

ABSTRACT

On July 22, 2022, Ancol released a new logo after 17 years of using the old logo. In releasing the new logo, Ancol Public Relations in coordination with the Brand Activation & Promotion Team which has the biggest contribution to this program conducted outreach through various media, such as social media, websites, online media, billboards, television, radio, and others. However, in campaign of socializing the release of this new logo, various responses emerged, both positive and vice versa. To expedite the socialization of the new logo, there were several efforts made by Ancol Public Relations to deal with these responses. Through this research there is a goal to find out the planning stages of public relations activities and the efforts made in dealing with the public's response to the new logo. The method used in this study is a qualitative method approach with a qualitative descriptive research type which will describe all the data obtained according to the facts that occur in the field. The results of this study are presented using the Cutlip & Center concept, namely defining problems and research, planning, action and implementation, and evaluation. In addition, the researcher also explained the efforts made by Ancol Public Relations in dealing with the public's response to the new logo.

Keyword: campaign, digital public relations, logo, stages of public relations activities