

STRATEGI PUBLIC RELATIONS PT.POS INDONESIA PERSERO DALAM UPAYA MEMPERBAIKI *BRAND IMAGE* PERUSAHAAN

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Abstrak

Latar Belakang Masalah penelitian membahas pertumbuhan ekonomi yang pesat mengakibatkan meningkatnya persaingan bisnis jasa pengiriman barang yang membuat PT. Pos Indonesia Persero harus dapat memperbaiki *brand image* nya melalui strategi Public Relations. **Tujuan Penelitian** adalah untuk mengetahui strategi Public Relations PT. Pos Indonesia dalam Upaya Memperbaiki *Brand Image* Perusahaan. **Teori** yang digunakan dalam penelitian ini adalah komunikasi, Public Relations, strategi Public Relations dan *Brand Image*. **Metode Penelitian** yang digunakan adalah metode penelitian kualitatif. Teknik pengumpulan data yang digunakan berdasarkan wawancara mendalam langsung dengan Kepala Humas, staff kehumasan dan pelanggan. **Hasil Penelitian** menunjukkan strategi Public Relations yang dijalankan oleh PT. Pos Indonesia Persero dalam upaya memperbaiki *brand image* perusahaan berjalan dengan cukup baik. **Kesimpulan** penelitian ini adalah PT. Pos Indonesia menerapkan Publication, Event, News, Community Involvement, Social Responsibility dalam upaya memperbaiki *brand image* perusahaan berjalan cukup baik. **Saran** strategi Public Relations PT. Pos Indonesia Persero dalam upaya memperbaiki *brand image* perusahaan seharusnya menerapkan semua strategi PENCILS agar *brand image* perusahaan tetap terjaga dengan baik.

Kata Kunci : PT. Pos Indonesia Persero, strategi Public Relations, *brand image*.

STRATEGY PUBLIC RELATIONS PT. POS INDONESIA PERSERO IN EFFORTS to IMPROVE the BRAND IMAGE of COMPANY

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Abstract

The Background Problem in this research discuss rapid economic growth lead to increased competition service business delivery of goods that makes PT .Pos Indonesia state must improve his brand image through a strategy of public relations. **The purpose** of this research to know Public Relations strategy of PT. Pos Indonesia in Efforts to Improve Brand Image Company. **Theory** in this research are use communication, Public Relations, Public Relations strategy and brand image. **Method of Research** use qualitative. Data collection technique used dept interview with Head of Public Relations, staff Public Relations and customer. **The Result of Research** show Public Relations strategy that is run by PT. Pos Indonesia Persero effort to improve the company's brand image went well. **The Conclusion** of this research PT. Pos Indonesia apply publications, event, news, community involvement, social responsibility in improving the brand image of companies going pretty good. **Advice** public relations strategy PT .Pos Indonesia enterprises in improving the brand image companies should implement all those PENCILS strategy that brand image of the company remain maintaining well.

Keywords : PT. Pos Indonesia Persero, Strategy of Public Relations, brand image.