

ABSTRACT

PT Semen Tonasa is the cement industry that most of its markets are in Central and Eastern Indonesia. Every industry or company, including PT Semen Tonasa has the PR (Public Relations). Every industry or company, including PT Semen Tonasa have a part PR (public relations). Basically, Corporate Social Responsibility (CSR) is the main activity in the PR department in an effort to improve the company's image. However, in PT Semen Tonasa, Public Relations and Corporate Social Responsibility are two distinct parts. Public Relations Division included as part of the company secretary, while Corporate Social Responsibility has its own department, namely the Department of CSR and General. Most of the corporate image obtained from the two parts. Each section in PT Semen Tonasa have a strategy. This study aims to determine the strategy of Public Relations of PT Semen Tonasa in improving the company's image. This study uses constructivism, descriptive, and qualitative approach. Based on the results of the study authors, Public Relations of PT Semen Tonasa has five strategies in an effort to improve the image of PT Semen Tonasa. Five of these strategies is the operational strategy, persuasion and educational, public relations approach to social responsibility, cooperative approach, as well as coordinative and integrative approach.

Keywords: public relations strategy, corporate image.