

ABSTRACT

The purpose of this research was to study the image-creating politics of People's Representatives in DPRD (Regional Parliament) of Bandung District. Specifically, this research was focused on: (1) The political PR strategy of people's representatives in creating an image; (2) The political PR Strategy of People's Representatives in keeping their image; (3) The political PR Strategy of People's Representatives in promoting their image; and (4) The political PR Strategy of People's Representatives in improving their image.

This research pursued a subjective perspective by using some theories, namely, Erving Goffman's Dramaturgy, Max Weber's Social Actions, Alfred Schutz's Phenomenology, and Peter L. Berger dan Thomas Luckman's Reality Construction. Data collection technique was conducted by using nonpartisan observation, in-dept interview, and documentary study. And data analysis technique used an interactive model from Miles and Huberman.

Based on the research results, it could be concluded that: (1) The strategy of People's Representatives in creating an image began in DPRD House by attending talking style, mastery of an issue or topic in discussions and sessions, and attending dresses. This strategy was pursued in attempt to create an image. Meanwhile, image-creating in community used a strategy of placing billboards and banners, distributing business cards, distributing calendars, friendship visitation, campaigns, and facilities improvement; (2) The political PR strategy of People's Representatives in keeping their image was carried out by being harmonious in family spheres, vocal, critical, and friendly at DPRD house, building intensive communication with communities, conducting action programs, carrying out main duties, struggling people aspirations, not violating social norms, and being disciplinary. In addition, image maintenance for those who have a profession as religion preacher was conducted by impressive appearance, trustworthy, fluent in reciting al-Qur'an and Hadits, and paying attention on appearance (dresses); (3) The political PR strategy of People's Representatives in promoting their image was by pursuing a strategy of conducting their main duties as people's representative, concern with the problems arising in communities, not violating ethics and norms, building intensive communication with communities, and showing empathy to the evolving condition of people; (4) The political PR strategy of People's Representatives in improving their image was conducted by dismissing their members who had been implied in a legal and ethic affairs, enhancing integrity, and building communication with people intensively. In general, it could be concluded that the image-creating strategy of People's Representatives in DPRD of Bandung District was conducted by planning, position, and maneuver stages. According to dramaturgical perspective, planning and position are at a back stage area, and maneuver is in front stage area.

Keywords: Strategy, Political PR, Image