

ABSTRACT

PUBLIC RELATIONS STRATEGY PT. INDOGROW INTERNATIONAL SERVICES IN A POSITIVE IMAGE TO IMPROVE CUSTOMER (CASE STUDY IN PT. INDOGROW INTERNATIONAL SERVICES IN BANDARLAMPUNG)

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Objective: To determine the public relations strategy of PT. Indogrow International Services in promoting a positive image to the customer. This study uses a model Kotler as the theoretical foundation and the type of research in this study is descriptive qualitative. The results of this study indicate that the public relations strategy of PT. International Indogrow Services as executive director to implement a policy of what is commanded and control policy director. The company also has a positive image in the consumer, as is evident from the recognition of two consumers who say satisfied with the service companies and the increasing number of users of consumer services companies. PR as executive director commands a very important position in building the image of the company and serve the consumer so that the consumer feels satisfied with the service of the company.

Keywords: positive image, public relations, public relations strategy