

ABSTRACT

PT. Star Energy Geothermal as a leading producer of geothermal energy in Indonesia requires a practitioner to maintain a good reputation in public or other companies. Public Relations is a strategic part of both companies whose role is to reassure the public about the safety of this new electric power. The creation of a positive image is created in the best possible form in the implementation of a work program which is then disseminated by using digital media. This study incorporates Erving Goffman's impression management theory (1959) as a measure of the presence of successful public relations practitioners at PT. Star Energy Geothermal Wayang Windu Limited in carrying out its work. The qualitative descriptive research methodology in this study is used to explain, illustrate, and reveal more detailed events related to the role of digital PR when forming the corporate image of PT. Star Energy Geothermal Wayang Windu Limited. As part of PT. Star Energy Geothermal Wayang Windu Limited, includes planning, implementing and evaluating programs through digital media. In its implementation, the PR Team analyzes and identifies problems through program outreach, compiles data information, and publishes public relations programs through proposed approaches and practical approaches and digital media for planning and implementation. Program evaluation carried out in overcoming obstacles which includes monitoring activities and presentation of the results of work reports. In the implementation of the planning, implementation, and evaluation of the public relations team program of PT. The implemented Star Energy Geothermal Wayang Windu Limited has demonstrated an effective and efficient strategy implementation process in coordinating through program socialization activities to synchronize planning with implementation to be implemented in maintaining corporate image, building positive relationships with audiences, and achieving company goals effectively.

Keywords: *Public Relation, Digital Media, Image*