

ABSTRACT

This research was conducted to find out the strategies used by TNI in building Community Relations and Military Festival TNI activities benefit to introduce TNI as a state tool.

This research uses descriptive research type with qualitative approach. Subjects in this research are PR Solo Paragon Mall and public relations of TNI in TNI Military Festival 2016. The object of this research is TNI Strategy in Building Community Relations. Data collection techniques use observation, in-depth interviews, and documentation. Data analysis technique is done interactively through data reduction, data presentation, and conclusion.

Based on the results of research indicates that mall companies need to make a major breakthrough so that its existence can survive and develop. One of the things that needs to be done is to keep exploring new strategies in maintaining the Mall's survival. Community relations is one of the most interesting strategies, because it involves many members of the community. Strategy will become more attractive if the community is a strategic community like the TNI community. Solo Paragon Mall and TNI can be a breakthrough strategy that can generate community presence in Solo Paragon Mall. With the TNI Military Festival the community can better know the TNI as a tool of the state more closely and provide benefits to all parties.

Keywords: Strategy, Community Relations, TNI Military Festival.