

ABSTRAK

Bank Indonesia sebagai bank sentral dan lembaga negara yang independen di Indonesia memiliki Program Sosial Bank Indonesia (PSBI) sebagai bentuk kepedulian sosial dalam membantu mengatasi permasalahan sosial dan ekonomi masyarakat. Penelitian ini bertujuan untuk menganalisis peran *Public Relations* dalam membangun citra positif melalui Program Sosial Bank Indonesia (PSBI) di Kantor Perwakilan Bank Indonesia Provinsi Sumatera Barat. Program Sosial Bank Indonesia (PSBI) merupakan bentuk tanggung jawab sosial institusi yang dilaksanakan sebagai bagian dari strategi komunikasi dan implementasi prinsip *Good Corporate Governance*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, melalui teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Informan penelitian terdiri dari pihak internal yang terlibat langsung dalam pelaksanaan PSBI serta pihak eksternal sebagai penerima manfaat program. Hasil penelitian menunjukkan bahwa *Public Relations* berperan penting dalam perencanaan, pelaksanaan, dan evaluasi PSBI, khususnya dalam mengelola komunikasi antara Bank Indonesia dan masyarakat. PSBI diimplementasikan sebagai sarana membangun citra positif melalui program-program yang menyentuh sektor pendidikan, sosial, ekonomi, dan penanggulangan bencana. Namun, dalam pelaksanaannya masih ditemukan beberapa kendala, seperti keterbatasan tema program yang ditentukan secara *top-down* serta keterbatasan jangkauan penerima manfaat. Upaya yang dilakukan *Public Relations* dalam mengatasi kendala tersebut adalah dengan memperkuat koordinasi internal, meningkatkan komunikasi dua arah dengan masyarakat, serta melakukan evaluasi program secara berkelanjutan. Penelitian ini menyimpulkan bahwa peran *Public Relations* melalui PSBI cukup efektif dalam membangun citra positif Bank Indonesia, meskipun masih memerlukan penguatan agar citra positif yang terbentuk dapat berkelanjutan.

Kata Kunci: *Public Relations*, Citra Positif, Program Sosial Bank Indonesia (PSBI)

ABSTRACT

Bank Indonesia, as the central bank and an independent state institution in Indonesia, has a Bank Indonesia Social Program (PSBI) as a means of addressing social concerns and helping to overcome societal and economic problems. This study aims to analyze the role of Public Relations in building a positive image through the Bank Indonesia Social Program (PSBI) at the Bank Indonesia Representative Office in West Sumatra Province. The Bank Indonesia Social Program (PSBI) is a form of institutional social responsibility that is implemented as part of the communication strategy and the implementation of Good Corporate Governance principles. This study uses a qualitative method with a descriptive approach, through data collection techniques such as in-depth interviews, observation, and documentation. Research informants consist of internal parties directly involved in the implementation of PSBI and external parties as beneficiaries of the program. The results of the study indicate that Public Relations plays an important role in the planning, implementation, and evaluation of PSBI, particularly in managing communication between Bank Indonesia and the community. PSBI is implemented as a means of building a positive image through programs that touch the education, social, economic, and disaster management sectors. However, in its implementation, several obstacles are still encountered, such as the limitations of the program themes that are determined top-down and the limited reach of beneficiaries. Public Relations efforts to address these challenges include strengthening internal coordination, enhancing two-way communication with the public, and conducting ongoing program evaluations. This study concludes that the role of Public Relations through the Bank Indonesia Social Program (PSBI) is quite effective in building a positive image of Bank Indonesia, although further strengthening is needed to ensure its sustainability.

Keywords: Public Relations, Positive Image, Bank Indonesia Social Program (PSBI)