

ABSTRACT

This research was conducted at the company's service courier or mail and parcel, Pos Indonesia . The study focused on media relations by the Public Relations Pos Indonesia to make image to be the postal logistics giant from the east. The purpose of this study was to examine the media relations strategies in make the image to be the postal logistics giant from the east by the Public Relations Pos Indonesia.

Researchers used deskriptive research methods. Type of data used is primary data by interviewing informans in accordance with the required data. The data obtained were then analysed usingdescriptive data analysis techiques.

The survey results revealed that media relations are conducted by Public Relations Pos Indonesia with activies such as, press conferences, press tour, and press receptions. And supported by activies as press gathering, press briefing, dan press interview. Public relations Pos Indonesia also take advantage of social media such as Facebook, Twitter, Instagram, and Website as media publications. The existence of a harmonious relationship with the media, they create a sense of mutual respect for one another. Mutual respect was reflected in the media who are always trying to advance to confirm information related to Pos Indonesia before information is published in the mass media

Key Word: *Public Relations, Strategi Media Relations, Pos Indonesia*