



ABSTRAK

STRATEGI KOMUNIKASI HUMAS RBTV JOGJA DALAM MENINGKATKAN CITRA POSITIF PERUSAHAAN

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Penelitian ini memiliki tujuan untuk menganalisis strategi media relations yang dilakukan oleh humas RBTV Jogja dalam meningkatkan citra positif. Metode yang digunakan kualitatif, deskriptif. Model analisis menggunakan teori PENCILS menurut Thomas L. Harris. Penelitian ini menggunakan teknik analisis data yaitu reduksi data, penyajian data, dan kesimpulan menurut teori dari Miles & Huberman. Hasil dari penelitian menunjukkan bahwa humas RBTV Jogja sudah melakukan strategi PENCILS dalam meningkat citra positif. Humas RBTV Jogja melaksanakan seluruh strategi mulai dari *Publications, Event, News, Community Involvement, Inform or Image, Lobbying and Negotiation, dan Social Responsibility*.

Kata Kunci: media relations, humas, citra, RBTV Jogja

ABSTRACT

RBTV JOGJA PUBLIC RELATIONS COMMUNICATION STRATEGY IN IMPROVING THE COMPANY'S POSITIVE IMAGE

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This study aims to analyze the media relations strategy implemented by RBTV Jogja's public relations department in enhancing its positive image. The method used is qualitative and descriptive. The analysis model uses the PENCILS theory by Thomas L. Harris. This study uses data analysis techniques, namely data reduction, data presentation, and conclusions according to the theory of Miles & Huberman. The results of the study indicate that RBTV Jogja's public relations department has implemented the PENCILS strategy in enhancing its positive image. RBTV Jogja's public relations department implements all strategies ranging from Publications, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, and Social Responsibility.

Keywords: *media relations, public relations, image, RBTV Jogja*