

## **ABSTRAK**

### **Model Perencanaan Komunikasi Humas Polres Sukoharjo Dalam Membangun Citra Dengan Kegiatan Sosialisasi Vaksin Covid -19 Melalui Media Sosial Instagram. KURNIA BAGUS ADITYA -2016071016**

Polres Sukoharjo telah melaksanakan kegiatan membangun komunikasi efektif dengan masyarakat dengan menyebarkan informasi kepada warga kabupaten Sukoharjo tentang vaksin Covid-19 melalui media Instagram. Penelitian bertujuan menjelaskan penerapan model perencanaan komunikasi humas Polres Sukoharjo dalam membangun citra dengan kegiatan sosialisasi vaksin covid-19 melalui media sosial instagram. Penelitian ini menggunakan metode deskriptif kualitatif. Sedangkan metode pengumpulan data menggunakan dokumentasi dan juga wawancara Hasil dari penelitian ini menunjukkan bahwa model perencanaan komunikasi humas Polres Sukoharjo dalam menyebarkan informasi vaksin Covid-19 di instagram menggunakan teori lima langkah, yaitu research, plan, execute , measure, report. Selain itu citra yang dihasilkan dalam kegiatan tersebut terkesan baik dimata masyarakat terkait kinerja humas Polres Sukoharjo.

**Kata Kunci: Model Perencanaan Komunikasi, Citra, Instagram**

## ABSTRACT

### COMMUNICATION MODEL FOR PUBLIC RELATIONS OF POLRES SUKOHARJO IN BUILDING IMAGE WITH COVID -19 VACCINE SOCIALIZATION ACTIVITIES THROUGH INSTAGRAM SOCIAL MEDIA.KURNIA BAGUS ADITYA.2016071016

The regional police station (Polres) of Sukoharjo has carried out activities to build effective communication with the public by disseminating information about the Covid-19 vaccine through Instagram. This study aims to explain the application of the public relations communication model of Polres Sukoharjo in building an image with the socialization of the Covid-19 vaccine through Instagram social media. This study used the descriptive qualitative method. Meanwhile, the data collection method used documentation as well as interviews. The results of this study indicate that the Polres Sukoharjo public relations communication model in disseminating information on the Covid-19 vaccine on Instagram used five-step namely research, plan, execute, measure, and report. Besides, the image produced in this activity impressed the public regarding the public relations performance of the Polres Sukoharjo.

**Keywords: Communication Model, Image, Instagram.**

