

ABSTRACT

RRI Bandung is the only government owned radio station in Bandung City. RRI Bandung faces rapid technological development and sigital competition. This poses a challenge for RRI Bandung's public relationss departement to continuously maintain the institution's existence.. This research aims to determine the role of Public relationss departement of RRI Bandung in maintaining RRI's existence in the digital era. This research uses a qualitative approach with a case study method, and the data collection process through observation, in-depth interviews, and dokumentation. The research results show that the role of RRI Baandung;s public relationss is carried out by the Bussiness Development Service (LPU) division, and the roles performed follows seven scopes of public communication outlined in the LPU RRI guideline book. The reasearch identifies several practices extending beyond their primary duties. The role of public relationss at RRI Bandung is structural, but also constructive ih shaping the social reality related to its role in maintaining the existence of RRI Bandung.

Keywords: *Radio Transformation, Role of Public relationss, RRI Bandung*

ABSTRACT

RRI Bandung is the only government owned radio station in Bandung City. RRI Bandung faces rapid technological development and sigital competition. This poses a challenge for RRI Bandung's public relationss departement to continuously maintain the institution's existence.. This research aims to determine the role of Public relationss departement of RRI Bandung in maintaining RRI's existence in the digital era. This research uses a qualitative approach with interpretative method, and the data collection process through observation, in-depth interviews, and dokumentation. The research results show that the role of RRI Baandung;s public relationss is carried out by the Bussiness Development Service (LPU) division, and the roles performed follows seven scopes of public communication outlined in the LPU RRI guideline book. The reasearch identifies several practices extending beyond their primary duties. The role of public relationss at RRI Bandung is structural, but also constructive ih shaping the social reality related to its role in maintaining the existence of RRI Bandung.

Keywords: *Radio Transformation, Role of Public relationss, RRI Bandung*