

**PERAN *PUBLIC RELATIONS*  
THE ALL NEW 101.8 BAHANA FM  
DALAM MENINGKATKAN *PUBLIC AWARENESS* PASCA  
*REBRANDING* MELALUI MEDIA SOSIAL INSTAGRAM**

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**Abstrak**

Penelitian ini membahas tentang sejauh mana peran dari *Public Relations The All New 101.8 Bahana FM* dalam meningkatkan *public awareness* pasca *rebranding* melalui media sosial Instagram. Tujuannya adalah untuk mengetahui sejauh mana peran dari *Public Relations The All New 101.8 Bahana FM* dalam meningkatkan *public awareness* pasca *rebranding* melalui media sosial Instagram. Metode penelitian yang digunakan adalah metode penelitian kualitatif. Teknik pengumpulan data yang digunakan berdasarkan wawancara mendalam secara langsung dengan *Public Relations and Promotions The All New 101.8 Bahana FM*, *Social Media Admin The All New 101.8 Bahana FM*, *Digital Content Freelancer* dan seorang pendengar serta *followers The All New 101.8 Bahana FM* yang juga berkecimpung di dunia *Public Relations*. Hasil penelitian menunjukkan bahwa peran *Public Relations The All New 101.8 Bahana FM* dalam meningkatkan *public awareness* pasca *rebranding* melalui media sosial Instagram sudah cukup baik dan berjalan sebagaimana mestinya, walaupun ada beberapa kendala. Dapat dikatakan bahwa *Public Relations The All New 101.8 Bahana FM* telah menjalankan fungsi dan tugasnya dengan baik bersama dengan *Social Media Admin The All New 101.8 Bahana FM*. Sehingga perlahan-lahan *public awareness* terus meningkat melalui publikasi yang dilakukan menggunakan Instagram seiring berjalannya waktu setelah melakukan *rebranding*. Untuk kedepannya mungkin dapat ditingkatkan lagi kerjasama antara *Public Relations and Promotions The All New 101.8 Bahana FM* dengan *Social Media Admin The All New 101.8 Bahana FM*, serta semakin kreatif demi *public awareness* dari pendengar dan *followers The All New 101.8 Bahana FM* yang semakin meningkat di masa yang akan datang.

**Kata Kunci :** *The All New 101.8 Bahana FM*, Peran *Public Relations*, *Public Awareness*, *Rebranding*, Instagram.

# **THE ROLE OF THE ALL NEW 101.8 BAHANA FM'S PUBLIC RELATIONS TO INCREASE PUBLIC AWARENESS IN POST REBRANDING THROUGH SOCIAL MEDIA INSTAGRAM**

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## **Abstract**

This research is about the role of The All New 101.8 Bahana FM's Public Relations to increase public awareness in post rebranding through social media Instagram. The purpose of this research is to find out how's the role of The All New 101.8 Bahana FM's Public Relations to increase public awareness in post rebranding through social media Instagram. The research method is a qualitative research method. Data collected by using in-depth technique by directly interviewing the Public Relations and Promotions The All New 101.8 Bahana FM, Social Media Admin The All New 101.8 Bahana FM, Digital Content Freelancer and a listener as well as followers of The All New 101.8 Bahana FM who are also involved in the world of Public Relations. Result of the research shows that the role of The All New 101.8 Bahana FM's Public Relations on raising public awareness in post rebranding through social media Instagram is quite good already and running fine as how it should be even though there's some problem. So the Public Relations of The All New 101.8 Bahana FM has done a great job about their functions and having a well teamwork with Social Media Admin The All New 101.8 Bahana FM, to increasing public awareness through publications that they're performed by using Instagram time by time after the rebranding. Maybe for the next time both Public Relations and Promotions The All New 101.8 Bahana FM and also Social Media Admin The All New 101.8 Bahana FM have to be more cooperative and creative, so public awareness of listeners and followers from The All New 101.8 Bahana FM will be more increase in the future.

**Keywords :** The All New 101.8 FM Bahana, The Role of Public Relations, Public Awareness, Rebranding, Instagram.