



ABSTRAK

STRATEGI *PUBLIC RELATIONS* PC. GKBI DALAM MEMBANGUN CITRA POSITIF PERUSAHAAN

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Membangun citra adalah upaya vital bagi perusahaan untuk bertahan dalam persaingan industri saat ini. Penelitian ini fokus pada strategi *Public Relations* PC. GKBI dalam menciptakan citra positif. Tujuan penelitian adalah mengidentifikasi strategi *Public Relations* PC. GKBI dalam pembentukan citra positif. Metode yang digunakan kualitatif deskriptif, dengan analisis berdasarkan teori bauran *Public Relations* Philip Kotler, yaitu strategi PENCILS. Temuan menunjukkan bahwa PC. GKBI telah berhasil menerapkan strategi PENCILS dalam membangun citra positif, meskipun implementasi pada Publications dan News belum terlaksana secara optimal. Diharapkan agar *Public Relations* dapat meningkatkan pengelolaan media, agar penyebaran informasi lebih *massive*.

Kata Kunci: Citra, PC. GKBI, Public Relations, Strategi

ABSTRACT

PUBLIC RELATIONS STRATEGY OF PC. GKBI IN BUILDING A POSITIVE CORPORATE IMAGE

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Building an image is vital for companies to survive in today's industry competition. This research focuses on PC GKBI's public relations strategy for creating a positive image. The research aims to identify PC GKBI's public relations strategy for forming a positive image. The method used is descriptive qualitative, with analysis based on Philip Kotler's Public Relations mix theory, namely the PENCILS strategy. The findings show that PC. GKBI has successfully implemented the PENCILS strategy to build a positive image, although implementing publications and news has not been done optimally. It is expected that Public Relations can improve media management so that information dissemination is more massive.

Keywords: *Image, PC. GKBI, Public Relations, Strategy*