

## **ABSTRACT**

Indonesia and investment are keywords that cannot be separated. Investment in Indonesia has been done since long time ago. Over time, more and more investors want to invest in Indonesia. This means that it is necessary to make a permission system that include licensing process to invest capital. OSS was launched to address the needs of the business licensing process in Indonesia. OSS itself was initiated by President Joko Widodo in order to encourage investment in Indonesia to rapidly expanding economic growth. OSS itself is a website created by the Ministry of Investment that is useful to help improving the business licensing process. Currently, OSS has helped thousands of potential investors both from within the country and from abroad. The use of this OSS has met the expectations of the specified target. However, OSS has turned out to be a lot of complaints by its users for one reason or another. This research aiming to determine the role of public relations in dealing with the OSS image crisis which received negative comments on social media, especially Instagram @bkpm\_id. By using qualitative methods with an obserative approach, this research uses data collection methods in the form of interviews and observations. The results of the discussion in this study are in the form of descriptive narratives that explain what BKPM's public relations have done in dealing with the OSS image crisis. The results obtained are that BKPM's Public Relations does not use a special strategy to improve the OSS image, but is more likely to social media monitoring by responding to user complaints.

Keywords : OSS, Ministry of Investment, Corporate Image, negative, instagram