

ABSTARCT

PT Solusi Bangun Indonesia Tbk (SBI) Narogong Plant is a leading cement provider that has continued to grow since its acquisition by PT Semen Indonesia (Persero) Tbk - SIG. An effective media relations strategy has strengthened the company's positive image through the publication of product innovations, CSR programs, and commitment to sustainable development. SBI collaborates extensively with prominent media outlets to provide positive publicity for the company

This study aims to analyze SBI's strategy in managing media relations to maintain a relationship management among Bogor journalists, using a qualitative approach with descriptive methods through interviews, documentation, and observation. Guided by Ledingham & Bruning's (1998) theory, this research highlights five aspects of relationships: trust, openness, engagement, commitment, and investment.

The results show that corporate communications plays an active role in maintaining relationship management through trust (valid information), openness (data balance), engagement (media events), and commitment (communication ethics). By using these four indicators, SBI has successfully implemented good media relations management with mass media. However, the element of investment was not found because the relationship is cooperative without direct investment. Overall, this strategy is effective and needs to be continuously improved to strengthen long-term relationships with the media.

Keywords: Corporate Image, Corporate Communications, Media Relations, Relationship Management