

ABSTRACT

Ikmal Luqmanul Hakim (2021041008)

STRATEGY OF THE PUBLIC RELATIONS DIVISION OF THE INDONESIAN JOURNALISTS ASSOCIATION (PWI) IN DELIVERING ORGANIZATIONAL PROGRAMS

The Public Relations Division of the Anti-Hoax Task Force (Satgas) is tasked with strengthening efforts to prevent, overcome and clarify incorrect information or hoaxes circulating in society. Through transparent and effective communication strategies, this division disseminates accurate information to the public with the aim of increasing media literacy and public awareness of the dangers of hoaxes. In its operations, the Public Relations division collaborates with mass media, digital platforms and related institutions to detect, confirm and educate the public regarding potentially disturbing hoaxes. The program implemented by this division also involves training for the community to improve their ability to verify information, so as to reduce the negative impact of hoaxes on social and political stability. With an approach based on collaboration, education and quick response, the Public Relations division of the Anti-Hoax Task Force plays an important role in creating a safer and better informed environment.

Keywords: *Public Relations, Anti Hoax, Association of Indonesian Journalists*