

ABSTRACT

PT. INTI (Persero) is one of the state owned companies (BUMN) that responsible to maintain positive image of the public mind. This study focuses on Management Strategy of handling and completion problems failure sell cell phone IMO. This strategy also represent means or tactics of the company to IMO problem solving to create a positive image.

Focus on this study aims to know how the management strategy and communication strategy that run by Public Relations PT. INTI and what work programs to create a positive image and to a solving IMO problem. This study uses descriptive qualitative research method. Data collection techniques that are used are observation, interview and also documentation.

Results of the study showed that the management strategy of Public Relations PT INTI is implement press confrence or press gathering, implement media monitoring, choose a spokesperson, release the news about explanation a IMO problem. This activities are expected to continue running as very helpful to the society, company and have positive impact to the public.

Keywords: Management Strategy, Public Relation Programs, Communication Strategy, Positive Image