

ABSTRACT

Changing the image of an organization is generally a difficult thing, especially for groups that have a controversial background, such as Exalt to Creativity (XTC) in Bandung Regency, which was once known as a motorcycle gang that had violent behaviour. The purpose of this research is to find out how the communication strategy of the head of PM XTC organization in Bandung Regency in building a positive image of the community. This research uses descriptive qualitative method, with 4 informants interviewed, observed, and documented, as well as source triangulation. The results showed that XTC successfully used visualization and digital interaction to rehabilitate their reputation, influence public narrative, and have a positive impact on society. The communication strategies used included careful selection of messages and consistency of visual identity, which helped to remove negative stigma and reinforce their new image as agents of social change. The results of this study confirm that a planned communication approach and the use of social media can be effective instruments to redefine an organization's identity and create good community integration. The findings have substantial implications for other organizations seeking to change their image and using digital technologies for similar reasons.

Keywords: *Exalt to Creativity (XTC), Communication Strategy, Organizational Image*