

ABSTRACT

This research was carried out aimed at knowing the processes and factors related to the communication strategy of the Bogor Regency Diskominfo in shaping the image of the Bogor Regency Government, as well as its benefits to provide ideas for government institutions in the topic of study. The method used in this study is a descriptive method with a qualitative approach. Data collection was carried out by in-depth interviews, direct observations, and analyzing secondary data from archival documents belonging to the Bogor Regency Diskominfo. These informants were selected using purposive sampling techniques involving 2 (two) key informants, 2 (two) supporting informants, and 1 (one) expert informant. The results of this study show that the communication strategy of the Bogor Regency Diskominfo in shaping a positive image of the Bogor Regency Government is to carry out 4 (four) main programs and 1 (one) supporting program, one of which is carried out by the Public Communication Section which always disseminates information with reliable tactics in order to lead positive public opinions and perspectives towards the Bogor Regency Government, because it adheres to the principle of Public Information Disclosure in accordance with Law No. 14 of 2008.

Keywords : *Communication Strategy, Government Public Relations, Image*