

ABSTRACT

Anisa Nurul Istiqomah, 213106030. 2024. ***The Strategy of Public Relations Division at PT KAI DAOP 7 Madiun in Maintaining Corporate Image.*** English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

This research aims to find out the implementation of the strategy approach taken by the public relations division of PT KAI Daop 7 Madiun in maintaining the company's image there. This research used a descriptive qualitative method. In collecting data, the writer used observation, interviews, and documentation. Through in-depth analysis, the public relations of PT KAI Daop 7 Madiun have implemented four strategic approaches in improving the company's image. The four strategic approaches are operational strategies, persuasive and educative approaches, corporate social responsibility approaches and cooperation approaches. Operational strategies are carried out through various activities such as socialization and news monitoring to hear and respond directly to public opinion. The persuasive and educative approach is carried out by disseminating persuasive and educative information related to trains to the public, one of which is through the *#AyoNaikKereta* slogan and involving school children in educational visit programs at the station. The social responsibility approach is carried out through partnership programs, and environmental development programs. While the cooperation approach is carried out with internal and external parties such as media partners and the railfans community. Overall, the public relations strategy carried out have been running well even though there are still shortcomings in the implementation process to the Madiun community.

Keywords: *Public relations Strategy, Corporate Image, Descriptive Qualitative.*

ABSTRACT

Anisa Nurul Istiqomah, 213106030. 2024. ***The Strategy of Public Relations Division at PT KAI DAOP 7 Madiun in Maintaining Corporate Image.*** English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

Penelitian ini bertujuan untuk mengetahui implementasi strategi pendekatan yang dilakukan oleh divisi humas PT KAI Daop 7 Madiun dalam mempertahankan citra perusahaan di sana. Penelitian ini menggunakan metode deskriptif kualitatif. Dalam mengumpulkan data, penulis menggunakan cara observasi, wawancara, dan dokumentasi. Melalui analisis yang mendalam, humas PT KAI Daop 7 Madiun telah menerapkan empat strategi pendekatan dalam meningkatkan citra perusahaan. Keempat strategi pendekatan tersebut adalah strategi operasional, pendekatan persuasif dan edukatif, dan pendekatan kerja sama. Strategi operasional dilakukan melalui berbagai kegiatan seperti sosialisasi dan monitoring berita untuk mendengar dan merespon langsung opini publik. Pendekatan persuasif dan edukatif dilakukan dengan cara menyebarkan informasi yang persuasif dan edukatif terkait kereta api kepada masyarakat, salah satunya melalui slogan #AyoNaikKereta dan melibatkan anak-anak sekolah dalam program kunjungan edukasi di stasiun. Pendekatan tanggung jawab social dilakukan melalui program kemitraan, dan program bina lingkungan. Sedangkan pendekatan kerjasama dilakukan dengan pihak internal dan eksternal seperti rekan media dan komunitas railfans. Secara keseluruhan, strategi public relations yang dilakukan sudah berjalan dengan baik meskipun masih terdapat kekurangan dalam proses implementasi kepada masyarakat Madiun.

Keywords: *Strategy Humas, Citra Perusahaan, Deskriptif kualitatif.*