

ABSTRACT

FERNITHA NOVINDA BERLYANTHIKA, 213106040, 2024. ***The Role of Public Relations at PT KAI Daop 7 Madiun in Safety Railway Crossing Campaign.*** English Diploma Three Program, Business Administration Department, State Polytechnic Of Madiun.

This Final Project Report aims to find out how the role of public relations and the obstacle faced by public relations at PT KAI Daop 7 Madiun in educating the public. Using descriptive qualitative methods with data from interviews, observations, and documentation, the findings showed that the role of public relations at PT KAI Daop 7 Madiun was as an expert prescriber, communication facilitator, problem solving process facilitator, and communication technician. As an expert prescriber who is responsible for educational activities, a communication facilitator who maintains relationships between stakeholders, a problem-solving process facilitator who evaluates activities and handles crises, and a communication technician who makes news to be delivered to the media. In educating the public about discipline at railway crossings, the obstacles faced was recalcitrant people and a lack of awareness of safety discipline at railroad crossings. This showed the need for a more effective and sustainable communication strategy to increase public awareness and compliance to reduce the risk of accidents at railway crossings.

Keywords: Public Relations, Role of PR, Descriptive qualitative

ABSTRAK

FERNITHA NOVINDA BERLYANTHIKA, 213106040, 2024. ***The Role of Public Relations at PT KAI Daop 7 Madiun in Safety Railway Crossing Campaign.*** English Diploma Three Program, Business Administration Department, State Polytechnic Of Madiun.

Laporan Tugas Akhir ini bertujuan untuk mengetahui bagaimana peran humas PT KAI Daop 7 Madiun dan apa saja kendala yang dihadapi dalam mengedukasi masyarakat. Menggunakan metode kualitatif deskriptif dengan data hasil wawancara, observasi, dan dokumentasi, hasil penelitian menunjukkan bahwa peran humas di PT KAI Daop 7 Madiun adalah sebagai penasihat ahli, fasilitator komunikasi, fasilitator proses pemecahan masalah, dan teknisi komunikasi. Sebagai penasihat ahli yang bertanggung jawab dalam kegiatan edukasi, fasilitator komunikasi yang menjaga hubungan antar stakeholder, fasilitator proses pemecahan masalah yang mengevaluasi kegiatan dan menangani krisis, dan teknisi komunikasi yang membuat berita untuk disampaikan kepada media. Dalam mengedukasi masyarakat tentang disiplin di perlintasan kereta api, kendala yang dihadapi adalah masyarakat yang bandel dan kurangnya kesadaran akan disiplin keselamatan di perlintasan kereta api. Hal ini menunjukkan perlunya strategi komunikasi yang lebih efektif dan berkelanjutan untuk meningkatkan kesadaran dan kepatuhan masyarakat dalam rangka mengurangi risiko kecelakaan di perlintasan kereta api.

Kata kunci: Humas, Peran Humas, Deskriptif Kualitatif