



ABSTRAK

STRATEGI PUBLIC RELATIONS DALAM MEMBANGUN BRAND IMAGE PADA SITUS BUDAYA CANDI UMBUL

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Penelitian ini bertujuan menganalisis strategi komunikasi yang dilakukan oleh Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Magelang dalam membangun *brand image* pada situs budaya Candi Umbul. Penelitian ini merupakan jenis penelitian kualitatif deskriptif dengan menggunakan model analisis P.E.N.C.I.L.S (*publications, event, news, community involvement, inform or image, lobbying and negotiation, social responsibility*) yang dikembangkan oleh Thomas. L Harris. Teknik analisis data yang digunakan yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil dari penelitian ini menunjukkan bahwa Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Magelang telah mengimplementasikan strategi "P.E.N.C.I.L.S".

Kata Kunci: Strategi Komunikasi, Brand Image, P.E.N.C.I.L.S

ABSTRACT

PUBLIC RELATIONS STRATEGY IN BUILDING BRAND IMAGE ON THE CULTURAL SITE OF CANDI UMBUL

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This study aims to analyze the communication strategy carried out by the Department of Tourism, Youth, and Sports of Magelang Regency in building a brand image at the Candi Umbul cultural site. This study is a descriptive qualitative research using the P.E.N.C.I.L.S analysis model (publications, events, news, community engagement, inform or image, lobbying and negotiation, social responsibility) developed by Thomas. L Harris. The data analysis techniques used are data collection, data reduction, data presentation, and drawing conclusions. The results of this study indicate that the Department of Tourism, Youth, and Sports of Magelang Regency has implemented the "P.E.N.C.I.L.S" strategy

Keywords: *Communication Strategy, Brand Image, P.E.N.C.I.L.S*