

ABSTRAK

Pada awal pendiriannya, Yayasan Oemah Sinau Bocah Kemitug Lor Kabupaten Banyumas mendapatkan persepsi negatif dari masyarakat. Tujuan penelitian ini untuk mengetahui fungsi *public relations* Yayasan Oemah Sinau Bocah Kemitug Lor Kabupaten Banyumas dalam upaya membangun citra positif. Metode yang digunakan dalam penelitian ini yaitu menggunakan metode kualitatif dengan teknik pengumpulan data yang didapatkan melalui observasi, wawancara, dokumentasi serta studi pustaka. Teknik analisis data yang digunakan dalam penelitian ini yaitu menggunakan analisis deskriptif Miles dan Huberman. Teori yang digunakan adalah teori citra atau *image theory* dari Frank Jefkins yang meliputi komponen model pembentukan citra yaitu stimulus, persepsi, kognisi, motivasi, sikap dan respon. Hasil penelitian menunjukkan fungsi *public relations* Yayasan Oemah Sinau Bocah Kemitug Lor Kabupaten Banyumas berhasil membangun citra yang dilakukan secara langsung oleh yayasan maupun melalui stakeholder (wali murid). Hasil setelah berjalannya fungsi *public relations* Yayasan Oemah Sinau Bocah Kemitug Lor Kabupaten Banyumas dengan terlaksananya dari keberhasilan fungsi *public relations* sebagai *communicator, relationship, backup management* dan *good image maker* dan program-program yang melibatkan masyarakat sehingga berhasil membangun citra dengan membangun kepercayaan (*trust*) membangun dan mempertahankan citra positif yayasan di masyarakat (*good image*), meningkatkan keberhasilan jangka panjang terhadap yayasan, mengatasi adanya kesalahpahaman atau persepsi negatif (*mutual understanding*), serta meningkatkan kesadaran publik terkait dengan keberadaan Yayasan. Berdasarkan *image theory* oleh Frank Jefkins, yayasan berhasil membentuk citra positif di masyarakat dengan meliputi komponen pembentukan citra yaitu stimulus, persepsi, kognisi, motivasi, sikap dan respon.

Kata kunci: Fungsi *Public Relations*, Citra, Persepsi, Yayasan Oemah Sinau Bocah Kemitug Lor Kabupaten Banyumas

ABSTRACT

At the beginning of its establishment, the Oemah Sinau Bocah Kemitug Lor Foundation Banyumas Regency received a negative perception from the public. The purpose of this research is to determine the public relations function of the Oemah Sinau Bocah Kemitug Lor Foundation Banyumas Regency in an effort to build a positive image. The method used in this research is qualitative methods with data collection techniques obtained through observation, interviews, documentation and literature study. The data analysis technique used in this research is descriptive analysis by Miles and Huberman. The theory used is image theory from Frank Jefkins which includes the components of the image formation model, namely stimulus, perception, cognition, motivation, attitude and response. The results of the research show that the public relations function of the Oemah Sinau Bocah Kemitug Lor Foundation Banyumas Regency, has succeeded in building an image carried out directly by the foundation and through stakeholders (parents of students). The results after the implementation of the public relations function of the Oemah Sinau Bocah Kemitug Lor Foundation Banyumas Regency with the successful implementation of the public relations function as a communicator, relationship, backup management and good image maker and programs that involve the community so that they succeed in building an image by building trust. and maintaining a positive image of the foundation in society (good image), increasing the long-term success of the foundation, overcoming misunderstandings or negative perceptions (mutual understanding), and increasing public awareness regarding the existence of the Foundation. Based on image theory by Frank Jefkins, the foundation has succeeded in forming a positive image in society by including image formation components, namely stimulus, perception, cognition, motivation, attitude and response.

Keywords: Public Relations Function, Image, Perception, Oemah Sinau Bocah Foundation Kemitug Lor Foundation Banyumas Regency