

ABSTRACT

This research explores the challenges and strategies faced by the Public Relations (PR) department of PT Telkom Regional 1 Sumatera in cultivating a positive image through Instagram. Organizational transformations and structural changes, notably the overlapping of functions, pose obstacles to Public Relation's effectiveness in achieving its objectives. The study aims to comprehend the Public Relations strategies employed in shaping the image of PT Telkom Regional 1 Sumatera via Instagram. Using a qualitative descriptive approach, the research methodology includes data collection through observation, interviews, and document analysis. Theory of public relations management guides the formulation of Public Relations strategies for fostering a positive corporate image. Findings indicate that Telkom Regional 1 Sumatera's Public Relations initiates the process by defining issues through media observations. Proactively addressing negative information, the subsequent step involves planning and program creation. Implementation focuses on leveraging mass media and Instagram for effective communication. Regular program evaluations assess target achievements and pinpoint improvement opportunities. Recommendations for further research include extending the study to Telkom Indonesia's headquarters and evaluating the impact of overlapping functions a year post-implementation. This study contributes to understanding Public Relations strategy dynamics amidst organizational transformations, offering insights for future research development.

Keywords: *Image, PR (Public Relations), Social Media, Telkom Regional, Theory of Public Relations Management*