

ABSTRACT

In 2014, coincide with the presidential election, Obor Rakyat Tabloid circulated around which gave a shock to Indonesian society. The tabloids did black campaign by making defamatory article addressed to Joko Widodo, who was at that time a candidate for president of Indonesia. In this case Pos Indonesia was mentioned as the distributor of Obor Rakyat Tabloid. That's why Public Relations of PT. Pos Indonesia took an essential role in maintaining the good image and reputation of PT Pos Indonesia. Based on this case, the researcher wants to know what are the steps taken by PT Pos Indonesia's public relations to handle this case. In this study, researcher used qualitative descriptive study with postpositivism paradigm. Data collection used were interview, observation and documentation. Based on the research results in maintaining its image Public Relations of PT. Pos Indonesia perform several steps which is called as Public Relation process, and the stages are (1) Fact Finding, at this stage the Public Relations of PT. Pos Indonesia checked the truth of the news and finding facts in the field, (2) Planning, at this stage there are two kinds of planning, namely press conference, and articles advertorial, (3) Communicating, a press conference was held at the office of Public Relations of PT. Pos Indonesia with the communication target were stakeholders and the general public, (4) Evaluating, at this stage Public Relations department was evaluating all the stages that have been done. Overall, Public Relations department was well-managed in maintaining the image of PT Pos Indonesia.

Key Words : Obor Rakyat Tabloid, PT. Pos Indonesia, Public Relations Process, Corporate Image