

ABSTRACT

Putri Andriani. The Role of Public Relations at PT Sumbawa Timur Mining in Building Positive Relationships with the Surrounding Mining Community in Hu'u District, Dompu Regency, West Nusa Tenggara (Supervised by Muhammad Yahya and Syukri).

This study aims to analyze the role of Public Relations (PR) at PT Sumbawa Timur Mining (STM) in fostering positive relationships with the communities surrounding the mining area in Hu'u District, Dompu Regency, West Nusa Tenggara. In the context of a mining company operating in a socially sensitive area, the PR function becomes highly strategic in creating effective, participatory, and sustainable communication.

The research employs a descriptive qualitative approach with data collected through in-depth interviews, observation, and documentation. The analysis refers to the PR role theory by Ruslan (2005), which includes relationship-building, acting as management support, and shaping the corporate image.

The findings show that PR at PT STM has played a strategic role in facilitating two-way communication with the community through discussion forums, social media, and involvement in various social activities. PR also acts as a bridge between company policies and community expectations, helping to address and mitigate issues that may trigger conflict. However, the effectiveness of this role still faces several challenges, such as limited communication channels, low digital literacy, and a lack of public trust due to limited transparency. In conclusion, PR at PT STM has contextually and relatively effectively carried out its role, but improvements are still needed through consistent, inclusive, and responsive communication efforts to establish a more harmonious and sustainable relationship with the community.

Keywords: *Public Relations, positive relationships, communication barriers*

ABSTRAK

Putri Andriani. Peran Public Relations PT Sumbawa Timur Mining Dalam Membangun Hubungan Positif Dengan Masyarakat Lingkar Tambang Kecamatan Hu'u, Kabupaten Dompu, Nusa Tenggara Barat (Dibimbing oleh Muhammad Yahya dan Syukri).

Penelitian ini bertujuan untuk menganalisis peran Public Relations (PR) PT Sumbawa Timur Mining (STM) dalam membangun hubungan positif dengan masyarakat lingkar tambang di Kecamatan Hu'u, Kabupaten Dompu, Nusa Tenggara Barat. Dalam konteks perusahaan tambang yang beroperasi di wilayah yang sensitif secara sosial, peran PR menjadi sangat strategis untuk menciptakan komunikasi yang efektif, partisipatif, dan berkelanjutan.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis dalam penelitian ini mengacu pada teori peran Public Relations menurut Ruslan (2005), yaitu membina relationship, peranan sebagai backup management, dan membentuk corporate image..

Hasil penelitian menunjukkan bahwa PR PT STM telah menjalankan peran strategis dalam menjalin komunikasi dua arah dengan masyarakat melalui forum diskusi, media sosial, serta keterlibatan dalam berbagai kegiatan sosial. PR juga berperan dalam menjembatani kebijakan perusahaan dan meredam isu yang berpotensi menimbulkan konflik. Namun demikian, efektivitas peran ini masih dihadapkan pada sejumlah tantangan, seperti keterbatasan saluran komunikasi, rendahnya literasi digital masyarakat, dan kurangnya kepercayaan akibat minimnya keterbukaan informasi. Dengan demikian, dapat disimpulkan bahwa PR PT STM telah menjalankan perannya secara kontekstual dan cukup efektif, namun masih perlu ditingkatkan melalui penguatan komunikasi yang konsisten, inklusif, dan responsif terhadap kebutuhan masyarakat agar tercipta hubungan yang harmonis dan berkelanjutan.

Kata Kunci: Public Relations, Hubungan positif, hambatan Komunikasi