

**Manajemen *Public Relations* Dalam Mempertahankan Citra Lembaga Radio
Republik Indonesia (RRI) Yogyakarta**

***Public Relations Management in Maintaining the Institutional Image of Radio
Republik Indonesia (RRI) Yogyakarta***

ABSTRAK

Penelitian ini bertujuan menganalisis strategi manajemen public relations RRI Yogyakarta dalam mempertahankan citra kelembagaan di era media digital. Tantangan yang dihadapi meliputi kesenjangan generasi, rendahnya visibilitas di kalangan anak muda, dan kesalahpahaman terhadap identitas lembaga. Penelitian menggunakan pendekatan kualitatif deskriptif dengan paradigma post-positivisme. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, dengan fokus pada Divisi Layanan dan Pengembangan Usaha (LPU). Hasil penelitian menunjukkan bahwa RRI Yogyakarta menerapkan strategi segmentasi audiens melalui Pro 2, kolaborasi dengan stakeholder dan media partner, pemanfaatan platform RRI Digital, serta pelaksanaan kegiatan off-air. Strategi ini dijalankan secara sistematis melalui empat tahap manajemen PR menurut Cutlip, Center, dan Broom. Kesimpulannya, RRI Yogyakarta mampu mempertahankan citra positif dengan strategi komunikasi yang adaptif, partisipatif, dan relevan terhadap perubahan pola konsumsi media.

Kata kunci: RRI Yogyakarta, Manajemen Public Relations, Citra Lembaga, Media Digital, Strategi Komunikasi.

Abstract

This study aims to analyze the public relations management strategy of RRI Yogyakarta in maintaining its institutional image in the digital media era. The challenges faced include generational gaps, low visibility among young audiences, and public misunderstanding of the institution's identity. The research employs a descriptive qualitative approach within the post-positivist paradigm. Data were collected through interviews, observation, and documentation, with a focus on the Services and Business Development Division (LPU). The findings indicate that RRI Yogyakarta implements audience segmentation strategies through Pro 2, collaborates with stakeholders and media partners, utilizes the RRI Digital platform, and organizes off-air activities. These strategies are systematically carried out based on the four stages of public relations management as proposed by Cutlip, Center, and Broom. In conclusion, RRI Yogyakarta has succeeded in maintaining a positive image through adaptive, participatory, and media consumption-oriented communication strategies.

Keywords: RRI Yogyakarta, Public Relations Management, Institutional Image, Digital Media, Communication Strategy.