

## **ABSTRACT**

*This study aims to analyze the Public Relations strategy implemented by Bank BTPN in maintaining a positive corporate image amidst competition in the banking industry and economic challenges. Bank BTPN, which serves the pensioner, MSME, and low-income customer segments, strives to maintain customer trust and loyalty through various strategic communication activities. In 2023, Bank BTPN received the Best Public Relations award, which shows success in implementing an effective communication strategy. This study uses a qualitative method, where data is collected through in-depth interviews, observations, and document analysis.*

*The results of the study show that Bank BTPN applies the PR strategy concept according to Rusady Ruslan, which includes planned communication, openness of information, and adaptation to technological developments and public expectations. The strategies used include the use of digital media, corporate social responsibility (CSR) programs, and good relations with the mass media, which together form a positive public perception of the company. However, there are several obstacles in implementing this PR strategy, such as negative public perception of the banking industry, limited resources in managing communication quickly and responsively, and challenges in adapting communication to technological advances.*

*The conclusion of this study confirms that the implementation of adaptive and innovative Public Relations strategies, in accordance with Rusady Ruslan's concept, is the key to maintaining a positive image in the eyes of the public. Bank BTPN's success in managing transparent and consistent communication is a major factor in achieving a good image and obtaining PR awards in 2023, although there are obstacles that must be overcome sustainably.*

*Keywords: Public Relations Strategy, Obstacles, Corporate Image, Bank*