

ABSTRACT

This study aims to analyze the communication strategy implemented by the Public Relations Division of the Indonesian House of Representatives (DPR RI) through the Parliamentary Education Program in building a positive institutional image in the eyes of the public. The theoretical framework used is the communication strategy model by Cutlip, Center, and Broom, which views communication as a strategic management process between an organization and its public. This research uses a descriptive qualitative approach with data collected through in-depth interviews, observation, and documentation. Informants consist of representatives from DPR RI's Public Relations Division and program participants from student and youth communities. The findings indicate that the communication strategy involves systematic stages of planning, implementation, and evaluation, aligned with the Cutlip, Center, and Broom model. The strategy is executed through face-to-face education, institutional visits to the parliamentary complex, use of social media platforms, and active public engagement. The program is proven effective in enhancing public understanding and fostering a positive perception of DPR RI's functions and roles.

Keywords: *Communication Strategy, DPR RI Public Relations, Parliamentary Education, Positive Image.*