

## ABSTRACT

*This research departs from the phenomenon in which, despite lacking an academic background in communication and without a formally structured communication strategy, the Public Relations division of Saung Angklung Udjo has consistently succeeded in maintaining the organization's reputation. The purpose of this study is to explore how public relations strategies are implemented by Saung Angklung Udjo to preserve its reputation amid such limitations. Employing a qualitative approach, case study method, and constructivist paradigm, the research finds that Saung Angklung Udjo has managed to transform its limitations into strategic advantages by involving the audience as an integral part of the communication process through a storytelling approach that generates word of mouth and earned media. The communication practices applied are collaborative, experience-based, and rooted in local cultural values. In conclusion, the success of Saung Angklung Udjo in maintaining its reputation demonstrates that effective communication strategies can emerge organically through participatory relationships with the public, without relying solely on formal structures or academic frameworks. Saung Angklung Udjo is advised to recruit professionals in the field of public relations in order to optimize the role and function of the public relations division in a more structured and strategic manner.*

*Keywords: Public Relations Strategy, Reputation, Saung Angklung Udjo, Storytelling, Word of Mouth*