

ABSTRACT

Internet use is now a problem for public relations; this practice is known as "Cyber Public Relations". This practice is emerging as a successful way for PR to build a positive reputation for organizations. The Cyber Public Relations activity studied was through the Instagram social media @baktimilenial, where a problem occurred with the Bakti Millennial #6 Banda Neira program so its implementation was postponed and resulted in a bad image and drew criticism from the public. The method used is a quantitative descriptive approach. The observed variable is the independent variable (X) in the form of Cyber Public Relations and the dependent variable (Y) in the form of an Image. The sampling method was taken based on simple random sampling. The analysis used the IBM SPSS Statistics software version 29. The results of the study explained that the constant values obtained for the research variables in the regression coefficients were positive (+) with a constant (a) of 13.541 because the significant results were smaller than 0.05. The results of the correlation analysis showed that the relationship between variables in this study obtained a result of 0.561 which was included in the fairly strong correlation category with a value between 0.40 - 0.59. The results of the test for the coefficient of determination obtained an R Square result of 0.315. The results of the T-test obtained a significance value of 0.001 with a t table of 1.660 which means that H0 is rejected and H1 is accepted. So it was concluded that there is a relationship between Cyber Public Relations and the KAMI Foundation's Image. The results of the magnitude of the influence of variable X on Y, the coefficient of determination indicates that Cyber Public Relations has a 31.5% influence on the Image of KAMI Foundation, while the rest is influenced by other factors outside of this study.

Keywords: *Cyber Public Relations, Image, KAMI Foundation, Instagram*