

ABSTRACT

This study discusses how the public relations strategy can maintain the company's image in this case PT Pos Indonesia (Persero). The purpose of this study is to find out what strategic steps are used by PT Pos Indonesia (Persero) to maintain its corporate image. In this study using the theory of public relations strategy according to Cutlip, Center, and Broom, namely defining problems, making programs and plans, taking steps and communicating and evaluating. This study uses a descriptive type of research where the researcher analyzes the activity as well as the individual's point of view on a phenomenon. In selecting key informants, the researcher used purposive sampling and data collection was carried out by in-depth interviews, observation, and documentation. Based on the results of this study, the researchers found that research, media monitoring, and analysis of social media play an important role in planning and implementing public relations strategies. This is based on the statements of the sources stating that research, media monitoring, and social media analysis will affect the determination of the program, target audience, crisis prevention, media selection, message delivery, and even the right spokesperson in the formation of a public relations strategy.

Keywords: descriptive, PT Pos Indonesia (Persero), public relations, public relations strategy.