Public Relations Management Strategy through Management by Objective (MBO) of PT Kereta Api Operational Area 7 Madiun Indonesia Tulungagung Station

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Abstract

Background research due to the high market demand toward ground transportation, rail priority particularly subject to punctuality, speed and convenience, PT KAI to diversify its business by holding economy class, business executives to meet market needs. This research method using this qualitative study, researchers used a interpretative paradigm. Interpretative paradigm aims to understand the meaning of behavior, symbols, and phenomena using purposive sampling. The technique of collecting the data using interviews, documentation, and observation. The results of this study that the concept of management by objectives in PT KAI station Tulungagung items, namely the implementation of the motivation for the achievement of common goals between leaders and subordinates to obtain an opinion about the company's objectives and plans of cooperation, as well as efforts to achieve within a predetermined time together. Involve; every employee and manager to discuss, agree, autonomous binding assignment of responsibility, the implementation of the goals within the specified time together. Process and checking the implementation of the planning of the work carried out jointly between leaders and subordinates to discuss what has been what has not been achieved through progress review.

Keywords 1 Technology 2, Service 3 Train 4 Station 5, Management

Introduction

In the highly competitive business world, success can be achieved by companies that realize that the consumer is the most important venture capital. Quality services to consumers by companies will impact the growth of consumer confidence to the company. Trust will be formed if the internal management of a company is able to direct and produce a reliable human resources to the which has high capability to provide the best service.

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Successful management in managing the company can be seen from the extent to the which the objectives of the company that has been set is reached, therefore the management as the management company must rely on the planning and control functions (Ang). In the face of fierce competition in the field of transport and communications have led companies must have a strategy in order to have high long-term competitiveness in the face of global competition. Only companies that are flexible in meeting the needs of reviews their consumers who would be able to survive and thrive in the global competition and sharp (Trapp). Flexibility is always market demands require the company is able to produce products and services that meet the needs of its customers. Flexibility requires company management to continuous improvement benefits contained in the goods and services for the enterprise customer (Hasan Afandi and Umanailo). Ability to adapt quickly intervening to any changes in consumer needs is key to success of companies from competition in order to Become a leader in the competition in the market. One early effort right in this case is the planning, coordination and control adequately for the company related to the sales budget (Umanailo, "Strategi Bertahan Hidup Petani Padi Gogo Di Pulau Buru"). With the planning, coordinating, and controlling the sales budget is expected the company will be Able to prepare better planning, coordination and control adequately for the company related to the sales budget. With the planning, coordinating, and controlling the sales budget is expected the company will be able to prepare better planning, coordination and control adequately for the company related to the sales budget. With the planning, coordinating, and controlling the sales budget is expected the company will be Able to prepare better planning (Jones and Bartlett).

PT Kereta Api Indonesia (KAI) is one company that is engaged in land freight transport that product services is a means of rail transport is widely used Indonesian people, the event is one means of land freight transport, seeded and demand market of the transport service is very high. In order to survive in the competitive provision of land transportation services (Varma). PT. KAI should be able to meet the needs of the market, in addition to the PT. KAI must have a means to Achieve its goals, one of the which Management by Objective (MBO). This is done in order to achieve the desired maximum profit company. Due to the high market demand toward ground transportation, rail priority particularly subject to punctuality, speed and convenience.

Research Methods

This study will be conducted in implemented a starting on January 18, 2019 until February 18, 2019 in PT. Kereta Api Indonesia operational area 7 Madiun tulungagung station antasari prince road tulungagung Subdistrict of East Java Tulungagung 66212.

The author conducted in-depth interviews on public relations management strategy through Management by Objective (MBO) PT Kereta Api Indonesia operational area 7 Madiun Tulungagung station.

The main sources of the data in this study are words and actions, the rest are additional of data such as photo documentation, recordings and other Similar writing. With regard to the Data, the types can be divided into words and actions, written sources of the data, photographs and statistics (Maxwell and Reybold) (Ortiz). In this study the authors' of the data collection techniques used in-depth interviews of observational activities directly related to informant research (Castleberry and Nolen).

For the data to the analysis, the authors use when the collection of data takes place, and after the completion of the collection of data in a certain period. By analyzing the when collecting the data, the writer can know firsthand the lack of the the data that must be collected as well as the methods that must be carried out next to get the comprehensive, results (Kelley-Quon). By presenting the data Researchers can work more quickly intervening intervening and precisely in coding and decision making based on research focus. Presentation of the Data is an integral part of qualitative research to the analysis of data. Presentation of the data to the analysis as part of the reduction is also part of the data to the analysis (Kelley-Quon) (Najmah). Presentation of the Data in qualitative research in General IE matrices, graphs, charts and narrative texts.

Result and Discussion

Application of motivation for the achievement of common goals between leaders and subordinates to obtain an opinion about the company s objectives and plans of cooperation, as well as efforts to achieve the same collectively predetermined time period (Yeo and Marquardt). How does application of motivation for the achievement of common goals between leaders and subordinates, it as submitted Tulungagung station head of the interview below: *"By awarding bonuses or rewards for all employees if this common goal can be achieved. Besides, between leaders and subordinates always do open communication, leadership Provides direction to subordinates, and to conduct joint education and orientation exercises"* (Interview, January 26, 2019).

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From interviews the above in mind that with bonuses or rewards for all employees if this common goal can be achieved. Besides, between leaders and subordinates always do open communication, leadership Provides direction to subordinates, as well as joint training orientation (Umanailo, *Overview of Phenomenological Research*). Purpose company is the main thing that must be Achieved by the employees, so that management by objectives (MBO) is very Necessary role in the implementation of the motivation for common goal in Tulungagung station. Application of motivation with bonuses or awards to employees.

Involve; every employee and manager to discuss, agree, autonomous binding assignment of responsibility, the implementation of the goals within the specified time collectively same. Is the discussion leaders and employees in implementing the objectives of the company, it is as stated head of Tulungagung statisun the results of the interview below:

"Yes, it is meant that established cooperation between leaders and subordinates so that the ideals /destinations reached. At the same immediately company so that there is interaction between leaders and employees, so that employees felt Also in need in the achievement of corporate goals" (Interview, January 26, 2016).

From the interview above in mind that with the cooperation between leaders and subordinates so that the ideals / company goal to be Reached. At a time so there is interaction between leaders and employees, so that employees felt Also in need in Achieving the goals of the company. The existence of cooperation between leaders and subordinates in Tulungagung station done to achieve a common goal or purpose of the company (Umanailo, "Consumption Diversification of Local Community"). With the involvement of employees will Contribute or very big impact in the achievement of common goals through management by objectives (MBO) in Tulungagung station (Umanailo, "Discourse on the Consumerist Community Consumption").

Process and checking the implementation of the planning of the work Carried out jointly between leaders and subordinates to discuss what has been what has not been Achieved through progress review Whether the leadership and subordinates do the implementation work planning or progress review, it is like that delivered the station master Tulungagung from interviews below this:

"Yes, top-level manager always carry out planning the tentative program of work every week and divide tasks to subordinates. Subordinates and Superiors always do a review, this is done for revising the deficiencies in regard to in order to Achieve company goals more optimal" (interview, January 26, 2016).

From the interview above is known that upper level managers always carry out the planning of the program of work every week and divide tasks to subordinates (Kim et al.). Superiors and subordinates always do a review, this is done to revise deficiencies in regard to in order to Achieve company goals the which is more optimal. With the management by objectives (MBO) in Tulungagung station is known that the manager in a management always do the planning of work programs and always do the job evaluation each week. This is done so that the system work station can run with the maximum Tulungagung. MBO process in the management of public relations in an organization management through organizing techniques as follows:

It is known that a review of the work and is performed to determine whether the planning program that has been the agreed-upon actually done or not and to what extent the program is running so that in case of obstacles or barriers that may affect the common goal of easily identifiable and immediately find a way out, whether it is for long term or short term (Diers and Donohue). Re-defining the organization plans to do in every week / month to create the latest innovations from the review and revision of the previous program that has been completed on the run (Umanailo et al.).

It is known that the results and accomplishments Achieved is a benchmark of the success of the planning of the work that's been made before, but it tight, while we strive to provide optimal service to customers, so we must be committed to it, so that customers feel satisfied.

It is known that the company wants to create a conducive working atmosphere, it is very important to do the work environment in order to produce a productive and innovative performance, so that the common goal of the company will be quickly intervening achieved. Clearly with the organizational structure illustrates the separation between the work activities with each other and how the relationship between activity and function in the limit. Described in the organizational structure the relationship of authority who reports to work at the station who. Tulungagung atmosphere is always in a state of an environment conducive for employment comfort play a huge role in the raise the labor productivity of employees.

The concept of management by objectives (MBO) at PT KAI station Tulungagung namely: Implementation of the motivation for the achievement of common goals between leaders and subordinates to obtain an opinion about the company's objectives and plans of cooperation, as well as Efforts to Achieve within a predetermined time together, involve; every employee and manager to discuss, agree, autonomous binding assignment of responsibility, the implementation of the goals within the specified time together. Process and checking the implementation of the

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planning of the work carried out jointly between leaders and subordinates to discuss what has been what has not been achieved through progress review.
Information is given openly and cleary by the management company in an effort to effectively control and efficiency, and to Facilitate precise control of decisions objectively. The scoring system is the ability to work, the two benchmark guidelines accomplishments or results that have been achieved in accordance with the standards and attention to every individual potential employees in an effort to identify reviews their capacity to develop more advanced.

Conclusion

Proper planning of development cooperation in the MBO models, the which help each manager to be able to overcome the weaknesses or deficiencies occurring saw in his leadership. Raising awareness and capability development of cooperation between leaders and subordinates. Increase and utilize reviews their internal strength of personnel and resources of the company. Increasing motivation through a planning manager, screening, assessment and replacement work teams effectively and efficiently.
The importance of applying management by objective (MBO) at the station Tulungagung is to achieve effective management of the organization, in particular the implementation of the Management by objective (MBO) by the PR whose meaning is to drive better management of activities in an integrated and coordinated functions between departments within an organization or with another effectively purpose is the achievement of the effective functioning of management by objectives (MBO) is a major contribution to the development progress in the management of the regional operational PT.KAI 7 Madiun Tulungagung station.

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Biography

M Chairul Basrun Umanailo is a lecturer at the Faculty of Agriculture at Iqra Buru University with specifications of rural sociology and research methodology. It has an M.Sc degree in sociology Obtained from the March University. In 2016 Began doctoral education at the University of Brawijaya. Currently still completing a dissertation on the issue of urbanization because of village development that is focused on the Central Java region

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