**Perencanaan Komunikasi Corporate**

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*In many* ways *this subject is not an* easy *one, since the corporate communications function is relatively new, certainly to* most *European companies. The resources put behind corporate communications have not been* as *great* as *many have felt desirable, and the commitment of the company management has in many* cases *been, at best, questionable. We are all still learning the best way of approaching this area, and the ten step that were outlined above should be taken* as *guiding steps rather than* a *definitive approach.*

*I have deliberately avoided reference in this chapter to what is often known* as *the communications audit. I feared that to discuss the communications audit would in many* ways *detract from the practicalities of planning the corporate communications function. The audit, which is described elsewhere,* is a *very useful process to take account of all the communications activities that a company is engaged in, and* as *such it should be part of the overall corporate communications planning process. Indeed, the approaches that I have advocated are in themselves some from of audit.*

*The success or failure of the communications planning process will at the day rest upon two key factors: the commitment and energy of the top management, and the willingness of other individuals to share their experience and expertise to wards* a *common interest. Too often, these factors are sadly missing, because the corporate communications function either is not high enough on the chairman's agenda or, alternatively, is in conflict whit the interest of the operating companies.*

*Corporate communications planning requires determination*

\, *commonsense a little polities and* a *great deal of patience*