

ABSTRAK

Strategi merupakan suatu hal yang penting dimana salah satu cara untuk mencapai tujuan sehingga visi dan misi dapat tercapai. Proses perencanaan strategis dalam *public relations* ini digunakan oleh KPID Jawa Barat dalam melaksanakan Program Mager (Magang Rasa Kerja). Penelitian ini bertujuan untuk mengetahui proses *public relations* KPID Jawa Barat dalam melaksanakan Program Mager, juga untuk mengetahui elemen citra perusahaan diterapkan dalam Program Mager. Penelitian ini menggunakan pendekatan kualitatif dengan desain penelitian studi kasus dan menggunakan konsep proses *public relations* menurut Cutlip. Teknik penentuan informan menggunakan teknik *purposive sampling*. Perolehan data penelitian ini mendapatkan hasil dari wawancara dan observasi. Hasil penelitian pada tahap *fact finding* yaitu melakukan pencarian informasi yang berkaitan dengan program magang kemudian melakukan kerjasama dengan lembaga pendidikan yang ada di Jawa Barat. Tahap *planning* melakukan perencanaan dengan rapat bersama komisioner KPID. Tahap *communication* proses penyebaran informasi Program Mager dilakukan melalui instagram kemudian kegiatan peserta magang diunggah melalui youtube, komunikasi yang dilakukan saat pelaksanaan Program Mager yaitu secara langsung. Tahap *evaluation* dilakukan pada forum pleno. Penerapan elemen citra meliputi *Thoughts about the corporation* memberikan dampak positif, *Recognition of the corporation* bekerjasama dengan lembaga pendidikan di Jawa Barat, *Reputation of the corporation* meningkat, *The comparability of the firm with its competitors* Program Mager hanya ada di KPID Jawa Barat. Adapun alasan KPID Jawa Barat mengadakan Program Mager sebagai upaya membangun citra yaitu karena bertujuan untuk meningkatkan kualitas pelayanan kepada mahasiswa pelajar, kemudian sebagai bentuk realisasi undang-undang dan kerjasama dengan lembaga pendidikan.

Kata Kunci: Citra, KPID Jawa Barat, Program Mager, *Public Relations*, Strategi.

ABSTRACT

Strategy is an important thing which is one way to achieve goals so that the vision and mission can be achieved. The strategic planning process in public relations is used by KPID Jawa Barat in implementing the Mager Program (Internship). This research aims to find out the public relations process of KPID Jawa Barat in implementing the Mager Program, as well as to find out the elements of corporate image applied in the Mager Program. This research uses a qualitative approach with a case study research design and uses the concept of public relations process according to Cutlip. The technique of determining informants using purposive sampling technique. This research data obtained from interviews and observations. The results of the research at the fact finding stage, namely searching for information related to the internship program and then collaborating with educational institutions in West Java. The planning stage conducts planning with a meeting with the KPID commissioner. The communication stage of the Mager Program information dissemination process is carried out through Instagram then the intern's activities are uploaded via YouTube, the communication carried out during the implementation of the Mager Program is directly. The evaluation stage is carried out at the plenary forum. The application of image elements includes Thoughts about the corporation has a positive impact, Recognition of the corporation in collaboration with educational institutions in West Java, Reputation of the corporation increases, The comparability of the firm with its competitors Mager Program only exists at KPID Jawa Barat. The reason KPID Jawa Barat held the Mager Program as an effort to build an image is because it aims to improve the quality of service to students, then as a form of realization of the law and cooperation with educational institutions.

Keywords: *Image, KPID Jawa Barat, Mager Program, Public Relations, Strategy.*