

ABSTRACT

The public's understanding of money laundering issues and other financial crimes had increasingly developed along with technological advancements and globalizations, which made the institutions responsible need to participate in building public awareness. Public Relations in an agency played an important role in the public's understanding of the agency. In research conducted by researcher, 40% of respondents had no knowledge of the existence of PPATK as a public agency. It was necessary to implement a Public Relations strategy to educate the public regarding the duties and functions of PPATK as a public agency. This research was conducted to find out the Public Relations strategy implemented by PPATK with the PENCILS mix by Thomas L Harris. The method used was descriptive qualitative with a constructivism paradigm. Data collection was done through the process of interviews, observation, and documentation. The research used Miles and Huberman data analysis techniques by collecting data, reducing data, presenting data, and drawing conclusions. The results of the research that researchers found were that PPATK had carried out the seven aspects of P.E.N.C.I.L.S from Thomas L Harris to build awareness

Keywords: PPATK, Public Relations Strategy, PENCILS, Awareness