

ABSTRACT

Communication Public Relations is a communication that delivers an information by neat and structurize to external of the company which in this research the external of the company is commission I DPR-RI, before delivers the communication we must to make a strategy in order to have a structure and the information will be easier to do. The strategy of communication is fact finding, planning, communicating, and evaluation which in the last results is the information can be easier to communicate with and understandable by commission I DPR-RI. This research also analyze the lobby and negotiation techniques which also doing by Public Relations to commission I DPR-RI and how the results if strategy communication which had been created before get implemented to the lobby and negotiation techniques. Lobby technique can be one of the useful skill for a Public Relations in order to finish their tasks, the last results for implementing the lobby techniques is for influencing the wisdom, gaining supports, win a contract for a company, make things easier, gaining access for the next activities, and delivering information to make an activities clear. Negotiation technique is also one of the useful skill for a Public Relations in order to make an agreement through BATNA, Reservation Price, and ZOPA. In every activities and techniques which will be implemented to commission I DPR-RI through PR Telkom Foundation will be a projection from every results to several activities, the results which obtained by observation, and interview which has been doing by the researcher to the one main informant, and two supporting informant, and the documents from the company has been used by the researcher as a secondary information for this research. The results in this research shows that PR Telkom Foundation which doing strategize communication and implemented to the lobby and negotiation techniques get a great appreciation from commission I DPR-RI which fulfill the last objective from lobby and negotiation techniques.

Key Words: Public Relations, Strategy of Communication, Lobby, Negotiation