

**MARKETING PUBLIC RELATIONS ACTIVITY ON CONDOM PRODUCTS  
(DESCRIPTIVE STUDY ON MARKETING PUBLIC RELATIONS ACTIVITY  
OF ARTIKA GERIGI CONDOM IN PT. MITRA RAJAWALI BANJARAN)**

***Abstrack:***

*PT. Mitra Rajawali Banjaran (PT. MRB) is one of subsidiary of BUMN PT. Rajawali Nusantara Indonesia from the pharmany and medical devices division. As it has been known, PT. Mitra Rajawali Banjaran is the first condom factory in Indonesia and also the largest in Southeast Asia. One brand of condom that resulted from this company is Artika Gerigi and is a product of the best selling condom among other condom products manufactured by PT. Mitra Rajawali Banjaran. In this case, Marketing Public Relations activities has a role to engage, inform and remind all the hallmarks of Artika Gerigi condom. With a touch of Marketing and Public Relations, will be able to implement a variety of strategies to increase the level of sales of Artika Gerigi condom.and also increase the revenue of PT. Mitra Rajawali Banjaran. This researh used a qualitative method with descriptive-qualitative approach. The implications of this research indicate that PT. Mitra Rajawali Banjaran Marketing Public Relations activities such as publications, media identity, news, events and public service activities.*

***Keywords: Marketing Public Relations Activities, condom***