

ABSTRACT

KBPDI or Indonesian borderline personality disorder community is an online-based mental health community with members from various regions in Indonesia. KBPDI supports borderline personality disorder survivors with different age ranges, cultural and religious backgrounds. So this is certainly a challenge for public relations to maintain the stability of communication in it. There are triggering or anxiety-inducing messages sent by members to other members, so that it becomes a problem that needs to be researched. This research method is qualitative with data collection techniques through in-depth interviews and documentation. Meanwhile, the data analysis technique NVivo 12 Plus software application. The results showed that the communication culture owned by the KBPDI community is to form an illness perception in the community environment, represent feelings through symbols, approach members, strengthen relationships, embrace. While in the implementation of public relations in the community, steps such as assertiveness, using ethics in communication, understanding, giving warnings to members who violate the rules and being trusted in disseminating information are used.

Keywords: *Communication Culture, Borderline Personality Disorder (BPD), Internal PR Implementation*