

ABSTRACT

Bandung is one of the educational cities that has many of the best universities and is also in demand by prospective students, so that Bandung is one of the destinations for students who want to pursue education. One of the private universities in the city of Bandung, namely Telkom University, is a private university in Indonesia located in Bandung Regency, West Java. Tel-U is well known for its branding which is the No. 1 PTS in Indonesia. That is why the researcher chose this title because the researcher wanted to know more about the role of PR Tel-U in managing media relations which is very important to maintain a good reputation and image in the eyes of the public. the researcher created a novelty by examining in depth related to mediarelations activities in terms of the role of public relations. This study has the view that the role of public relations on the corporate side really needs the media in maintaining the corporate image or reputation. Researchers use qualitative methods to better understand a phenomenon that does not reach widely, and understand research results as needed. and the discovery of material and the discovery of a new perspective. With the phenomenon being studied. Researchers will use a qualitative format description method. According to Ardianto (2004:237), the qualitative description method is "a method designed to provide a general description of the state process and phenomena that are". researchers will focus on the research process, such as conducting interactions between parties concerned with this research. The results of this research show that the planning, implementation and evaluation carried out by Tel-U Media Relations is good, but the frequency of media relations activities must be increased so that they can be published more widely.

Keyword: *Media Relations, Public Relations, Role of PR, Telkom University*