

## **ABSTRACT**

*This study discussed about Student Character Development Program in improving the image of SMK Telkom Bandung. This study used a qualitative method with case study approach according to John W. Creswell. Based from the results of the study, it shows that the Student Character Development Program which carried out by SMK Telkom Bandung in planning and programs starting from Mahaseru (Masa Adaptasi dan Pelatihan Peserta Didik Baru), Patriot (Pendidikan Integritas dan Orientasi Kedisiplinan), Kampiun (Kamp Pelatihan Unggul) that is held for 2 semesters or 9 months. While the strategy to communicate and inform the program to the public is in accordance with the plan in order to improve the image through the use of social media and Student Character Development, it must be owned by a school or educational institution to improve the quality of education and this can make a selling point for more and more enthusiasts who will send their children there. The conclusion of this study is the implementation of the Student Character Development Program that has been running according to the existing curriculum. To find out the success of this program in improving the image by looking at the insights from social media and it can be measured through survey results from students assessing the existence of this program.*

**Keywords:** *Image, Kampiun, Mahaseru, Patriot, and Student Character Development Program.*