Public Relations Strategy of Husky-CNOOC Madura Limited in Maintaining Corporate Image

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom.)

By:
MUHAMMAD THESAR RENANDA RIZKY

009202100040

FACULTY OF HUMANITIES

COMMUNICATION SCIENCE STUDY PROGRAM

CIKARANG

JUNE, 2024

TURNITIN CHECK RESULTS

Turnitin-Thesar

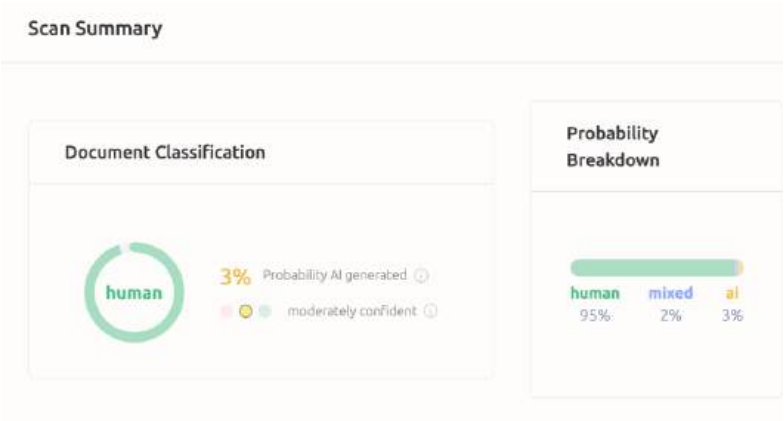
ORIGINALITY REPORT

5%	3%	1%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to School of Business and Management ITB Student Paper	1%
2	eudl.eu Internet Source	<1%
3	www.journal.jis-institute.org Internet Source	<1%
4	kc.umn.ac.id Internet Source	<1%
5	www.sciencegate.app Internet Source	<1%
6	mma.sinopac.com Internet Source	<1%
7	www.idnfinancials.com Internet Source	<1%
8	reachshools1.blogspot.com Internet Source	<1%
9	samudraenergy.com Internet Source	<1%

GPT ANTI-PLAGIARISM CHECK RESULTS



Abstract

In supporting the Ministry of Energy and Mineral Resources' program to produce 1 million barrels (BOPD) per day and 12,000 MMSCFD (Million Standard Cubic Feet per Day) of natural gas by 2030, HCML is present as one of the upstream oil and gas companies operating in Indonesia. In running its business, it needs smooth business support from its communication activities to the public. Therefore, this research raises the topic of a case study to analyze and study how this company maintains its corporate image for the sustainability of their business. Using qualitative research methods to collect data through interviews, media framing analysis, and document analysis and narrated in the form of descriptive explanations. The framework that has been prepared is taken from the discussion of Public Relations Strategy Planning by Ronald D. Smith to serve as a theoretical basis. The findings of this research are that HCML continues to carry out communication activities and maintain good relations with their key stakeholders to maintain their corporate image. Plus roles such as media relations and community development programs can strengthen public trust in HCML.

Keywords: HCML, strategy communication, corporate image, oil and gas

Table of Contents

PANEL OF EXAMINER APPROVAL ..... *i*

STATEMENT OF ORIGINALITY ..... *ii*

SCIENTIFIC PUBLICATION APPROVALFOR ACADEMIC INTEREST ..... *iii*

ADVISOR'S APPROVAL FOR PUBLICATION ..... *iv*

TURNITIN CHECK RESULTS ..... *v*

GPT ANTI-PLAGIARISM CHECK RESULTS ..... *vi*

Abstract ..... *vii*

Acknowledgements ..... *viii*

List of Tables and Figures ..... *xii*

CHAPTER I INTRODUCTION *1*

1.1 Research Question **4**

1.2 Research Objective **5**

CHAPTER II LITERATURE REVIEW *6*

2.1 Corporate Communications and Public Relations **6**

2.3 Corporate Image **14**

CHAPTER III METHODOLOGY *19*

3.1 Research Paradigm **19**

3.2 Research Method **20**

3.3 Research Approach **20**

3.4 Research Framework **21**

3.5 Data Collection **22**

3.6 Research Participants **23**

3.7 Data Analysis 25

3.8 Data Triangulation 27

CHAPTER IV RESULTS AND DISCUSSIONS 28

4.1 Formulative Research 29

4.2 Strategy 34

4.3 Tactics 39

4.4 Evaluating the Strategic Plan 40

4.5 Corporate Image 41

CHAPTER V CONLUSION AND RECOMMENDATIONS 45

REFERENCES 50

APPENDICES 54

Interview Guideline 1 54

Letter of Consent 1 56

Interview Transcript 1 58

Interview Guideline 2 78

Interview Guideline 2 80

Letter of Consent 2 82

Interview Transcript 2 84

Interview Guideline 3 103

Letter of Consent 3 104

Abstract of Interview Transcript 3 106

Matrix Analysis 110

Documentation 115

List of Tables and Figures

Figure 1 Husky-CNOOC Madura Limited logo....2
Figure 2 Research Framework....21
Figure 3 Data Information Participants....24
Figure 4 HCML News Coverage on First Page....30
Figure 5 Public Grievence of HCML....31
Figure 6 HCML Values....35
Figure 7 HCML Website....40
Figure 8 Key Findings....44