

## ABSTRAK

**Riqqah Nurwidhah**, Strategi *Corporate Branding* Protokol Pemerintah Provinsi Jawa Barat.

Protokol Pemerintah Provinsi Jawa Barat merupakan bagian dari Biro Humas dan Keprotokolan Pemerintah Provinsi Jawa Barat yang memiliki tugas pokok menyelenggarakan perumusan kebijakan umum, pengkoordinasian administratif terhadap pelaksanaan tugas Perangkat Daerah serta pelayanan administratif aspek humas dan protokol, dan menjalankan kegiatan *corporate branding* dalam bidang protokol. Kegiatan *corporate branding* yang kuat akan memengaruhi reputasi organisasi yang positif, reputasi organisasi akan menjadi suatu daya tarik yang mampu memberikan berbagai manfaat positif bagi organisasi. *Brand* yang kuat mampu membangun kepercayaan dari *stakeholder*, tidak terkecuali pada organisasi, perusahaan, dan lembaga yang sangat membutuhkan kepercayaan untuk memperkuat legitimasinya. Protokol Pemerintah Provinsi Jawa Barat dalam menyusun *branding* turut memperhatikan baik dari segi *strategic vision*, *organizational culture*, dan *stakeholders images*.

Penelitian ini bertujuan untuk mengetahui *strategic vision* (sesuatu yang coba dicapai) Protokol Pemerintah Provinsi Jawa Barat dari *corporate branding* yang dilakukan, *organizational culture* (sesuatu yang diyakini dan dipercaya) Protokol Pemerintah Provinsi Jawa Barat membentuk strategi *corporate branding*, dan mengetahui citra yang ingin Protokol Pemerintah Provinsi Jawa Barat peroleh dari pihak luar (*stakeholders images*) melalui *corporate branding* yang dilakukan.

Konsep dalam penelitian ini menggunakan model VCI (*Vision-Culture-Image*) sebagai landasan dalam melakukan penelitian karena sesuai dengan pengelolaan strategi *corporate branding* Protokol Pemerintah Provinsi Jawa Barat. Paradigma yang digunakan dalam penelitian ini paradigma konstruktivisme, dengan pendekatan interpretif, dan metode deskriptif, dengan pengumpulan data-data penelitian meliputi observasi dan wawancara mendalam.

Hasil penelitian menunjukkan bahwa Protokol Pemerintah Provinsi Jawa Barat menggunakan strategi VCI dalam kegiatan *corporate branding*, yang meliputi *strategic vision* (*service excellence, coordination, publication*), *organizational culture* (*sharing and consultation*), *stakeholder images* (*positive images*).

Berdasarkan hasil penelitian dapat disimpulkan bahwa Protokol Pemerintah Provinsi Jawa Barat berhasil melaksanakan strategi *corporate branding* dengan menggunakan model strategi VCI (*Strategic vision, organizational culture, dan stakeholders image*).

**Kata Kunci:** Strategi, Protokol, *Corporate Branding*.

## **ABSTRACT**

**Riqqah Nurwidhah.** *Corporate Branding Strategy of Protocol West Java Provincial Government.*

The West Java Provincial Government Protocol is part of the Public Relations and Protocol Bureau of the West Java Provincial Government which has the main task of carrying out the formulation of general policies, administrative coordination on the implementation of Regional Apparatus tasks as well as administrative services for public relations and protocol aspects, and carrying out corporate branding activities in the protocol field. Strong corporate branding activities will affect a positive organizational reputation, organizational reputation will be an attraction that is able to provide various positive benefits for the organization. A strong brand is able to build trust from stakeholders, including organizations, companies, and institutions that really need trust to strengthen their legitimacy. The protocol of the West Java Provincial Government in compiling branding also pays attention to both in terms of strategic vision, organizational culture, and stakeholder images.

*This study aims to determine the strategic vision (something that is trying to be achieved) West Java Provincial Government Protocol from corporate branding that is carried out, organizational culture (something that is believed and trusted) West Java Provincial Government Protocol forms a corporate branding strategy, and knows the image that the Government wants Protocol West Java Province obtained from outside parties (stakeholders images) through corporate branding carried out.*

*The concept in this study uses the VCI (Vision-Culture-Image) model as the basis for conducting research because it is in accordance with the management of the corporate branding strategy of the West Java Provincial Government Protocol. The paradigm used in this research is constructivism paradigm, with an interpretive approach, and descriptive method, with research data collection including observation and in-depth interviews.*

*The results show that the West Java Provincial Government Protocol uses the VCI strategy in corporate branding activities, which includes strategic vision (service excellence, coordination, publication), organizational culture (sharing and consultation), stakeholder images (positive images).*

*Based on the results of the study, it can be concluded that the West Java Provincial Government Protocol has successfully implemented a corporate branding strategy using the VCI strategy model (Strategic vision, organizational culture, and stakeholder image).*

**Keywords: Strategy, Protocol, Corporate Branding.**