STRATEGI KOMUNIKASI PUBLIC RELATIONS (PR) DALAM UPAYA MENINGKATKAN CITRA BANGSA DI MATA DUNIA

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ABSTRACT

This modern era requires every element of both government and private organizations to maintain the continuity of life in the midst of a considerable competitive world. The world view towards Indonesia is becoming increasingly undermined by the negative information, and it worsens the negative image of Indonesia in the eyes of the world. Government public relations should be more active in promoting efforts to combat this condition, and one of them is through his role in the efforts for regaining and building good image of the government in the eyes of the world.

This study used qualitative research method with more emphasis on documentary and interview methods. The result of this study indicates that the government public relations should implement the combined model of Public Information and Two way Symmetrical Model of Public relations communication strategies.

It is expected by using the combined model of PR communication strategy will convince to the world that Indonesia is not a terrorist country, which indirectly discourage the foreigners to come to Indonesia. Public relations is a way to uphold the image of the nation. By applying the role of government public relations well, it can raise the image of Indonesia in the eyes of the world.

Keywords: Communication strategy, Public Relations, Image of the nation