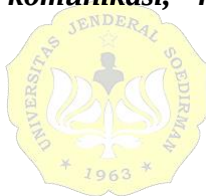


ABSTRAK

Tujuan penelitian ini adalah untuk dapat mengetahui strategi komunikasi humas yang dilakukan UNWIKU Purwokerto dalam membangun citra. Tujuan utama strategi komunikasi yaitu *to secure understanding, to establish acceptance* dan *to motive action*. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan teknik pengumpulan data yaitu observasi, wawancara mendalam dan dokumentasi. Subjek penelitian ini yaitu humas UNWIKU dan teknik pengambilan sampel yang digunakan adalah teknik purposive sampling. Hasil dari penelitian ini menunjukkan bahwa (1) sasaran komunikasi Humas UNWIKU Purwokerto, antara lain masyarakat, wali mahasiswa, dan *stakeholder* lain seperti alumni dan lembaga pemerintahan, (2) Humas UNWIKU Purwokerto memanfaatkan media cetak (Radar Banyumas), media elektronik (Banyumas TV), media internet (official website UNWIKU) dan sosial media (Instagram, facebook, twitter, dan sebagainya), (3) tujuan yang ingin dicapai Humas UNWIKU yaitu membangun citra positif sebagai universitas yang kompetitif, (4) peran Humas UNWIKU antara lain sebagai pemberi informasi kepada masyarakat dan fasilitator komunikasi pihak universitas dengan *stakeholder* lain.

Kata kunci: *strategi komunikasi, hubungan masyarakat, citra, perguruan tinggi*



ABSTRACT

The purpose of this study was to determine the public relations communication strategy carried out by UNWIKU Purwokerto in building an image. The main objectives of the communication strategy are to secure understanding, to establish acceptance and to motive action. The research method used is a descriptive qualitative approach with data collection techniques, namely observation, in-depth interviews and documentation. The subject of this research is PR UNWIKU and the sampling technique used is purposive sampling technique. The results of this study indicate that (1) UNWIKU's PR communication targets, including the community, student guardians, and other stakeholders such as alumni and government institutions, (2) UNWIKU's PR utilizes print media (Radar Banyumas), electronic media (Banyumas TV), internet media (UNWIKU official website) and social media (Instagram, facebook, twitter, and so on), (3) the objectives to be achieved by UNWIKU's PR are to build a positive image as a competitive university, (4) the role of UNWIKU Public Relations, among others, is as follows: providing information to the public and facilitating communication between the university and other stakeholders.

Key words: *communication strategy, public relations (PR), image, university*

