

ABSTRACT

Members of Kodim (Military District Command) 0314 Inhil (Indragiri Hilir) have not yet fully mastered IT skills. Therefore, several publicity programs have been implemented at Kodim 0314/Inhil to address the failure in disseminating information and activities being carried out by the Indonesian Army. The objective of this research is to identify and analyze the Public Relations Strategy of the Military District Command (Kodim) 0314 Inhil in building the image of the Indonesian National Army (TNI-AD). The theory used is based on the Cutlip-Center-Broom model, which involves four steps in Public Relations problem-solving: identifying the problem, planning, taking action, and evaluating the program. This research employs a qualitative approach with a constructivist paradigm. Data collection methods include observation, interviews, and documentation. The findings indicate that the Public Relations Strategy of Kodim 0314 Inhil in building the image of TNI-AD has been implemented effectively on the ground. This is evident from the use of social media to build a positive image of Kodim 0314/Inhil and the direct management of publicity by Kodim 0314/Inhil. However, this effort still appears to be less than optimal, as indicated by the low level of community feedback.

Keywords: *Institutional Image, Public Relations, Military District Command, Cutlip Strategy*