

# DIBALIK LAYAR REPUTASI

Sebuah Pengantar  
**Public Relations**



**Ade Muana Husniati**

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**Sebuah Pengantar Public Relations**

**Penulis**

Ade Muana Husniati

**Editor:**

Deddy Satria M, S.Sos., M.Si.



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# **DIBALIK LAYAR REPUTASI**

## **Sebuah Pengantar Public Relations**

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# KATA PENGANTAR

**P**uji syukur penulis panjatkan ke hadirat Tuhan Yang Maha Esa, karena atas limpahan rahmat dan karunia-Nya, buku ini yang berjudul "Dibalik Layar Reputasi: Sebuah Pengantar Public Relations" dapat diselesaikan dengan baik. Buku ini hadir sebagai bentuk kontribusi pemikiran dalam bidang komunikasi strategis, khususnya dalam praktik *Public Relations* (PR) di Indonesia yang terus berkembang dan menghadapi tantangan baru seiring dengan transformasi digital dan perubahan perilaku publik.

Kehadiran fungsi PR tidak lagi dapat dipandang sebatas aktivitas menyampaikan pesan atau mengelola hubungan media. Kini, PR menjadi bagian strategis dari tata kelola organisasi, memainkan peran penting dalam membentuk opini publik, mengelola reputasi, menangani krisis komunikasi, serta membangun kepercayaan secara berkelanjutan. Oleh karena itu, diperlukan pemahaman yang mendalam, tidak hanya atas konsep dan teori, tetapi juga atas praktik dan dinamika aktual di lapangan.

Buku ini disusun untuk menjawab kebutuhan akan referensi yang menjembatani teori-teori klasik PR dengan pendekatan kontemporer, termasuk penggunaan media digital, teknik evaluasi berbasis data, dan kolaborasi strategis lintas sektor. Dalam penyusunannya, penulis menggabungkan kajian pustaka, studi kasus nyata dan refleksi kritis terhadap praktik PR yang

berkembang di sektor swasta, pemerintahan, hingga organisasi masyarakat sipil di Indonesia.

Ucapan terima kasih penulis sampaikan kepada semua pihak yang telah memberikan dukungan, masukan, dan inspirasi, baik secara langsung maupun tidak langsung, dalam proses penyusunan buku ini. Secara khusus, apresiasi ditujukan kepada para praktisi PR, akademisi, dan pelaku komunikasi yang terus memperkaya praktik dan wacana PR di tanah air. Semoga karya ini dapat menjadi referensi yang bermanfaat bagi mahasiswa, dosen, praktisi komunikasi, maupun publik umum yang tertarik mendalami dunia kehumasan secara lebih komprehensif dan strategis.

Penulis menyadari bahwa buku ini masih jauh dari sempurna. Karena itu, segala kritik, saran, dan masukan yang membangun sangat penulis harapkan demi perbaikan dan pengembangan edisi selanjutnya.

Akhir kata, semoga buku ini dapat menjadi jendela pemahaman baru bagi pembaca dalam melihat peran penting *Public Relations* di balik layar reputasi organisasi, serta sebagai bagian dari upaya membangun komunikasi publik yang inklusif, etis, dan berkelanjutan.

Lhokseumawe, 1 Agustus 2025

Ade Muana Husniati

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## PROFIL PENULIS



**Dr. Ade Muana Husniati, S.Sos., M.Si.** adalah dosen tetap di Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Malikussaleh, Aceh. Ia memiliki latar belakang pendidikan yang kuat di bidang Ilmu Komunikasi dengan meraih gelar Sarjana (S1) Ilmu Komunikasi dari Universitas Sumatera Utara, Magister (S2) Ilmu Komunikasi dari Universitas Indonesia, dan Doktor

(S3) dalam Komunikasi dan Penyiaran Islam dari UIN Sumatera Utara.

Dengan latar akademik tersebut, Dr. Ade mengembangkan minat riset pada isu-isu komunikasi strategis, termasuk komunikasi pemasaran, public relations, komunikasi digital, serta komunikasi publik yang berbasis nilai lokal. Ia aktif melakukan penelitian tentang pemanfaatan media digital oleh institusi pemerintahan untuk tujuan edukasi dan promosi sosial. Ia juga menggabungkan pendekatan akademik dan praktis dalam karya-karyanya. Ia juga sering terlibat dalam konferensi ilmiah dan telah menerbitkan sejumlah artikel yang dikutip dalam bidang komunikasi. Karya-karyanya tidak hanya relevan bagi dunia akademik, tetapi juga bagi praktisi komunikasi di sektor publik dan sosial.

Melalui pendekatan lintas-disiplin antara ilmu komunikasi dan nilai-nilai budaya/religius, Dr. Ade Muana Husniati berkomitmen untuk mengembangkan strategi komunikasi yang inklusif, kontekstual, dan berdampak. Ia terus mengembangkan peran komunikasi dalam membentuk kesadaran sosial serta memperkuat hubungan antara institusi dan masyarakat.