

ABSTRACT

The study, entitled "Analysis Partnership Program Socialization PT. Pelindo 4 To External Audiences " to find out how to plan a strategy socialization conducted by PT. Pelindo 4 to external audiences in the partnership program, how the implementation of the partnership program dissemination strategy implemented by PT. Pelindo 4 to external audiences and how to evaluate the partnership program dissemination strategy implemented by PT. Pelindo 4 to external audiences.

The method used is a descriptive qualitative and the paradigm of post-positivism. Researchers get the data source that comes from depth interviews with key informants 3 and 4 to the informant addition, documentation archives and clippings activities, and observation of partnership activities and meeting activities.

The conclusion of this study, the socialization of the partnership program PT. Pelindo 4 is done is through the print media of the company's internal magazine, publication activities by inviting media newspapers, was a speaker at a seminar for SMEs and SOEs through the web page PT. Pelindo 4.

Keywords: Socialization Strategy, Partnership Program, Case Studies.