

ABSTRACT

The Rating system in the broadcasting industry plays a central role in the sustainability of the channels and program being aired. SEA Today in an Indonesian television broadcasting channel that uses the English language for all of its programs. Despite being in operation for three years, only a few people know about SEA Today. External relations activities such as the Piknik Hijau-Hijau are one of the effective communication strategies for spreading SEA Today brand awareness. This research aims to examine the planning, management, and evaluation of external communications, especially external relations activities with the European Union as SEA Today's communications strategy at the Piknik Hijau-Hijau event. This research uses a qualitative approach by collecting data using a literature study, document study, and in-depth interviews. Based on the research results, it was found that SEA Today always carries out audience analysis before accepting external collaboration, packages messages in an interesting way that is appropriate to the target audience, and records important evaluations for improvement. The results of this research show that external communication with the European Union as SEA Today's communication strategy at the Piknik Hijau-Hijau event is right on target and can increase public trust.

Keywords: *Awareness, Communication Strategy, External Relations, Public Relations, Stakeholder*