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- [By Title](#)

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- [Active \(9\)](#)
- [Archive \(6\)](#)
- [New Submission](#)

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- [Manage](#)

FONT SIZE

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- [For Readers](#)
- [For Authors](#)
- [For Librarians](#)

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[ARCHIVES](#) [ANNOUNCEMENTS](#) [CALL FOR REVIEWERS](#)
[PAPER SUBMISSION](#) [INDEXING & ABSTRACTING](#)
 ##PUBLICATION FEES##

Home > User > Author > Submissions > #3913 > **Summary**

#3913 Summary

[SUMMARY](#) [REVIEW](#) [EDITING](#)

Submission

Authors	Rifqi Syahlendra, Nanang Trenggono, Nina Yudha Aryanti, Anna Gustina Zainal
Title	The Communication Strategies Of The Pr Staff Of Bumn Foundation In Socializing The Vaccination Center Program As An Effort To Form The Image Of The Corporation
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Title and Abstract

Title The Communication Strategies Of The Pr Staff Of BumN Foundation In Socializing The Vaccination Center Program As An Effort To Form The Image Of The Corporation

Abstract *The BUMN Foundation is a foundation under the auspices of the Ministry of BUMN since December 31, 2018. The main purpose of establishing the BUMN Foundation is to provide optimal services and assistances in various regions in Indonesia, especially the outermost, frontier, and the borders. The centralized vaccination center program is one of the programs initiated by the BUMN Foundation with the Ministry of SOEs, the Ministry of Health, the Indonesia Healthcare Corporation, and the Regional Government in 5 (five) cities, namely DKI Jakarta, Surabaya, Bandung, Semarang, and Medan. This program is the first centralized vaccination center activity held in Indonesia since the discovery of the Covid-19 vaccine. This research aimed to see how the public relations strategy of the BUMN Foundation in conducting socialization and realization of the self-vaccination center program with the purpose for forming the image of the foundation. The method used in this research is a qualitative descriptive method, the data findings came from the results of interviewing one of the public relations staff of the BUMN Foundation. The results showed that the Public Relations of the BUMN Foundation had carried out the stages of public relations with communication strategy. It is supported with theoretical references according to John Phil regarding the image of the organization, starting from the stages of strategic analysis and planning, strategic planning design, strategy implementation including controlling problems in the field, sustainability, and commitment, as well as following results and embedding strategies.*

Keyword: Strategy communication, public relations, foundation, socialization

Indexing

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[ATOM](#) 1.0

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Submissions

- [Active \(0\)](#)
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- [New Submission](#)

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- [View](#)
- [Manage](#)

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- [For Readers](#)
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- [HOME](#) [ABOUT](#) [USER HOME](#) [SEARCH](#) [CURRENT](#)
- [ARCHIVES](#) [ANNOUNCEMENTS](#) [CALL FOR REVIEWERS](#)
- [PAPER SUBMISSION](#) [INDEXING & ABSTRACTING](#)
- [##PUBLICATION FEES##](#)

Home > User > Author > Submissions > #3913 > **Review**

#3913 Review

[SUMMARY](#) [REVIEW](#) [EDITING](#)

Submission

Authors Rifqi Syahlendra, Nanang Trenggono, Nina Yudha Aryanti, Anna Gustina Zainal

Title The Communication Strategies Of The Pr Staff Of Bum Foundation In Socializing The Vaccination Center Program As An Effort To Form The Image Of The Corporation

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- ABOUT
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- SEARCH
- CURRENT
- ARCHIVES
- ANNOUNCEMENTS
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#3913 Editing

SUMMARY REVIEW **EDITING**

Submission

Authors Rifqi Syahlendra, Nanang Trenggono, Nina Yudha
Aryanti, Anna Gustina Zainal

Title The Communication Strategies Of The Pr Staff Of Bumn Foundation In Socializing The Vaccination Center Program As An Effort To Form The Image Of The Corporation

Section Articles

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