

ABSTRACT

The emergence of social media to make a frictions in public relations activities that were previously going offline and requires so much cost, could be done online with low cost. Public relations currently, cannot only implement in larger companies which had established but also in small medium enterprises (SMEs) which is still growing and have limited funds to implement public relations strategy according to organization's needs. This study entitled "Public Relations Strategy of SMEs Local Brand through Instagram Account to Maintain Customer Loyalty (A Descriptive Study on @geoff_max Account to Maintain Customer Loyalty)". This research aims to know the strategies of public relations and stakeholder mapping that implement through social media @geoff_max in maintaining customer loyalty in SMEs local brand and in this case GEOFF Max Footwear as one of example of SMEs that implement a public relations strategy to communicate with customer. This research uses descriptive qualitative research method that uses three informants as sources, two main informants and one supporting informant. Data collection technique used in-depth interviews, observation and documentation.

The results show that GEOFF Max Footwear has been applying public relations activities to support company business that are connected with company's image to its customers. The preparation of strategy applied according to strategic management approach of Pierce & Robinson in an attempt to devise public relations strategy and the implementation of public relations strategy which is done through social media "Instagram" has completed overall activities of public relations and stakeholder mapping also has applied fairly in doing priority of communications by company eventhough still at maximum efforts.

Keyword: *Public Relations, marketing strategy, SMEs, stakeholder mapping,*