

Cyber Public Relations Strategy Telkom University in Forming Positive Image at Telkom University Website www.telkomuniversity.ac.id

Agung Tri Yuono

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ABSTRACT

The title of this research is Cyber Public Relations Strategy Telkom University in Forming Positive Image at Telkom University Website www.telkomuniversity.ac.id. Telkom University website that used by Telkom University Public Relation is a one of the best college website, when viewed from monthly ranking, from alexa.com. The objective of this research is to describe how cyber public relations strategy Telkom University in Forming positive mage at Telkom University website www.telkomuniversity.ac.id. In this research, researcher use the Image Theory from Soemirat and Ardianto (2008). Researcher use the consructivism paradigm with qualitative research and approach descriptive. Researcher will process the data based on the interview results of the two key informers by using PR Online on Website Caffey and P.R Smith. The result of this research is Telkom University Public Relation who execute cyber public relation on website has been implement PR Online on Website Strategy Caffey and P.R Smith very well.

Keywords : *Cyber Public Relation, Website, Telkom University*