

ABSTRACT

Public relations has an important role in a company as the connection between internal and external public. Recent development makes public relations practitioner understand what strategy which can be received by public. PT. Jasa Indonesia (Jasindo) branch Bali can be said as a branch which has great achievement in internal side of PT. Jasa Indonesia (Jasindo) itself. It can be proven by the achievements of PT. Jasa Indonesia (Jasindo) branch Bali which is awarded as the best branch office for three years in class three and its class becomes class two in the middle of this year because it can pass the other branches which grades below it in class two in all over Indonesia. The aim of this study was to identify the public relation strategy in Balinese farmers' awareness in insurance program conducted by PT. Jasa Indonesia (Jasindo) branch Bali. In order to reach the aim of the study, descriptive qualitative method was conducted through interview and observation to collect the data. Then, the researcher connected it with public relations strategies by Ronald D. Smith who summarized the forms of public relation strategy into evaluative research, strategy, tactics and evaluative research. The result of this study was PT. Jasa Indonesia (Jasindo) has conducted the public relation strategy in Balinese farmers' awareness in insurance program optimally because it has successfully reached the target of its program.

Keywords: Strategy, Public Relations, Farmers, Insurance, Jasindo, Bali