

## **ABSTRACT**

*Reputation is an important side in the competition to gain the trust of public. It is als realized by public relations Puspen Kemendagri which is working to improve its reputation in the public. In the process is communication. Public Relations Puspen Kemendagri implements cyber PR as a part of the division's communication program. This, the study aims to find out how the implementation of cyber PR in increasing the reputation of the interior ministry information center. This research was conducted with qualitative research in descriptive. From the data gathered, it seems that the implementation of cyber PR contribution in improving the reputation of Puspen Kemendagri focuses on updates information such as: local news, national news, news of the minister and press release from website. On the website of the ministry of internal affairs can be sem that the information provided by the Public Relations Puspen Kemendagri has not so up to date that resulted reputation PR Puspen Kemendagri is not so good. PR Puspen Kemendagri do not see yet cyber PR as a main thing, so that the information provided through the website becomes not so up to date in this instant era. Because cyber PR do not be seen as a main thing led to the reputation PR Puspen Kemendagri bad, be seen through the ministry of internal affairs website.*

*Keywords:Implementation, Cyber, Reputation*