# ABSTRAK

**STRATEGI HUMAS DALAM MENCIPTAKAN CITRA**

**POSITIF PADA CV BLUMEN RATTAN**

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Penelitian ini dibuat dengan tujuan mengetahui strategi humasdari Divisi Humas CV Blumen Rattan dalam menciptakan citra positif CV Blumen Rattan. Penlitian ini menggunan Teori Perencanaan Strategi Humas Cutlip, Center, Broom guna membantu proses penulisan dan pencarian kesimpulan data dari penyusunan Tugas Akhir ini. Pada penlitian ini menggunakan metode deskriptif kualitatif dengan dibantu teknik pengumpulan data melalui proses observasi, dokumentasi dan wawancara. Divi Humas CV Blumen Rattan melakukan lima langkah perencanaan strategi humas dalam upaya menciptakan citra positif CV Blumen Rattan. Dikaitkan dengan Teori Perencanaan Strategi Humas Cutlip, Center, Broom yang berisi lima langkah perencanaan strategi humas yaitu Lingkungan dan Riset, Informasi dan Asistensi, Brainstorm Ide dan Alternatif, Draf Rencana dan Anggaran Humas, Persetujuan Manajemen. Pada kesimpulannya Divisi Humas CV Blumen Rattan berhasil melaksanakan lima langkah ini pada penerapan strateginya dalam upaya menciptakan citra positif pada CV Blumen Rattan

**Kata Kunci**: Strategi, Humas*,* CV Blumen Rattan

# *ABSTRACK*

***PR STRATEGIES IN CREATING A POSITIVE IMAGE***

***ON CV BLUMEN RATTAN***

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*This research was created with the aim of knowing the public relations strategy of the Public Relations Division of CV Blumen Rattan in creating a positive image of CV Blumen Rattan. This research uses Cutlip, Center, Broom's Public Relations Strategy Planning Theory to assist the writing process and finding data conclusions from the preparation of this final assignment. In this research, a qualitative descriptive method was used, assisted by data collection techniques through the process of observation, documentation and interviews. The Public Relations Division of CV Blumen Rattan carries out five steps of public relations strategy planning in an effort to create a positive image of CV Blumen Rattan. Cutlip, Center, Broom's Public Relations Strategy Planning Theory contains five steps in public relations strategic planning, namely Environment and Research, Information and Assistance, Brainstorm Ideas and Alternatives, Draft Public Relations Plan and Budget, Management Approval. In conclusion, the Public Relations Division of CV Blumen Rattan succeeded in implementing these five steps in implementing its strategy in an effort to create a positive image of CV Blumen Rattan.*

***Keywords*** *: Strategy, Public Relations, CV Blumen Rattan*