ABSTRAK

Strategi Komunikasi *Corporate Communication* PT. Bio Farma (Persero) Melalui Program *School Of Vaccine For Journalist* Dalam Memotivasi Jurnalis Menulis Artikel Vaksin
(Studi Deskriptif Strategi Komunikasi *Corporate Communication* PT. Bio Farma (Persero) Melalui Program *School Of Vaccine For Journalist* Dalam Memotivasi Jurnalis Menulis Artikel Vaksin Di Media Cetak Kota Bandung)

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Skripsi ini dibawah bimbingan :
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Penelitian ini dimaksudkan untuk mengkaji Strategi Komunikasi *Corporate Communication* PT. Bio Farma (Persero) Melalui Program *School Of Vaccine For Journalist* Dalam Memotivasi Jurnalis Menulis Artikel Vaksin di media cetak kota Bandung. Untuk menjawab strategi tersebut peneliti menggunakan tiga subfokus yaitu perencanaan komunikasi, kebijakan komunikasi dan aksi komunikasi.

Pendekatan penelitian ini adalah kualitatif dan menggunakan metode deskriptif. Teknik pengumpulan data melalui wawancara dan observasi langsung ke lapangan, dokumentasi dan studi pustaka. Teknik *sampling* dalam pemilihan informan yang digunakan adalah menggunakan teknik *purposive sampling* melalui pertimbangan yang sesuai dengan tujuan penelitian.

Hasil penelitian menunjukkan bahwa perencanaan komunikasi yang dilakukan oleh *corporate communication* PT. Bio Farma (Persero) Melalui Program *School Of Vaccine For Journalist* dalam memotivasi jurnalis untuk menulis vaksin adalah dengan membuat program dimana jurnalis diberikan pengertian yang ringan mengenai vaksin dan teknologinya. Kebijakan komunikasi *corporate communication* Bio Farma untuk memotivasi jurnalis menulis artikel vaksin dengan pemenuhan program kerja prioritas yang menjadi komitmen antara *corporate communication* Bio Farma dengan perusahaan. Aksi komunikasi *corporate communication* Bio Farma untuk memotivasi jurnalis menulis artikel vaksin dengan melaksanakan *school of vaccine for journalist* dua kali dan menggunakan angket sebagai bentuk komunikasi dengan peserta school of *vaccine for journalist*.

Kesimpulan penelitian ini bahwa Strategi Komunikasi *Corporate Communication* PT. Bio Farma (Persero) Melalui Program *School Of Vaccine For Journalist* Dalam Memotivasi Jurnalis Menulis Artikel Vaksin adalah dengan program yang berkonsep seperti membagi pengalaman untuk memberikan edukasi kepada jurnalis mengenai hal-hal dasar mengenai vaksin dan teknologinya yaitu bioteknologi. Dengan menghadirkan narasumber yang kompeten di bidang vaksin dan jurnalistik, jurnalis yang hadir sebagai peserta dapat menulis berita mengenai vaksin sebagai hasil dari mengikuti *school of vaccine for journalist*.

Saran pada penelitian ini untuk PT. Bio Farma (Persero) adalah *program school of vaccine for journalist* dapat dilakukan dengan waktu yang lebih efisien agar peserta terhindar dari kejenuhan.

Kata kunci : strategi komunikasi, motivasi

ABSTRACT

Corporate Communication Of Pt Bio Farma (Persero)'S Communication Strategy Through School Of Vaccine For Journalist Program On Motivating Journalist To Write Vaccine Article
(Corporate Communication Of Pt Bio Farma (Persero)'S Communication Strategy Descriptive Study Through School Of Vaccine For Journalist Program On Motivating Journalist To Write Vaccine Article)

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This research under guidance:
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This research aim to examine corporate communication of pt bio farma (persero)'s communication strategy descriptive study through school of vaccine for journalist program on motivating journalist to write vaccine article at printed media in bandung. To answer this strategy, researcher used 3 sub-focus that is named communication planning, communication principle, and communication action.

Approximation method of this research is quantitative and descriptive method. Data collection technique through interview dan observation to the field, documentation and studying. Sampling technique on informant selection that has been used, is purpose sampling technique through consideration that matched this research's purposes.

This research's result showed that communication planning that corporate communication of pt bio farma (persero) does through school of vaccine for journalist program on motivating journalist to write vaccine article is to programmed where the journalists bestowed a simple menaing of vaccine and the technology of vaccine. Communication principle of corporate communication of pt bio farma (persero)'s communication strategy descriptive study through school of vaccine for journalist program on motivating journalist to write vaccine article with fullfiling job desk priority that being commitment beetween corporate communication of bio farma and the company. Communication action of corporate bla bla bla … is to writing vaccine article through school of vaccinr for journalist twice and using questionnaire as a form of communication with school of vaccine for journalist participant.

This research's conclusion is that corporate communication of pt bio farma (persero)'s communication strategy descriptive study through school of vaccine for journalist program on motivating journalist to write vaccine article with concepted program as experience sharing, to be giving education to journalist about basic thing about vaccine and technology of vaccine that is called biotechnology. Through represent of compentent expert informant of vaccine and journalism, journalist participant can write a report about vaccine as the result of abreast school of vaccine for journalist.

This research's advice for pt bio farma persero is that school of vaccine for journalist programm can be diong through more efficient time to aim that the participants out of tired and saturated.

***Keywords** : communication strategy, motivation*