



ABSTRAK

STRATEGI PUBLIC RELATIONS TVRI YOGYAKARTA DALAM UPAYA MEMPERTAHANKAN CITRA TVRI SEBAGAI LEMBAGA PENYIARAN PUBLIK (LPP) DI YOGYAKARTA

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Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang dilakukan oleh *Public Relations* TVRI Yogyakarta dalam upaya mempertahankan citra sebagai Lembaga Penyiaran Publik (LPP) di Yogyakarta. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Model analisis menggunakan model teori PENCILS menurut Thomas L. Harris. Teknik analisis data yaitu reduksi data, penyajian data, dan penarikan kesimpulan berdasarkan teori dari Miles & Huberman. Hasil dari penelitian menunjukkan bahwa *Public Relations* TVRI Yogyakarta telah melaksanakan strategi komunikasi PENCILS dalam upaya mempertahankan citra sebagai Lembaga Penyiaran Publik (LPP). *Public Relations* TVRI Yogyakarta melaksanakan seluruh strategi mulai dari *Publications, Event, News, Community Involvement, Inform or Image, Lobbying and Negotiation*, dan *Social Responsibility*.

Kata Kunci: Strategi Komunikasi, Public Relations, Citra

ABSTRACT

TVRI YOGYAKARTA IN PUBLIC RELATIONS STRATEGY IN AN EFFORT TO MAINTAIN TVRI IMAGE AS A PUBLIC BROADCAST INSTITUTION (LPP) IN YOGYAKARTA

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This study aims to analyze the communication strategy carried out by Public Relations of TVRI Yogyakarta in an effort to maintain its image as a Public Broadcasting Institution (LPP) in Yogyakarta. This study uses a qualitative method with a descriptive approach. The analysis model uses the PENCILS theory model according to Thomas L. Harris. Data analysis techniques are data reduction, data presentation, and drawing conclusions based on the theory of Miles & Huberman. The results of the study indicate that Public Relations of TVRI Yogyakarta has implemented the PENCILS communication strategy in an effort to maintain its image as a Public Broadcasting Institution (LPP). Public Relations of TVRI Yogyakarta implements all strategies starting from Publications, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, and Social Responsibility.

Keywords: *Communication Strategy, Public Relations, Image*