

ABSTRACT

Every organization today needs to build an image to have a good outlook. A good image is very useful in an organization which will create a good reputation for the organization. Trust will also be obtained for the organization and relationships with other organizations will be well established because the image has been built properly. Therefore the image is very important for us today. To build this image, a communication strategy is needed to build it. Many strategies that can be used, of course, must be in accordance with the targets desired by the organization, not necessarily all strategic communications can be applied. Researchers apply this research because currently the image is very important and to build it there must be a communication strategy to make it easier for us to build a good image. Here the researchers chose Telkom University here to find the communication strategies they use to build their image. The purpose of this study is to find out what communication strategies are used by Telkom University to build an image. Data were collected through in-depth interviews, observation and literature study. The result of the research is that Telkom University's communication strategy is known to build its image, namely by establishing relationships with people who are considered important to them, giving satisfaction to stakeholders and using social media and also evaluating things to improve the image of Telkom University. be negative.

Keywords: Communication Strategy, University Image