

ABSTRACT

The Brownis program aired by Trans TV often receives reprimands from KPI due to violations of the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS), which can become an issue that affects the image and reputation of the broadcasting institution. This situation demands the strategic role of public relations in managing issues through the implementation of effective issue management strategies. This research aims to find out how the issue management strategy applied by Trans TV's public relations in handling the issue of KPI reprimand on Brownis program. The approach in this research is qualitative with a case study method through data collection techniques of interviews, documentation, and observation. This research refers to the 7 Steps Issue Management Model by Regester & Larkin (2008) with 7 sub-analyses, Monitoring, Identification, Prioritization, Analysis, Strategy Decision, Implementation, Evaluation. The results showed that Trans TV's public relations applied issue management in handling the KPI reprimand issue on the Brownis program which was carried out based on the 7 stages of issue management by Regester & Larkin, namely, Monitoring is carried out through daily monitoring of live broadcasts by internal teams as well as analysis of public sentiment on social media, supported by information gathering from mass media and internal reports. Identification is done through cross-divisional coordination forums (PR, legal, production, and programming) to identify the source of the issue and classify the type of violation that occurred. Prioritization uses a risk matrix that considers the urgency of the issue, potential reputational impact, and escalation of KPIs. Analysis uses SWOT analysis and public sentiment evaluation, which shows that the program's strengths lie in viewer loyalty and host popularity, while its weaknesses are sensitive content and low educational preferences from the audience. Opportunities are seen in the potential for packaging educational narratives that remain entertaining, while threats are repeated KPI reprimands and the risk of public boycott. Strategy Decision is carried out through a cross-divisional strategic forum by producing alternative strategies such as public clarification, content revision, and persuasive approaches to KPI. Implementation includes proactive strategies in the form of discussions with KPI before airing, as well as reactive strategies in the form of clarification and strengthening of content SOPs. Evaluation is conducted through audience surveys, rating-share analysis, sponsor evaluation, and strengthening the content screening system at the beginning of production.

Keywords : Brownis, KPI, Issue Management, Public Relations, Trans TV