

## **ABSTRACT**

*Mobile fraud cases are common in Indonesia. The act of evil generates anxiety in society. Therefore, the Ministry of Communications and Informatics works together with The Ministry of Home Affairs to create a program that can provide comfort and security in telephone transactions. The program is a prepaid cards re-registration. The Public Relations of the Ministry of Communications and Informatics has a duty to deliver the policy and socialization to the public. However, in practice there are variety of issues (hoaxes) that can reduce the public's trust in the programs that run by the government.*

*The method used in this research is case study method using interview technique, observation, and documentation. The purpose of this study is to find out how the strategy of the Ministry of Communications and Informatics public relations in conducting socialization of prepaid cards re-registration program.*

*Based on the results of research and discussion, it is known that the Ministry of Communication and Informatics has implemented Strategic Management (Grunig and Repper) by doing three stages: 1) stakeholders stage 2) public stage and 3) issue stage. Furthermore there is an evaluation stage but, Public Relations of the Ministry of Communications and Informatics only doing an indirect evaluation of socialization activities that have been done.*

**Keywords:** *Public Relations, Public Relations Strategy, Strategic Management, Socialization.*