

ABSTRACT

In carrying out the activities of the organization kitabisa.com helps the community in distributing donations to other people in need. [Kitabisa.com](http://kitabisa.com) has positive previous beliefs from Indonesian people engaged in the social field, the purpose of this study is to find out the communication strategy used by [Kitabisa.com](http://kitabisa.com) in enhancing the image or outlook of the Indonesian people to trust more and get to know [Kitabisa.com](http://kitabisa.com) from the perspective of online donation social , the focus of research is related to the communication strategy of [Kitabisa.com](http://kitabisa.com) in enhancing a positive corporate image among Indonesians. So that these social institutions can use the communication strategies needed to find out where the public knows the book as an online donation site, one of them is by analyzing and managing communication strategies that get evaluated. [Kitabisa.com](http://kitabisa.com) is one of the online donation platforms in Indonesia, in achieving its social goals of creating a forum for Indonesian people to raise transparent funds and in the process of raising funds online, providing communication strategies, to help improve positive Indonesian society. By using several theories of communication, organizational communication, communication strategies and images. With the benefit of knowledge in conversation relating to communication strategies in adding company image and being able to make judgments for [Kitabisa.com](http://kitabisa.com) to ask for better ones. This study uses qualitative methods using interviews and observation, documentation. The results of the study showed that [Kitabisa.com](http://kitabisa.com) carried out a good communication strategy, with the communication strategy steps being carried out namely the formulation problem, the determination of the communication strategy, the communication strategy, and finally the evaluation.

Keywords: Communication Strategy, Image, Organizational Communication, [Kitabisa.com](http://kitabisa.com)