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Program Studi : Ilmu Komunikasi

Judul : Analisis Pandangan Analis Investor Perbankan Terhadap *Website* Investor Relations PT. Bank Danamon Indonesia Tbk.

ABSTRAK

Komunikasi korporat menjadi salah satu bidang yang sangat dinamis dalam kehidupan berbisnis. Fungsi dan ranah kerja komunikasi korporat secara keseluruhan berkaitan dengan membangun hubungan yang efektif dan berkelanjutan antara perusahaan dengan *stakeholders*. PT. Bank Danamon Indonesia Tbk sebagai salah satu perusahaan perbankan multinasional di Indonesia kian menerapkan *one-way symmetrical model of communication*, yakni strategi komunikasi satu arah yang secara umum diterapkan melalui *website* dan dicetuskan oleh Joep Cornelissen (2011). Analis investor perbankan (analis) sebagai salah satu *stakeholders* utama perusahaan kerap menggunakan *website* Investor Relations sebagai sumber informasi utama. Sehingga dalam penelitian ini, penulis mencoba untuk menggali pandangan analis terhadap *website* Investor Relations Bank Danamon serta mencari tahu apakah informasi yang disajikan Bank Danamon melalui *website* Investor Relations sudah cukup memenuhi kebutuhan analis. Metode penelitian adalah kualitatif dengan sumber data berasal dari wawancara mendalam dengan tiga orang analis dari tiga perusahaan sekuritas yang tercatat di Bursa Efek Indonesia, dokumentasi serta penelusuran *website* Investor Relations Bank Danamon. Hasil penelitian menunjukkan analis memiliki pandangan bahwa dokumen dan informasi dalam *website* Investor Relations Bank Danamon cukup lengkap dan dapat membantu pekerjaan analis. Namun hal ini tidak luput dari beberapa catatan penting yang diungkapkan oleh para analis yang dapat menjadi bahan masukan bagi perusahaan.

Kata kunci: Komunikasi korporat, Investor Relations, *website* Investor Relations, Bank Danamon, Analis.

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Investor Relations Website of Bank Danamon Indonesia Plc

ABSTRACT

Corporate Communications has become a very dynamic field in business industry. The function and the realm of overall corporate communications work are related to building a sustainable and effective relationships between the company and stakeholders. Bank Danamon Indonesia Ltd as multinational banking company in Indonesia keeps implementing a one-way symmetrical models of communication, which is one-way communication strategy that is generally implemented through website and is published by Joep Cornelissen (2011). Banking Investor Analyst (analyst) as one of the main stakeholders of the company, often use Investor Relations website as primary source of information. Thus, in this study, the author tried to explore the viewpoints of analysts on the Investor Relations website of Bank Danamon and find out whether the information presented through the Bank's Investor Relations website is enough to meet the needs of the analyst. The research method is qualitative and data sources derived from in-depth interviews with three analysts from the three securities companies listed on the Indonesia Stock Exchange, as well as the documentation and exploration of Investor Relations website of Bank Danamon. The results showed analysts hold the view that the documents and information in the Investor Relations website of Bank Danamon is complete and can help analysts' job. But along the way, analysts have some important notes that can be recommendations for the company.

Key words: *Corporate Communications, Investor Relations, website Investor Relations, Bank Danamon, Analyst.*