

ABSTRACT

RENDY DWI JULIANTO.16816183

PUBLIC RELATIONS STRATEGY OF PARTAI PERSATUAN PEMBANGUNAN (PPP) IN IMAGE RECOVERY BUSINESS.

Keyword: *Public Relations Strategy, Political Communication, Partai Persatuan
Pembangunan, Image Restoration.*

(xii + 65 + Appendices)

Image is the total perception of an object which is formed by processing information from various sources. Basically every organization wants to have a positive image or be considered good in the eyes of the public or the public, because this will increase the growth and existence of the organization itself. Nowadays, organizations, companies and parties are starting to understand and realize that it is very important to pay more attention to forming a positive image in society that can benefit them, not only to escape the formation of a negative impression in society. The United Development Party or more familiarly known as PPP is one of the oldest parties in Indonesia which still exists and has survived until now. In the run-up to the 2019 general election, PPP electability is in danger of decreasing after the arrest of their General Chair, Muhammad Romahurmuziy in a Hand Catch Operation conducted by the Corruption Eradication Commission. This study aims to examine the PPP PR strategy to restore image. In this study, researchers used a qualitative approach, constructivist paradigm with a case study method. The theory used in this research is image restoration theory where this theory explains the strategy of image restoration. From the research results show that PPP public relations strategy in efforts to restore its image is successful, it can be seen from the results of the 2019 Election that PPP has successfully passed the parliamentary threshold.

Bibliography (1995-2013)