

ABSTRACT

This study discusses "Public Relations Strategy of PT Telkom Witel Rikep Batam in Maintaining Corporate Image through Social Media". PT Telkom Witel Rikep Batam is a company engaged in the telecommunications network sector, there is a problem of scamming on behalf of PT Telkom Witel Rikep Batam. So this study aims to find out how the Public Relations strategy of PT Telkom Witel Rikep Batam in maintaining the company's image through positive content posted on social media. This research uses a qualitative approach, the case study method. This research data collection technique through in-depth interviews, observation, and literature study. Researchers use the theory from Cutlip Center & Broom (2005), namely: (1) define the problem; (2) make plans and programs, (3) act and communicate, and (4) disseminate programs. The results of this study PT Telkom Witel Rikep Batam apply the four public relations strategies proposed by Cutlip Center & Broom in order to build corporate image through Instagram media.

Keywords: Image, PT Telkom Witel Rikep Batam Social Media, Public Relations Strategy.