

ABSTRAK

Citra organisasi merupakan aset penting bagi penyedia layanan transportasi publik karena memengaruhi kepercayaan masyarakat terhadap pelayanan yang diberikan. Oleh karena itu, *Public Relations* memiliki peran dalam mengelola citra organisasi melalui komunikasi yang tepat, khususnya ketika menghadapi berbagai permasalahan pelayanan yang berpotensi memengaruhi reputasi organisasi. Penelitian ini bertujuan untuk menganalisis komunikasi *Public Relations* Bus Trans Banyumas sebagai aktivitas yang berorientasi pada tujuan sekaligus bertujuan mempertahankan reputasi positif organisasi, serta menganalisis strategi *Public Relations* Bus Trans Banyumas dalam mengelola citra terkait pelayanannya sebagai transportasi publik di Kabupaten Banyumas berdasarkan *Image Repair Theory*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa komunikasi *Public Relations* Bus Trans Banyumas dilakukan untuk memberikan edukasi kepada masyarakat, meningkatkan kualitas pelayanan, membangun hubungan dengan publik, serta mempertahankan reputasi positif organisasi. Berdasarkan analisis *Image Repair Theory*, strategi yang dominan diterapkan adalah *reducing offensiveness*, *corrective action*, dan *mortification*, sedangkan *denial* dan *evading responsibility* tidak menjadi strategi utama. Strategi tersebut diwujudkan melalui verifikasi dan klarifikasi informasi, evaluasi pelayanan, penerapan Standar Pelayanan Minimum (SPM) dan *Service Level Agreement* (SLA), serta penyelesaian kasus secara bertanggung jawab. Temuan penelitian menunjukkan bahwa pengelolaan citra Bus Trans Banyumas dilakukan melalui komunikasi yang terbuka dan tindakan nyata sehingga mampu mempertahankan kepercayaan masyarakat terhadap pelayanan transportasi publik.

Kata Kunci: *Public Relations*, Citra Organisasi, *Image Repair Theory*, Bus Trans Banyumas.

ABSTRACT

Organizational image is an important asset for public transportation providers because it influences public trust in the services provided. Therefore, Public Relations plays an important role in managing organizational image through effective communication, particularly when dealing with service-related issues that have the potential to affect the organization's reputation. This study aims to analyze the communication of Public Relations at Bus Trans Banyumas as a goal-directed activity while maintaining a positive organizational reputation, as well as to analyze the Public Relations strategies in managing the image of Bus Trans Banyumas regarding its public transportation services in Banyumas Regency based on the Image Repair Theory. This study employed a qualitative research method with a descriptive approach. Data were collected through interviews, observations, and documentation, and were analyzed using data reduction, data display, and conclusion drawing techniques. The validity of the data was ensured through source triangulation. The findings indicate that the Public Relations communication of Bus Trans Banyumas is carried out to educate the public, improve service quality, build relationships with stakeholders, and maintain the organization's positive reputation. Based on the Image Repair Theory analysis, the dominant strategies employed were reducing offensiveness, corrective action, and mortification, while denial and evading responsibility were not the primary strategies. These strategies were implemented through information verification and clarification, service evaluation, the implementation of Minimum Service Standards (SPM) and Service Level Agreements (SLA), as well as responsible case resolution. The findings demonstrate that Bus Trans Banyumas manages its organizational image through transparent communication and concrete actions, thereby maintaining public trust in its public transportation services.

Keywords: Public Relations, Organizational Image, Image Repair Theory, Bus Trans Banyumas.