

ABSTRACT

This study examines the public relations strategies of PT Len Industri (Persero) in external communication activities aimed at building relationships with stakeholders to achieve the target of being among the Top 50 Global Defence Industries. The research employs a descriptive method involving interviews, documentation, and observation. It refers to the external communication strategy model proposed by Smith (2021), which encompasses four strategic stages: formative research, strategy, tactics, and evaluative research. The development of key messages is a primary stage in the external communication strategy of PT Len Industri (Persero). The process of strategizing external communication involves three main stages: the formulation of key messages in collaboration with the marketing unit, the processing of key messages by the publication and documentation department, and the refinement of key messages by the protocol department. Although the primary objectives of public relations and the marketing unit may differ, through an integrated communication strategy, PT Len Industri (Persero) can maximize interactions in building relationships with stakeholders by crafting messages that align with the company's goals and stakeholder needs. This approach ultimately facilitates the achievement of the company's objectives and targets as a national defense industry.

Keywords: *External Communication Strategy, Key Message, PT Len Industri (Persero), Public Relations, Stakeholders.*