survey Center. Data collection techniques used is through in-depth interviews, participatory passive observation and data collection through the document. Validation of data is using triangulation.

The results of this research show that the motive "because of" public relations staff in the Geological Survey Center in making annual report is; the desire for self-evident, the ability to take responsibility, the ability to convey information, provide a platform to bridge the public. Motif "in order to" is to realize the GCG (Good Corporate Governance), publications and the organization's governance policies means of broadcasting organizations. The Understanding formed the annual report is profoundly understood not only as a tool but also as a driving force to achieve organizational goals. The meaning of annual report for the staff of public relations Geological Survey Center is interpreted varies according to the frame of reference and field of experience.

In the end, as it's advices, which is expected to staff public relations able to classify clearly the motive because of and motive in order to in making the annual report, understand comprehensively not only by the staff of public relations but also other fields, as well as the meaning of the annual report in more depth more than the annual report.