

## ABSTRAK

Penelitian ini membahas tentang kegiatan Eksternal Public Relationa PT Dairi Prima Mineral dalam mengimplementasikan strategi komunikasi untuk membangun citra positif perusahaan pada masyarakat. Hal ini dilakukan melalui kegiatan public relation dengan koordinasi kemudian membangun hubungan baik dengan berbagai pihak yang berkepentingan dan masyarakat di Kabupaten Dairi khususnya di wilayah lingkaran tambang.

Penelitian ini bertujuan untuk menganalisa strategi Eksternal Public Relation PT Dairi Prima Mineral dalam membangun citra positif perusahaan pada masyarakat, serta tanggapan dari masyarakat lingkaran tambang. Penelitian ini menggunakan metode kualitatif dengan pendekatan humanistik. Metode pengumpulan data dengan data primer berupa wawancara mendalam dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi komunikasi Eksternal Public Relation PT DPM dalam meningkatkan citra positif pada masyarakat dilakukan dengan menciptakan dan memelihara hubungan baik dengan seluruh pihak yang berkepentingan di Kabupaten Dairi yaitu pemerintah, tokoh masyarakat serta organisasi masyarakat, media, dan masyarakat di sekitar operasional perusahaan. Eksternal relation bertugas untuk memelihara hubungan dengan publiknya untuk menunjukkan komitmen dan keseriusan PT DPM dalam mendukung pembangunan Kabupaten Dairi. Hal ini dilakukan melalui program-program kerjasama, pembangunan, dan pemberian bantuan kepada pemerintah dan masyarakat melalui program CSR PPM. Namun tidak seluruh masyarakat yang menerima kehadiran perusahaan tambang PT DPM. Kehadiran PT DPM menimbulkan pro kontra hingga memicu konflik vertikal maupun horizontal di tengah masyarakat, khususnya wilayah lingkaran tambang.

***Kata kunci: Strategi komunikasi, Eksternal Relation, Citra Positif.***

## ABSTRACT

This research contains the activities of PT Dairi Prima Mineral External Relations in implementing communication strategies to build a positive image of the company in the community. This is done through public relations activities by coordinating and building good relations with various interested parties and the community in Dairi Regency, especially in the area around the mine.

This study aims to determine the External Public Relations strategy of PT Dairi Prima Mineral which in this case builds a positive image of the company in the community, as well as responses from the community around the mine. This study uses a qualitative method with a humanistic approach. Data collection methods with primary data in the form of in-depth interviews and documentation.

The results showed that the process of implementing a communication strategy to build a positive company image involved many parties in Dairi Regency. PT DPM's communication strategy in improving a positive image in the community is carried out by creating and maintaining good relations with all interested parties in Dairi Regency, namely the government, community leaders as well as community organizations, media, and communities around the company's operations. External relations is tasked with maintaining relations with the public to show PT DPM's commitment and seriousness in supporting the development of Dairi Regency. This is done through cooperation, development programs, and providing assistance to the government and the community through the PPM CSR program. However, not all communities accept the presence of the mining company PT DPM. The presence of PT DPM raises the pros and cons to trigger vertical and horizontal conflicts in the community, especially the area around the mine.

***Keywords: Communication strategy, External Relations, Positive Image.***