

## **ABSTRACT**

### ***Strategic Planning of Public Relations In Improving BPPT's Corporate Image***

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*Every government and non-government institution must have an image that is realized or not attached to the company. Company image is the result of consumer responses to all offers given by the company and set as awards, ideas, and impressions of the community on an organization. Pictures of an institution represent the values of a person and groups of people who have a relationship with the organization. Therefore, Public Relations focuses on goals to improve the company's image. In improving the company's image, Public Relations uses the Smith nine-phase model, which discusses from (1) Analysis of change; (2) Analysis of the organization; (3) Analysis of audiences; (4) Establish goals and objectives; (5) Designing action and response messages; (6) Making a strategy message; (7) Making communication motivations; (8) implementing strategies; and the last (9) The object of this research is the Agency for the Assessment and Application of Technology (BPPT), a government institution that is required to implement good corporate governance practices. BPPT has succeeded in improving the company's image - through an updated communication program. Therefore, researchers are interested in discussing Public Relations strategic planning conducted by BPPT public relations using qualitative and in-depth interview methods. The results of this study indicate that BPPT carries out all steps of Public Relations strategic planning. The findings in this study are strategic planning. Public relations obtained in a strategic plan is given to each work unit.*

**Keywords:** *BPPT, Strategic Planning Public Relations, Corporate Image.*

*Libraries* : 47

*Publication Years* : 2009 – 2019