

## ABSTRACT

*The implementation of the public relations role carried out by the public relations of Al-Kamal Highschool is to improve the image in order to gain the trust of the audience. by making public relations activities which include word of mouth, pensi activities, religious activities, habituation of dhuha, gathering activities, charity activities, and sports competition activities. These activities were carried out because of the land dispute that occurred at Al-Kamal High School so that the public relations of Al-Kamal High School wanted to improve its image. The analysis technique used is participant observation conducted by researchers and in-depth interviews. The results of the research that have been obtained and reprocessed are the implementation of the role of public relations used by public relations at Al-Kamal High School, namely the communication model of Watzlawick, Beavin and Jackson, Four Step Theory Public Relations Process, and Image Theory. The conclusion of this study is that the implementation of the role of public relations is carried out in accordance with the theory taken by the researcher, but there are still obstacles to the implementation of public relations that must be improved by SMA Al-Kamal to give confidence to the audience so that their good image increases.*

*Keywords: Role of Public Relations, Improving image, Gaining audience's trusts.*

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Implementasi peran *public relations* yang dilakukan oleh *public relations* SMA Al-Kamal adalah untuk meningkatkan citra agar dapat mendapat kepercayaan dari khalayaknya. dengan cara membuat kegiatan *public relations* yang diantaranya adalah *word of mouth*, kegiatan pensi, kegiatan keagamaan, pembiasaan dhuha, kegiatan *gathering*, kegiatan *charity*, dan kegiatan pertandingan olahraga. Kegiatan-kegiatan tersebut dilakukan karena adanya konflik sengketa tanah yang terjadi di SMA Al-Kamal sehingga *public relations* SMA Al-Kamal ingin meningkatkan citranya. Teknik analisa yang dilakukan adalah observasi partisipan yang dilakukan oleh peneliti dan wawancara mendalam Hasil penelitian yang telah peneliti dapatkan serta diolah kembali adalah implementasi peran *public relations* yang digunakan oleh *public relations* SMA Al-Kamal yakni dengan model komunikasi Watzlawick, Beavin dan Jackson, Teori Empat Langkah Proses *Public Relations*, dan Teori Citra. Kesimpulan dari penelitian ini adalah kegiatan implementasi peran *public relations* yang dijalankan sesuai dengan teori yang diambil oleh peneliti, namun masih ada hambatan implementasi *public relations* yang harus diperbaiki SMA Al-Kamal untuk memberi kepercayaan kepada khalayaknya agar citra baiknya meningkat.

**Kata Kunci:** Peran *Public Relations*, Meningkatkan Citra, Memberi Kepercayaan Khalayak.