

ABSTRACT

This research explores the role of Public Relations (PR) of the Badan Pengawas Obat dan Makanan (BPOM) as a Gold Winner of the Best Public Relations Agency in 2023. Through the descriptive qualitative approach method, this research uses interviews and observations to see what the role of Public Relations is as the winner of the Best Public Relations Institution. Research sources consist of key informant, expert informant and supporting informant as basic reinforcement in this study. The results of the research identified five PR roles called the 'Program PR BPOM' including publication of public information and BPOM performance, agenda setting orchestration, information services to the media, public relations communication strategies, and hoax catcher programs. This research links these roles with the concept of PR roles according to Dozier & Broom and Excellence Theory by Grunig. Findings indicate that the implementation of these roles by BPOM's PR department aligns with these theories, that the implementation of these roles by BPOM's PR is consistent with the theories, which encourages the achievement of Gold Winner status as the best public relations agency.

Keywords: Gold Winner Best Public Relations Institution, Public Relations, Public Relations Roles.