

**STRATEGI *COMMUNITY RELATIONS* DALAM
MENINGKATKAN *BRAND AWARENESS*
(STUDI KASUS SEVENHUB TRANS7)**

SKRIPSI

Diajukan kepada Fakultas Hukum dan Komunikasi
guna memenuhi salah satu syarat untuk memperoleh gelar sarjana strata-1
dalam Ilmu Komunikasi



Disusun oleh:

RAVEENA ALIFIA SAHARA

21.M1.0072

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS HUKUM DAN KOMUNIKASI
UNIVERSITAS KATOLIK SOEGIJAPRANATA
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ABSTRACT

The competition of content in the digital era drove the television industry to innovate and create in order to retain viewers. The rapid development of digital platforms forced traditional television media to adapt by creating innovations and increasing creativity to maintain their audience. Observations showed that most television media companies in Indonesia established relationships with communities to sustain their business. One such example is TRANS7, which had a dedicated platform for communities called Sevenhub. This study aimed to explore the community relations strategy implemented by Sevenhub TRANS7 to increase brand awareness. The research focused on three employees who worked in the Community Networking & Development and Platform Management teams between 2022 and 2024, namely Muhammad Kegi and Hanna Latumahina from Community Networking & Development, as well as Zaskia Putri Damayanti from Platform Management. This study adopted a qualitative case study approach, using interviews, observations, and documentation as methods of data collection. Based on the organization-public relationship (OPR) theory, communication is viewed as a means to stimulate the public to collaboratively create meaning and build relationships with stakeholders. The findings indicated that Sevenhub applied five dimensions of relationship management theory, including trust, openness, engagement, investment, and commitment in its community relations efforts. As a result, Sevenhub successfully doubled the number of its community members in 2024 compared to 2022. Based on these findings, it is recommended that TRANS7 establish regulations for Sevenhub's business partner program to facilitate its implementation, providing benefits for the company while meeting the community's need for material support in organizing their events.

Keywords: *community relations, brand awareness, organization-public relationship theory, relationship management theory, community*