

ABSTRAK

Penelitian ini mengkaji strategi *Cyber Public Relations* (*Cyber PR*) yang dilakukan oleh Dinas Perhubungan Kota Yogyakarta dalam mengelola citra pariwisata di tengah isu juru parkir liar di kawasan Malioboro. Isu ini menjadi sorotan publik karena menimbulkan keresahan wisatawan dan berpotensi merusak citra destinasi wisata. Penelitian ini menggunakan dua teori, yaitu Teori Komunikasi Lasswell yang menganalisis proses komunikasi "*Who Says What In Which Channel To Whom With What Effect*" dan Teori *Image Repair* dari William Benoit yang menjelaskan strategi dalam mengelola citra lembaga saat menghadapi isu negatif. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan studi dokumen. Hasil penelitian menunjukkan bahwa Dinas Perhubungan Kota Yogyakarta menerapkan strategi *Cyber PR* melalui publikasi informasi dan komunikasi dua arah di media sosial Instagram dan website resmi untuk membangun persepsi positif dan mengatasi dampak negatif dari pemberitaan isu juru parkir liar. Strategi yang digunakan lebih bersifat pada publikasi kinerja positif dan konten informatif, dengan fokus pada pengelolaan citra pariwisata Kota Yogyakarta dan kawasan Malioboro, daripada mengkonfrontasi isu juru parkir liar secara langsung. Penelitian ini memberikan gambaran bagaimana lembaga pemerintah dalam memanfaatkan strategi *Cyber PR* untuk mengelola citra pariwisata di tengah isu negatif publik.

Kata Kunci: *Cyber Public Relations*, Pengelolaan Citra Pariwisata, Juru Parkir Liar, Dinas Perhubungan Kota Yogyakarta, Malioboro.

ABSTRACT

This study examines the Cyber Public Relations (Cyber PR) strategy carried out by the Yogyakarta City Transportation Department (Dinas Perhubungan Kota Yogyakarta) in managing the tourism image amid the issue of illegal parking attendants in the Malioboro area. The issue has drawn public attention due to growing concerns among tourists and its potential to damage the city's image as a tourist destination. This research adopts two theoretical frameworks: Lasswell's Communication Theory, which analyzes the communication process through "Who Says What In Which Channel To Whom With What Effect," and William Benoit's Image Repair Theory, which explains strategies in managing an institution's image when facing negative issue. This research uses descriptive qualitative methods with data collection techniques through interviews, observations, and document studies.. The findings indicate that the Yogyakarta City Transportation Department implements Cyber PR strategy through the publication of information and engaging in two-way communication on Instagram social media and the official website to build positive perceptions and mitigate the negative impact of media coverage on the illegal parking issue. The strategy primarily focus on promoting positive performance and delivering informative content, emphasizing tourism image management of Yogyakarta City and the Malioboro area, rather than directly confronting the illegal parking issue. This research provides an overview of how government institutions utilize Cyber PR strategy to manage tourism image in the face of negative public issues.

Keywords: Cyber Public Relations, Tourism Image Management, Illegal Parking Attendants, Yogyakarta City Transportation Department, Malioboro.