

ABSTRAK

Rafli Firmansyah Gunawan : Strategi Humas dalam Membangun Reputasi Dinas Perhubungan Kota Bandung Melalui Program Ramah Disabilitas.

Strategi *public relations* merupakan rencana atau cara yang digunakan untuk membangun hubungan baik dan reputasi positif antara sebuah organisasi dengan publiknya. Meningkatnya tuntutan publik akan layanan transportasi yang inklusif mendorong Dinas Perhubungan Kota Bandung merancang strategi melalui Program Ramah Disabilitas untuk mempertahankan reputasi institusi. Program ini menjadi sarana strategis dalam menjaga dan memperkuat kepercayaan masyarakat terhadap kinerja pemerintah daerah.

Penelitian ini bertujuan menganalisis strategi Dinas Perhubungan Kota Bandung dalam membangun reputasi institusi melalui Program Ramah Disabilitas sebagai upaya mewujudkan transportasi publik yang inklusif dan aksesibel. Analisis dilakukan dengan meninjau tujuan jangka panjang lembaga, budaya organisasi yang mendukung inklusivitas, serta upaya pencitraan positif di mata publik, menggunakan model VCI (*Vision, Culture, Image*) dari Margaret J. Hatch dan Majken Schultz pada tahun (2003) untuk memahami keterkaitan visi, budaya, dan citra dalam membentuk reputasi yang berkelanjutan.

Penelitian ini berlandaskan pada paradigma konstruktivisme dan menggunakan metode deskriptif kualitatif untuk memperoleh pemahaman yang komprehensif terhadap temuan di lapangan. Data dikumpulkan melalui teknik observasi partisipatif pasif, wawancara mendalam, dan dokumentasi.

Hasil penelitian menunjukkan bahwa Dinas Perhubungan Kota Bandung dalam membangun reputasi melalui program disabilitas melalui tiga elemen, yaitu : 1) Visi (*Vision*) berfokus pada integrasi visi inklusivitas dalam sarana dan prasarana strategi serta strategi komunikasi visi inklusif melalui pendekatan multikanal dan partisipatif, 2) Budaya (*Culture*) berfokus pada kolaborasi lintas bidang sebagai budaya kerja yang mendukung implementasi program dan budaya partisipatif sebagai wujud nilai inklusivitas, 3) Citra (*Image*) berfokus pada strategi meningkatkan kepercayaan publik melalui komunikasi dua transparansi sebagai upaya meningkatkan kepercayaan.

Berdasarkan hasil penelitian dapat disimpulkan bahwa Dinas Perhubungan Kota Bandung melalui program ramah disabilitas dapat menjaga dan membangun reputasi positif di masyarakat.

Keyword : Reputasi Positif, *Public Relations*, Ramah Disabilitas, Dinas Perhubungan Kota Bandung.

ABSTRACT

Rafli Firmansyah Gunawan : *Public Relations Strategy in Building the Reputation of the Transportation Agency of Bandung City Through Disability-Friendly Programs.*

Public relations strategy is a plan or method used to build good relationships and a positive reputation between an organization and its public. The increasing public demand for inclusive transportation services encourages the Bandung City Transportation Office to design strategies through the Disability-Friendly Program to maintain the institution's reputation. This program serves as a strategic means to uphold and strengthen public trust in the performance of local government.

This research aims to analyze the strategies of the Bandung City Transportation Agency in building institutional reputation through the Disability-Friendly Program as an effort to realize inclusive and accessible public transportation. The analysis is carried out by reviewing the agency's long-term goals, the organizational culture that supports inclusivity, and efforts for positive imaging in the public eye, using the VCI model (Vision, Culture, Image) from Margaret J. Hatch and Majken Schultz in 2003 to understand the interconnection of vision, culture, and image in forming sustainable reputation.

This research is based on the constructivist paradigm and uses a qualitative descriptive method to gain a comprehensive understanding of the findings in the field. Data is collected through passive participatory observation techniques, in-depth interviews, and documentation.

The research results show that the Bandung City Transportation Agency builds its reputation through disability programs via three elements: 1) Vision focuses on integrating inclusivity vision into the facilities and infrastructure strategy, as well as inclusive vision communication strategies through a multi-channel and participatory approach, 2) Culture focuses on cross-sector collaboration as a work culture that supports program implementation and participatory culture as a manifestation of inclusivity values, 3) Image focuses on strategies to enhance public trust through two-way transparency communication as an effort to increase trust.

Based on the research results, it can be concluded that the Bandung City Transportation Office, through its disability-friendly program, can maintain and build a positive reputation in the community.

Keywords: *Posittive Reputation, Public Relations, Disability Friendly, Bandung City Transportation Department.*