

**STRENGTHENING INSTITUTIONAL REPUTATION
COMMUNICATION OF THE REGIONAL REPRESENTATIVE
COUNCIL OF THE REPUBLIC OF INDONESIA AS A HIGH STATE
INSTITUTION**

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ABSTRACT

This research aims at two main objectives: 1) Identifying factors strengthening communication regarding the institutional reputation of the Regional Representative Council (DPD RI) as a high state institution for constituents, and 2) Recommending strategies, in the form of a model, to enhance the strengthening of the institutional reputation of DPD RI as a high state institution for constituents. The research methodology utilized in this qualitative study is ethnography. This method provides more space and opportunities for the author or researcher to use their voice and personal experiences to better understand the environment or cultural situation around them. The researcher applies the theory of organizing proposed by Karl Weick, supported by the position of institution theory, a part of the Communicative Constitution of Organization (CCO) theory introduced by Robert D. McPhee and Pamela Zaugg. The research findings indicate that the identification of factors strengthening communication and reputation within the DPD RI institution includes: 1) Lack of consolidated institutional organization among membership lines, 2) Suboptimal and not fully utilized media utilization, and 3) Suboptimal progress in activities and communication involvement of members and constituents in the effort to strengthen the reputation. Furthermore, based on the research findings, the researcher proposes a communication model for alignment and consolidation among DPD RI membership lines and secretariat in the effort to strengthen the institutional reputation.

Keywords: DPD RI, communication, institutional reputation.

