

ABSTRACT

Running well or not, organizational activities are largely determined by how the communication strategy used by the organization, one of them is how the organization communicates information and positive activities related to what the organization actually looks at so that it can change people's views of bad views an organization. Pemuda Pancasila is one of the national community organizations in Indonesia, in achieving the vision and mission of the Pancasila Youth. Pemuda Pancasila has various branches in Indonesia so that the vision and mission can be carried out thoroughly, one of which is Pemuda Pancasila, South Jakarta branch. The public's view of Pemuda Pancasila South Jakarta is bad because of the cases that have befallen Pemuda Pancasila South Jakarta itself for 5 years backward. Pemuda Pancasila has its own communication strategy to change the paradigm of society in a variety of positive ways so that it can change people's views. This study aims to find out how the communication strategy of Pemuda Pancasila South Jakarta in improving bad image. This study uses a qualitative approach using qualitative research methods based on post-positivism views. In collecting data, research is conducted with in-depth interview techniques and observation. The results of this study indicate that the South Jakarta Youth Pancasila carries out a communication strategy well, as for the communication strategy steps through several stages, namely the problem formulation stage, the communication strategy determination stage, the communication strategy stage, and the evaluation phase.

Keywords: Communication Strategy, Image, Organizational Communication, Pemuda Pancasila