

ABSTRACT

PT. Kereta Api Indonesia (Persero) carries out a public communication strategy with the aim of increasing public trust during the Covid-19 pandemic. The purpose of this study is to determine the public communication strategy of corporate communication PT. Kereta Api Indonesia (Persero) during the Covid-19 pandemic. This study uses a qualitative method with a case study approach according to Creswell, and uses in-depth interview data collection methods and through documentation studies. This study uses the concept of public relations strategy according to Cutlip, Center & Broom, namely defining public relations problems, planning and programming, taking action and communicating and evaluating the program. Then, in dealing with the problem PT. Kereta Api Indonesia (Persero) carries out a strategy/initiative to recover from the impact of Covid-19. Based on the results of the study, it was found that the Covid-19 pandemi was a problem for the decrease in the number of passenger volumes and company revenues. This strategy has succeeded in increasing public trust, so that it has a good impact on increasing the number of passengers and company revenues.

Keywords: *Communication, PT. Kereta Api Indonesia (Persero), Public Relations, Public Trust.*