

## **ABSTRACT**

*With the increasing public interest in digital information, Digital Public Relations (DPR) is gaining more importance as a public relations function in the digital era. DPR utilizes information and communication technology to engage with the public. In the context of complaint handling, DPR plays a crucial role in addressing and resolving customer issues promptly through digital platforms, enhancing overall customer satisfaction and trust. This study aims to analyze the role of Digital Public Relations (DPR) at PT Kereta Api Indonesia (KAI) in handling customer complaints through the social media platform X. The primary focus is to understand how KAI's DPR utilizes this digital platform to manage and resolve customer complaints effectively. The study employs a qualitative method with a case study approach, gathering data through in-depth interviews with DPR KAI staff, direct observations, and analysis of relevant documents. The findings indicate that DPR KAI plays a crucial role in monitoring and responding to customer complaints in real-time, positively influencing public perception and customer trust in KAI. Moreover, the use of social media X as an interactive communication tool allows KAI to address various issues promptly and efficiently, thereby enhancing overall customer satisfaction.*

**Keywords:** *Customer Complaints, Digital Public Relations, Kereta Api Indonesia Social Media*