

## **ABSTRACT**

*PT Hutama Karya with one of its projects, the Trans Sumatra Toll Road, triggered a crisis due to several development factors, so a communication strategy is needed in order to establish relationships with stakeholders to overcome this. The aim of this study is to analyze the external communication conducted by Hutama Karya in terms of the suitability of external communication theory of Suranto AW (2015) by loading elements of external communication patterns between companies and stakeholders. This study used qualitative descriptive method approach. Data collection was conducted through interviews, observation and documentation. It shows that external communication in Hutama Karya is conducted through the stages of communication management that are planning, organizing, implementing and evaluating. Its implementation is conducted through several programs; such as, campaigns, Focus Group Discussions, optimizing social media, hearings with local governments, and fostering the media. In addition, external communication helps Hutama Karya in establishing good relations and collaboration with stakeholders which can be seen in the Hutama Karya award in the field of communication received throughout 2022.*

*Keywords : Communications Strategy, Company Image, External Communications*