



## ABSTRAK

### STRATEGI HUMAS NPCI DIY MEMPROMOSIKAN ATLET DIFABLE MELALUI MEDIA INSTAGRAM @npci\_diy

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Penelitian ini bertujuan untuk menganalisis strategi humas National Paralympic Committee Indonesia (NPCI) Daerah Istimewa Yogyakarta dalam mempromosikan atlet difabel melalui media sosial Instagram @npci\_diy. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan pihak Humas NPCI DIY, observasi, dan dokumentasi. Analisis data menggunakan model P.E.N.C.I.L.S yang mencakup Publications, Events, News, Community Involvement, Identity Media, Lobbying, dan Social Responsibility. Hasil penelitian menunjukkan bahwa Humas NPCI DIY memanfaatkan Instagram sebagai media utama publikasi dengan menyajikan konten yang menampilkan aktivitas, prestasi, serta nilai-nilai positif atlet difabel. Strategi tersebut didukung oleh penyelenggaraan event, pemberitaan, dan keterlibatan komunitas serta instansi terkait dalam penyebaran informasi. Namun, pelaksanaan strategi humas masih menghadapi kendala berupa keterbatasan sumber daya dan konsistensi pengelolaan konten. Secara keseluruhan, strategi humas NPCI DIY melalui Instagram dinilai cukup efektif dalam membangun citra positif atlet difabel dan meningkatkan kesadaran publik.

**Kata Kunci:** strategi humas, NPCI DIY, atlet difabel, Instagram, P.E.N.C.I.L.S

## **ABSTRACT**

### ***NPCI DIY PUBLIC RELATIONS STRATEGY IN PROMOTING DISABLED ATHLETES THROUGH INSTAGRAM @npci\_diy***

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*This study aims to analyze the public relations strategies of the National Paralympic Committee of Indonesia (NPCI) Special Region of Yogyakarta in promoting athletes with disabilities through the Instagram account @npci\_diy. This research employs a qualitative approach with a descriptive method. Data were collected through in-depth interviews with the Public Relations division of NPCI DIY, observation, and documentation. Data analysis was conducted using the P.E.N.C.I.L.S model, which includes Publications, Events, News, Community Involvement, Identity Media, Lobbying, and Social Responsibility. The findings indicate that the Public Relations of NPCI DIY utilizes Instagram as the main publication medium by presenting content that highlights athletes' activities, achievements, and positive values. This strategy is supported by the organization of events, news coverage, and the involvement of communities and related institutions in disseminating information. However, the implementation of public relations strategies still faces challenges related to limited resources and content management consistency. Overall, the public relations strategy of NPCI DIY through Instagram is considered quite effective in building a positive image of athletes with disabilities and increasing public awareness.*

**Keywords:** *public relations strategy, NPCI DIY, athletes with disabilities, Instagram, P.E.N.C.I.L.S*