

ABSTRACT

The purpose of this research was to see the role of public relations as what Persib Bandung Football Club does in maintaining the club's image. The theories used in this research is the theory of the role of public relations (Doizer, 1992: 22) and the theory of social media as a communication medium for public relations (Meermen, 2010: 38). This research uses qualitative methods with a constructivist paradigm. Data collection was carried out through interviews, observation and documentation. The results showed that the Persib Bandung Football Club strives to maintain its image by minimized misunderstandings by maintained good relations with the internal and external public. Persib Bandung Football Club will immediately review and discuss any oblique news by looking at the situation on the field and invited the media so that misunderstandings do not occur again and immediately confirm it on Instagram.

Keywords: *Public Relations, Role of Public Relations, Image, Persib Bandung, Instagram.*