

PUBLIC RELATIONS COMMUNICATION STRATEGIES IN IMPROVING REGIONAL IMAGE

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Abstrak

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This research discusses the public relations communication strategy of the Lubuklinggau city government in improving the image of the Lubuklinggau city government. This research aims to find out what communication strategies are used by Lubuklinggau city government public relations in improving the image of Lubuklinggau city government. This research is a qualitative descriptive study with data collection techniques used, namely interviews and observation. The results of the research concluded that Lubuklinggau city government public relations has implemented a public relations strategy, namely exploring the desires of the community, socializing the achievements of the Lubuklinggau city government through the media, managing relationships, developing strategies and developing networks. In accordance with its role, public relations is a tool used to establish good relations between the government, society, mass media and other agencies so that good cooperation occurs. From there, public relations carries out communication activities with the public, media and other agencies. This is done to improve the image

within the institution. From these activities and strategies, a harmonious relationship was established between the community and the Lubuklinggau city government.

Introduction

Lubuklinggau City Government Public Relations has built good relationships with the community, journalists, activists and NGOs. Building good relations can be done by providing massive information through the mass media in the city of Lubuklinggau so that the public knows about the government's activities. These methods aim to create better public understanding which can increase public trust in the Lubuklinggau City government. Lubuklinggau City Public Relations has a function regarding image development efforts, starting from efforts to grow the image, maintain or maintain the image, to efforts to improve the image.

The term "Public Relations" which is abbreviated as "Humas" as a translation of the term Public Relations, has really become popular in the community, in the sense that the word has been widely used by departments, agencies, companies, agencies, institutions and other work organizations. (Onong Uchjana Effendi, 2009:131) Morissan (2006:1) points out that public relations (public relations) has actually been known for centuries. According to Effendy (1993: 98), that as a profession, public relations (public relations) has only been known since the beginning of the 20th century, but its symptoms existed long before that. Effendy even stated that public relations experts say that the phenomenon of public relations (public relations) has existed since the first humans, namely Adarn and Eve, existed. These symptoms are. for example, human relations. notifications by someone to other people, as well as someone's efforts to influence other people, and so on

In line with developments in the current era of globalization, especially in the field of information and communication, we can see together that the role of public relations is that their work is not decreasing, in fact it has a tendency to increase in intensity with increasingly higher quality demands. Public relations has now become a very important part both in companies and in government institutions.

In research on public relations activities, it was found that there are two responsibilities in public relations activities, namely the role of technician and management. Public relations carries out three roles, first as an explainer, namely a person who works as a consultant in defining problems, suggesting options and monitoring policy implementation. Second, as a communication facilitator, namely a person who usually works in an organization that is directly related to the environment whose role is to maintain relationships and two-way communication. Third, as a problem solving facilitator, namely a person who partners with seniors to identify and solve problems (Lattimore, 2010).

If we observe the function of public relations itself, it cannot be separated from public opinion, because one of the functions of public relations is to create positive public opinion towards the government institutions that oversee it and participation. The performance of public relations in a government usually helps in carrying out a government program to achieve certain goals targeted by the government. Apart from that, government public relations also plays an important role in building and providing information both internally and externally.

When viewed externally, public relations usually plays the role of providing information about government policies, providing rebuttals regarding negative news that could be detrimental to the government, and informing the public of various government policies. A public relations strategy developed by a publicist or PR person can instill trust in the public, not only to obtain a positive image. However, the positive image that has been built needs to be maintained, because it has an influence on the government's reputation. Once public trust is lost due to a negative reputation, it will be difficult for the government to restore that trust. Lubuklinggau City Public Relations plays a very important role in forming a positive image of the Lubuklinggau City government. Judging from its performance, Lubuklinggau City public relations works very hard in maintaining the image of the Lubuklinggau City government.

Based on the background above, the author is interested in conducting research entitled "Public Relations Communication Strategy in Forming Regional Image (Study of Lubuklinggau City Regional Government Public Relations)". This research aims to

determine the communication strategies used by the Lubuklinggau City Regional Government Public Relations in building a positive image of the Lubuklinggau City Regional Government.

Research Methods

In this research, the author used qualitative research methods and a descriptive approach. Qualitative methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings). (Sugiyono, 2009:8) Qualitative methods are defined as social science research methods that collect and analyze data in the form of human words and actions and researchers do not try to calculate or quantify the qualitative data that has been obtained and thus do not analyze numbers (Afrizal, 2016:13).

According to Nana Syaodih Sukmadinata (2011:73), qualitative descriptive research is aimed at describing and illustrating existing phenomena, both natural and human engineered, which pays more attention to characteristics, quality, and interrelationships between activities. Apart from that, descriptive research does not provide treatment, manipulation or changes to the variables studied, but rather describes a condition as it is. The only treatment provided is the research itself, which is carried out through observation, interviews and documentation. Qualitative research attempts to describe the research object observed by the researcher. The research object can be a written text or words that are spoken and recorded for observation and analysis by the researcher. (Sopiyani, 2023)

Result and Discussion

This research was conducted at the Public Relations of the Lubuklinggau City Regional Government which is located at Jl. Garuda no 10, Kayu Ara Village, West Lubuklinggau I District, Lubuklinggau City. With the title "Public Relations Communication Strategy in Shaping Regional Image (Study of Public Relations of the Regional Government of Lubuklinggau City)".

Strategy

The term strategy is often also called a strategic plan. In a strategic plan, the company determines the outlines of strategic actions that will be taken within a certain period of time in the future.

This long-term plan is the guideline for public relations practitioners to prepare various technical plans and communication steps to be taken. The main objective of strategy is to guide management decisions and take part in determining the company's mission, vision and policies in establishing and maintaining the company's competitive advantage so that the company can achieve environmental conditions that interact actively with the environment, among other ways: by developing a solid strategy and establishing appropriate wisdom (Wasesa, 2006: 27). Thus, strategy is a tool to achieve company goals and policy is the operationalization of strategy. This means that the right way to achieve company goals is through strategy and policy, because strategy and policy are comprehensive and integrated plans.

Basically, strategy is a tool to achieve a goal, with this strategy the company (organization) determines how to achieve the targets that have been planned. Therefore, each company/organization leader goes through a special program that is implemented efficiently and can be corrected if it fails to achieve the goal. The definition of strategy according to several experts quoted from Chander in Freddy (1999) says that: Strategy is a tool to achieve long-term goals, follow-up programs and prioritize resource allocation. Strategy is related to the long-term goals and activities of an organization.

There is no best strategy for an organization because every organization must develop a strategy according to its core competencies to achieve its goals. Even in a work organization such as Public Relations, different communication strategies are needed to convey policies issued by local governments. Or different policies are used to respond to reactions from the public to local government policies.

In today's era, what we say and how we say it are the main factors that determine whether we will succeed or fail. Great leaders in government, industry and education have high skills in communicating effectively with others. This ability is not necessarily something you are born with, everyone who wants it can have it. All it takes is desire and determination. Once we hone our communication skills, we can effectively convey our ideas to our superiors, colleagues, customers and even friends and family.

All professionals must be able to express opinions clearly, concisely and convincingly, especially in sudden or unexpected situations. These situations require courage, self-confidence, the ability to organize thoughts quickly, and the ability to express them in a coherent and persuasive way. (Dale Carnegie 2015:viii). Strategy is a method or process used by an organization to achieve an end result. The final results concern the goals and objectives of the organization. There is a broad strategy for the entire organization and there is a competitive strategy for each activity (Sandra, 2007: 2). Communication strategy is essentially planning and management to achieve one goal. Communication strategy is a combination of communication planning and communication management to achieve a goal (Effendy, 2003:301). Communication strategies must be supported by theory because theory is knowledge based on experience (empirical) whose truth has been tested.

Public Relations

Public relations according to the definition formulated by the IPR (Institute Public Relations) is a public relations practice that is carried out in a planned and sustainable manner in order to create and maintain goodwill, as well as attitudes of mutual understanding (mutual understanding) between a company, organization or company with all its audiences (Frank Jefkins, 2003: 8). Corporate public relations is public relations within a company that bridges the company with the community from outside to inside and vice versa. The existence of public relations in a company is an important thing. Functionally and operationally, public relations can be used in an effort to disseminate and publicize company activities or events aimed at both internal and general public relations.

Public relations can be a measuring tool to facilitate interactions and disseminate information regarding policies made by the company through collaboration with the press, print media or electronic media (Oemi, 1995: 99). In public relations, communication science is applied to companies in order to carry out management functions. . Based on the process, the role of public relations in the company is a continuous process of management's efforts to obtain cooperation and mutual understanding from customers and employees, the public in general, inwardly by conducting self-analysis and outwardly by asking questions. From the explanation above, it can be concluded

that basically public relations is an activity aimed at gaining understanding and appreciation from the public by focusing on harmonious relations with the public in order to foster and maintain trust, understanding and cooperation to achieve these goals, one of which is by carrying out reciprocal communication (Ruslan, 2005: 19).

Public relations has a reciprocal function, namely inward and outward. In depth, public relations functions to build and foster a good working climate for people who sit in the company structure, must absorb the reactions, aspirations and opinions of the audience which are harmonized for the interests of the institution and common goals, and try to recognize and identify things that can create an image. negative impacts in society before company policies are implemented. Meanwhile, leaving functions to strive for the growth of positive attitudes and public opinion towards all company policies which can then raise the company's image and maintain the company's image (Ruslan, 2005: 23). If these two functions are carried out carefully, they will support the achievement of company goals. For this reason, a public relations person must be sensitive to public opinion. There are two main functions of public relations:

- 1) As a tool for understanding public attitudes and knowing what companies should and should not do in changing public attitudes.
- 2) As an action program to achieve predetermined goals (Rachmadi F, 1996: 15). The tasks of public relations in a company according to Irving Smith Kogan, quoted by Rachmadi (1996: 10), are: first, conveying messages or information from the company verbally or visually to the public, so that the public gets a correct and precise understanding of the company's condition, goals and objectives. his activities. Second, carry out studies and analyzes of public reactions and responses to company policies and action steps, including all kinds of public opinion that influence companies in providing information to officials about public acceptance of the company's methods and services to the community.
- 3) Convey facts and opinions to those carrying out duties to assist them in providing services that impress and satisfy the public. An activity or program that will be held must have its own objectives,

as does public relations. In carrying out activities there are objectives, both generally and specifically, including cultivating a positive image and good opinion for the company. The relationship with the function of public relations is to form goodwill, tolerance, mutual cooperation, mutual respect, and the most important thing is to obtain favorable public opinion, the right image based on good and harmonious relations, both internal and external relations. Meanwhile, the strategic relationship is to prevent reciprocal conflict as well as mitigate and eliminate conflict.

Public Relations Communication Strategy

Strategy is important because it is one way to achieve goals so that the mission can be achieved. Strategy is a way to achieve the long-term goals of a company which are determined based on the results of situation analysis and research that have been carried out using certain actions and require the allocation of resources needed to implement these actions. Kasali (1994), to contribute to the long-term work plan, public relations practitioners can take steps such as conveying facts and opinions, both circulating inside and outside the company, public relations practitioners can take the following steps: the first Convey facts and opinions, both circulating inside and outside the company. These materials can be obtained from mass media clippings over a certain period of time, by conducting research on leadership speech texts, materials published by the company, as well as conducting certain interviews with parties who are considered important. Second, Browse official company documents and study changes that have occurred historically. These changes are generally accompanied by changes in the company's attitude towards its public and vice versa. c. Conduct a SWOT analysis, namely an approach from Strengths, Weaknesses, Opportunities and Threats. Based on this formula, a public relations practitioner can determine the steps that can be taken and prepare a work program. With this approach, the steps taken by a public relations practitioner will be more in line with the company's overall direction (Kasali, 1994: 34).

Public relations functions to create a conducive climate in developing responsibility and participation between public relations officials and the public (the target audience) to realize common goals. This

function can be realized through several aspects of a public relations approach or strategy (Ruslan, 2005: 133) which are as follows: first. Operational Strategy Through the implementation of a public relations program carried out with a social approach (sociological approach), through social cultural mechanisms and the values that apply in society are recorded in every news item or reader's letter and so on published in various mass media. This means that public relations must act, have the ability or listen, not just hear (hear) the aspirations that exist in society, both regarding ethics, morals and the societal values that are adhered to. Second, the Persuasive and Educative Approach. The function of public relations is to create two-way (reciprocal) communication by disseminating information from the organization to the public that is educational and enlightening, as well as by taking a persuasive approach, in order to create mutual understanding, respect, understanding, tolerance and etc.

Social Responsibility

Approach to Public Relations Fostering an attitude of social responsibility that the goals and objectives to be achieved are not aimed at taking unilateral advantage from the target public (society), but to obtain mutual benefit.

Collaborative Approach Seeks to foster harmonious relationships between the organization and various groups, both internal relations and external relations to increase cooperation. Public relations is obliged to promote the mission of the agency being represented so that it is accepted or supported by the public. Fred Repper (Kasali, 1994) said that the strategic management model in public relations activities describes the two roles of public relations in strategic management as a whole and in public relations activities itself through seven stages, where the first three stages have a broad scope so are more analytical in nature. The next four steps are an elaboration of the first three stages which are applied to different elements, namely as follows: a. Stakeholder Stage An organization or company has a relationship with its public when the organization's behavior has an influence on stakeholders or vice versa. Public relations must conduct surveys to continue to read developments in the environment and read organizational behavior and analyze the

consequences that will arise. Continuous communication with stakeholders helps the organization to remain stable.

Public Stage The public is formed when an organization or company becomes aware of a problem. This opinion is based on research by Gruning and Hunt which concluded that the public emerged as a result of problems and not vice versa. The public is not an ordinary mass collection, they are very effective and specific towards certain interests and problems. Therefore, public relations needs to continuously identify various problems that arise from the public, usually done through in-depth interviews in a focus group.

Issue stage, the public emerges as a consequence of problems always organizing and creating "issues". The issue here is not an issue in the sense of rumor which has a negative connotation, but rather a theme that is being questioned. Initially the subject matter is very broad, but then crystallization will occur so that the subject matter becomes clearer because the parties involved discuss it with each other.

Public relations needs to develop formal objects such as communication, accuracy, understanding, approval, and certain behavior towards communication campaign programs. Public relations must develop official programs and clear communication campaigns to reach the formal objects above.

Public relations must evaluate the effectiveness of the implementation of its duties to fulfill the achievement of formal objects and reduce conflicts that arise in the future. A public relations strategy is an effort to establish positive relationships with various parties, because public relations is an extension of the Top Management of a company or organization. So public relations has a role in building relationships with internal and external publics. Anggoro (2000: 73) revealed that the objectives of public relations in establishing external relations include the following: 1) Carrying out publicity actions such as creating calendars, agendas, advertisements, and organizing community activities such as friendly sports and others. 2) Disseminate information that has been achieved by the company to the public. 3) Improving the relationship between the company and the public, in connection with an event that has resulted in criticism, doubt or understanding among the public regarding the company's good intentions. 4) Convince the public that the company is able to survive or recover after a crisis.

Image is an impression that a person gets based on his knowledge and understanding of facts or reality. To find out a person's image of an object, you can know from their attitude towards that object. Images are formed based on knowledge and information received by a person. Communication does not directly cause certain behavior, but tends to influence the way we organize our image of the environment (Ardianto, 2003: 114). According to Bill Canton in Sukadental (1990), image is an impression, feeling, public self-image of a company, an impression that is deliberately created from an object, person or organization (Ardianto, 2003: 116). Image Formation Model through stimulus (Ardianto, 2003: 116) This image formation model shows how stimuli originating from outside are organized and influence responses. Stimuli given to individuals can be accepted or rejected. The process of image formation will ultimately produce certain attitudes, opinions, responses or behavior (Ardianto, 2003: 116).

This image formation model shows how stimuli originating from outside are organized and influence responses. Stimuli given to individuals can be accepted or rejected. The process of image formation will ultimately produce certain attitudes, opinions, responses or behavior (Ardianto, 2003: 116). Image is the main goal as well as the reputation and achievements to be achieved in the world of public relations. The meaning of image is abstract and cannot be measured mathematically, but in a tangible way it can be felt from the results of good or bad assessments, such as positive or negative reception or responses, which especially come from the public and the wider community in general (Ruslan, 2005: 74).

Lubuklinggau City

In 1929 Lubuklinggau was the capital of the Sindang Kelingi Ilir clan under the Musi Ulu Onder District. Meanwhile, Onder District Musi Ulu itself has a capital city called Muara Beliti, which in 1933 also moved to Lubuklinggau. After that, from 1942 to 1945, Lubuklinggau became the capital of Musi Ulu and after independence, precisely in 1948, Lubuklinggau finally became the capital of the Southern Sumatra Government. To see clearly, we can look at the history of the city of Lubuklinggau using the following table:

YEAR	LUBUKLINGGAU CITY STATUS
1929	The capital of the Sindang Kelingi Ilir clan
1933	Capital of Muara Beliti (formerly Muara Beliti was the capital of Onder District Musi Ulu)
1942-1945	The capital of Musi Ulu
1947	Capital of the Government of Southern Sumatra
1948	The capital of Musi Ulu Rawas Regency but remains the capital of Palembang Residency
1956	The capital of the Level II Autonomous Region, Musi Rawas
1981	Designated as an Administrative City based on Republic of Indonesia Government Regulation Number 38 dated 30 October 1981
2001	Its status was upgraded as a City based on Law of the Republic of Indonesia Number 7 dated June 21 2001. June 21 2001 is also commemorated as the anniversary of the city of Lubuklinggau.
2001	Determined as an Autonomous Region on October 17, 2001

Lubuklinggau City is located in a very strategic geographical position. This city is located between three provinces at once, namely: Jambi, Bengkulu, and South Sumatra (Palembang). Not only that, Lubuklinggau is a connecting route between Java and cities on the northern island of Sumatra. So it is not surprising that the Lubuklinggau city government is working hard to develop the city of Lubuklinggau into a Metropolitan City or even a Megapolitan City. To date, Lubuklinggau city consists of 8 sub-districts and 72 sub-districts.

Lubuklinggau City Government Public Relations is a work unit under the auspices of the Lubuklinggau City Regional Secretariat. Previously, the Public Relations Section was under the Lubuklinggau City Communication and Information Service (Dinkominfo), but was later separated into two sections, namely the Public Relations and Protocol sections. Lubuklinggau City Regional Secretariat at the beginning of 2006. At the beginning of 2008, the Protocol Subdivision was separated from the Public Relations Subdivision and

became the Public Relations Section. Meanwhile, the Protocol subsection merges with the general section to become the General and Protocol Section. Until now, the Public Relations Section which is under the Regional Secretariat stands alone and oversees three Sub. The sections are: Sub. Information Services Section, Sub. Documentation and Reporting Section and Sub. Media and Information. Meanwhile, the Protocol Section is incorporated into the General Section.

Lubuklinggau City Government Public Relations Organizational Structure Head of Public Relations Hendra Gunawan Head of Media and Information Subdivision Heru Julius Pratama, Head of Documentation and Information Services Subdivision : Ahmad Azhari, Vision and mission of Public Relations of the Lubuklinggau city regional government, vision of the public relations Department Realization of information services, which are fast, accurate, transparent and objective. With the following substance: "Achieving the same understanding between the City Government and the community regarding government policies which are socialized to the community, as well as increasing community participation in the development of lubuklinggau city" mission of the public relations department by realizing the vision and substance described above, the mission of the public relations section of the lubuklinggau city regional government is:

- a. Improving information services and accommodating public aspirations through the use of information and communication flows.
- b. Improving the quality of information flow quickly, precisely, transparently and objectively.
- c. Encourage the realization of positive understanding of information and communication between the City Government and the Press, community and other institutions.
- d. Increasing harmonious relations between the City Government, the community and the press as well as members of other institutions.
- e. Develop human resources in the field of public relations in order to improve public services.

The role of public relations for the regional government of Lubuklinggau city. The existence of public relations for the

Lubuklinggau City Government is very necessary and important to build and maintain mutual understanding between organizations, stakeholders and the general public, with the aim of relating to three things, namely reputation, image and communication of the mutual benefit relationship of the Lubuklinggau City Government. To communicate with the public, Lubuklinggau City Government Public Relations also approaches itself through the media, either through advertising, social media or by providing information about the latest organizational developments. Not only that, Lubuklinggau City Government Public Relations also provides information services in the form of a Contact Center which is intended for stakeholders or the general public who wish to submit complaints and questions in the field of Lubuklinggau City government services.

Apart from that, Lubuklinggau City Government Public Relations also functions to find out and evaluate public opinions related to the organization, as well as utilizing communication as a medium to provide information that is in accordance with facts, delivered in good and correct ways to obtain positive public opinion.

Analysis of Public Relations Communication Strategies in Improving the Image of Regional Government

In this research, researchers used the Two Way Asymmetrical theory. This theory was put forward by James Grunig (1992). According to this theory, public relations carries out campaigns through two-way communication, and conveys messages based on research results and scientific persuasive public communication strategies. The element of information truth is considered to persuade the public to cooperate and be open in accordance with the organization's expectations. The issue of feedback and feedforward from the public is considered, and information regarding the audience is needed before carrying out communication. So the power of building relationships and taking initiative is always dominated by the sender (Sources) (Ruslan, 2008: 104).

Grunig explained that the two way symmetric model is an approach that can be said to be good in public relations. In line with the concept stated previously that a department can be said to be good with all its characteristics which can make the organization more effective. According to Ruslan (2008: 105), the two-way symmetric communication model describes propaganda communication

(campaign) through two balanced reciprocal directions. This model is able to solve or avoid a conflict by improving public understanding strategically so that it can be accepted, and is considered more ethical in conveying messages (information) through persuasive communication techniques to build mutual understanding, support and benefits for both parties. party.

Mathee in Prasetyoningrum (2012: 16) explains that this model focuses on the use of social science research methods to gain a sense of mutual use of social science research methods to gain a sense of mutual understanding and two-way communication between the public and organizations rather than one-way persuasion. In this model, honest two-way communication is an important part and positions the two communicating parties in a balanced position. The communication that exists between an organization and its public is for mutual understanding. In this model, communication is carried out in two directions with a balanced effect.

Mr. Hendra Gunawan as Head of Public Relations of the Lubuklinggau City Government, when met by researchers in his room, explained the work of the Lubuklinggau City Government Public Relations as follows *"Thank God, sir, I have been the Head of Public Relations for five years. And we have seen together how the image of Lubuklinggau City has been in the last five years compared to previous years. This PR work is twenty-four hours non-stop because the work is to create a positive image for the city government. We know that nowadays the digital world is developing rapidly, social media is no longer controlled, hoaxes are everywhere. "So public relations people are required to learn about contemporary technology and not be technologically ignorant."* Hendra Gunawan explained how Public Relations creates work programs that are able to improve the positive image of the City Government in the eyes of local, regional and even international communities. *"We are creating work programs that can make Lubuklinggau's name fragrant in the eyes of the public. Regional events such as the Provincial Sports Week which is usually held in the city of Palembang, last year we held the Porprov in Lubuklinggau. Well, that's our proposal and it turns out our thinking is the same as the mayor. Finally, the guardian was able to hold the Porprov here. "Continue, the 2017 National Mountain Bike Championship, we also initially encouraged the*

guardian to hold it here and the guardian wanted to prove that we were successful in holding the event."

Apart from recommending to the mayor that regional and national events be held in Lubuklinggau, Public Relations also proposed that national figures be invited to Lubuklinggau, Hendra Gunawan said *"Mrs Khofifah as Minister of Social Affairs, Mr Zulkifli Hasan, Muhaimain Iskandar, Menpora Imam Nahrawi, Dahlan Iskan, Aa Gym and other national figures, we are trying to come to Lubuklinggau so they know our city. Apart from that, they also know that our emotional relationship with national figures is built."* Apart from efforts to improve the positive image of the Lubuklinggau city government, Public Relations also creates work programs that create harmonious relations between the city government and the mass media in Lubuklinggau. In this regard, Hendra Gunawan explained *"Every Monday at the beginning of the month we make an agenda in the form of a coffee morning with around two hundred journalists in Lubuklinggau. The goal is to build good relationships with journalists. We create a theme for each meeting, for example how to combat hoaxes, and then we invite academics to give us material. Every two months we also invite journalists to take part in journalism workshops, because we know that not all journalists in Linggau are graduates of the Journalism study program. At the end of the year, we take the editor-in-chief on a trip to Singapore or Malaysia for a picnic. "Because we realize that their work is tiring, so we just have to give them travel expenses and lodging."*

In an effort to foster good relations with the public, the city government has also created a Friday safari program for the mayor and deputy mayor of Lubuklinggau. The following is what the Head of Public Relations of Lubuklinggau City Government said *"Every Friday, we suggest that the mayor pray Friday prayers in mosques far from the city center,"* Hendra also explained how Public Relations creates a positive image of the City Government in society through the media, as follows *"Every day we publish the mayor's agenda in print, electronic media and on our official website. in Lubuklinggau, the aim is to let the public know about the city government's agenda. We convey the city government's achievements to the public through print media, local television, radio, and the Lubuklinggau City*

Government Public Relations website. "Well, of course it has to be with a big budget, because positive imagery is expensive."

Apart from carrying out the work as described above, Hendra Gunawan also explained that the Public Relations of the Lubuklinggau City Government has made an agenda to go out to the community to conduct a survey of the level of community satisfaction with the performance of the regional government, asking what the community wants for the services of the Lubuklinggau City Government, here is the explanation *"We created an agenda to go down to the community, we asked the community whether they were satisfied with government services or not, what we need to improve in terms of service so that the city government provides excellent service."*

The results of the interview above show that Lubuklinggau City Government Public Relations operates Two Way Asymmetrical. According to this theory, public relations carries out campaigns through two-way communication, and conveys messages based on research results and scientific persuasive public communication strategies. The element of information truth is considered to persuade the public to cooperate and be open in accordance with the organization's expectations. The issue of feedback and feedforward from the public is considered, and information regarding the audience is needed before carrying out communication. So the power of building relationships and taking initiative is always dominated by the sender (Sources) (Ruslan, 2008: 104).

Conclusion

Based on the results of interviews and analysis of data obtained from Lubuklinggau City Government Public Relations, the Lubuklinggau City Government's public relations communication strategy in improving its image is, first, establishing good relationships with the community, agencies and all media circulating in Lubuklinggau City, both print and electronic. Second, use the website as a medium to introduce the work program and agenda of the Lubuklinggau city government as well as the regional leadership's activity agenda. Third, build and establish coordination, communication and cooperation with mass media such as print media (newspapers), local television, radio and online media in the context

of publishing activities, publishing achievements achieved by the Lubuklinggau city government as well as work programs for Lubuklinggau City regional leaders.

Lubuklinggau City Government Public Relations operates Two Way Asymmetrical. Namely by carrying out campaigns through two-way communication, and conveying messages based on research results and scientific persuasive public communication strategies. The element of information truth is very important to persuade the public to cooperate and be open in accordance with the organization's expectations. The issue of feedback and feedforward from the public is considered, and information regarding the audience is needed before carrying out communication. So the power of building relationships and taking initiative is always dominated by the sender (Sources).

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