

## STRATEGI KOMUNIASI PERUSAHAAN TERHADAP PEMERINTAH UNTUK KEPENTINGAN MEMBANGUN BISNIS INDUSTRI KIMIA DASAR

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Along with the economic growth in Indonesia and with the support of the Government to continue to develop the domestic industry, then it directly affects the development of the industrial world in Indonesia to become more advanced and diverse.

Interesting things that affect the development of industry in Indonesia, not only related to the production system, marketing, Human Resources, innovation, but how the industry players get facilities and policies from the Government that can provide benefits and convenience for industry players. For example, the facilities and policies of the Government are how the industry players get fuel supply or not, get the supply of raw materials or not and if get whether the price given is attractive or not, the amount given enough or not.

How the industry players get facilities and policies that benefit for them, one way is by creating good communication with the Government. Another example is communication in government environment will help entrepreneurs to get the right business partners, because in fact the Government is aware of the mapping of industrial development in Indonesia, so that through the information from the Government the entrepreneur can find the right business partner.

In this Thesis the author will discuss the company's communication strategy with the government for the interests of establishing basic chemical industry business, and which will become the object of research is a Communication Strategy run by Companies engaged in Basic Chemical Industry. This research uses qualitative research type. In this thesis, the readers can see how the Company performs SWOT analysis and analysis of External Environment to determine how communication with the central Government is built and through the implementation of appropriate communication strategy the Company obtains facilities, ease of permit and reasonable price of raw materials.

Keywords: Strategy, Communication, Company, Business, Government.