

**ABSTRACT**

*Title : The Role of Public Relations Radio "One Swara Tangerang Gemilang" in the Formation of Brand Image (Case Study of Local Wisdom in the Form of Language)*

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*Program Study : Hubungan Masyarakat*

*This study discusses the role of Radio One Swara Gemilang in Creating an Image as a Regional that Develops Local Wisdom. This research was conducted at the One Swara Gemilang Radio Office, Tigaraksa Tangerang district, using a qualitative case study research method with Sumer Data Triangulation. The theory used is Radio Role Theory and Image Theory The data obtained through direct observation to the research location, direct interviews with Key Parties Informants and informants as well as recordings. The results of this study indicate that the role carried out by Tangerang Radio consists of four roles, namely the Expert Advisor (Experts Prescriber) in the form of an event program, the Communication Facilitator in the form of serving and answering criticisms and suggestions, the Facilitator of the Problem Solving Process Facilitator , Communication Technician in the form of two-way communication, The role done by Radio Satu Swara Tangerang Gemilang in creating images is direct socialization and publication through official social media owned by Tangerang Radio account especially facebook @Tangerang Radio, Twitter @TangerangRadio , Instagram @Tangerang Radio, @Tangerang Radio youtube. Suggestions for Radio Satu Swara Tangerang Gemilang should approach the community, especially residents of Tigaraksa who are residents close to the Radio office, conduct continuous promotional activities so that the public knows ui Radio and improve the frequency of the signal so that the signal can be heard in every region, sub-district to the people of Jakarta can also hear.*

*Keywords:*

*The Role of Radio, Image, Local Wisdom*