

ABSTRACT

This study discusses how Public Relations (PR) BPJS Health in dealing with exposure to hoaxes during the Covid-19 pandemic. The purpose of this study is to find out how the efforts made in dealing with hoaxes in the midst of a pandemic are highly utilizing digital media in handling hoaxes that hit. This study uses a qualitative approach with a constructivist paradigm where reality is the result of the construction of a person's thinking ability. The data collection technique used by the researcher is by observation and in-depth interviews with informants. The concept used is the concept of Ronald D. Smith's Public Relations Strategy which has several stages, including Formative Research, Strategy, Tactics, Evaluate Research. Based on this research, in outline there are two types of hoaxes that hit BPJS Kesehatan during the Covid-19 pandemic, including fake content and fake content on hoaxes about social assistance funds and job vacancies. In dealing with hoaxes during the pandemic, BPJS Kesehatan takes full advantage of the use of social media but still coordinates with the central BPJS Health so that information about BPJS Health can be maintained and remains one door, and take advantage of communities that have an interest in BPJS Health. In handling, there is not much difference both before and during the Covid-19 pandemic.

Keywords: *Covid-19, Hoax, Public Relations Strategy, Public Relations*