

ABSTRAK

Devi Ahmad Royani: Strategi Humas PT KAI (Persero) dalam Mempertahankan Citra sebagai Badan Publik Informatif

Predikat sebagai badan publik informatif merupakan citra positif yang penting untuk terus dipertahankan dan dijaga oleh setiap badan publik. Citra tersebut mencerminkan reputasi yang dapat menjadi tolak ukur keberhasilan sebuah organisasi atau perusahaan dalam menjalankan transparansi dan akuntabilitas. Fokus utama dari penelitian ini yaitu bagaimana strategi yang dilakukan Humas PT KAI (Persero) sehingga dapat terus mempertahankan citranya sebagai badan publik yang informatif.

Penelitian ini bertujuan untuk mendeskripsikan serta menganalisis strategi Humas PT KAI (Persero) dalam mempertahankan citra sebagai badan publik informatif berdasarkan konsep *public relations strategy* yang dijelaskan oleh Harwood L. Childs (1940) yang meliputi strategi publisitas (*strategy of publicity*), strategi persuasi (*strategy of persuasion*), strategi argumentasi (*strategy of argumentation*), dan strategi citra (*strategy of image*).

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif, serta teknik pengumpulan data melalui wawancara mendalam serta observasi kepada Humas PT KAI (Persero), dan juga didukung dokumentasi guna melengkapi penjelasan pada pemamaparan hasil data penelitian.

Hasil penelitian menunjukkan bahwa Humas PT KAI (Persero) menjalankan beberapa strategi humas yang relevan dengan konsep Harwood L. Childs (1940), diantaranya *Strategy of publicity* dilakukan Humas PT KAI (Persero) dengan optimalisasi website dan media sosial, *media relations*, dan sosialisasi. *Strategy of persuasion* dilakukan dengan segmentasi publik, pengemasan pesan, dan *social media listening*. *Strategy of Argumentation* dilakukan dengan empati dan *emotional control*. Pendekatan terakhir yaitu *strategy of image* dilakukan dengan keterbukaan informasi publik, konsistensi inovasi, kreativitas inovasi, serta *media monitoring*.

Kata Kunci: Strategi Humas, Citra Perusahaan, Badan Publik Informatif, Keterbukaan Informasi Publik.

ABSTRACT

Devi Ahmad Royani: *The Public Relations Strategy of PT KAI (Persero) in Sustaining Its Image as an Informative Public Institution*

The status of being recognized as an informative public agency is a positive image that must be consistently maintained and preserved by every public institution. This image reflects a reputation that serves as a benchmark for an organization's or company's success in upholding transparency and accountability. The main focus of this research is to examine the strategies implemented by the Public Relations division of PT KAI (Persero) in sustaining its image as an informative public agency.

This study aims to describe and analyze the public relations strategy of PT KAI (Persero) in maintaining its image as an informative public agency, based on the concept of public relations strategy introduced by Harwood L. Childs (1940), which includes the strategy of publicity, the strategy of persuasion, the strategy of argumentation, and the strategy of image.

This research employs a descriptive method with a qualitative approach, utilizing data collection techniques such as in-depth interviews and observation directed at the Public Relations division of PT KAI (Persero), supported by documentation to complement the explanation of the research findings.

The research findings indicate that the Public Relations division of PT KAI (Persero) implements several public relations strategies that align with the concept proposed by Harwood L. Childs (1940). The strategy of publicity is carried out through website and social media optimization, media relations, and public outreach. The strategy of persuasion is implemented through public segmentation, message framing, and social media listening. The strategy of argumentation is executed by demonstrating empathy and emotional control. The final approach, also under the strategy of image, involves public information transparency, consistency in innovation, creative innovation, and media monitoring.

Keywords: *Public Relations Strategy, Corporate Image, Informative Public Agency, Public Information Transparency.*