

ABSTRACT

Cyber Public Relations (CPR) is the main strategy to achieve these goals effectively. The background of this research is the occurrence of issues in the Central Java Regional Police, namely brokers in the acceptance of non-commissioned officers, which has made the image of the Central Java Regional Police deteriorate. This research aims to analyze and formulate an effective Cyber Public Relations (CPR) strategy in improving the image of the Central Java Regional Police (Polda Jateng) amidst the challenges and crisis of trust faced. Using a descriptive qualitative method, this research is in-depth using Cutlip Center and Broom's (2020) Public Relations strategy of fact finding, planning, action and communication, and evaluation and shows that Cyber Public Relations plays a crucial role in improving the image of police institutions, building close relationships with the community, and maintaining the institution's positive identity in a dynamic digital era.

Keywords: *Image, Cyber Public Relations, Strategy.*