

ABSTRACT

The hacking case of the Telkomsel.com website occurred because the hacker voiced his complaint by protesting the price of Telkomsel's data package which was considered too expensive. This case greatly affects the company's image because when there is a lot of confusing news that is spread about the insecurity of customer data that is considered very confidential.

In these circumstances, the role and function of public relations is very important to improve the company's image. This is the main focus of the author in conducting research, about how the role and function of public relations PT Telkomsel in handling cases of hacking the website. The theory used by researchers as the rationale for conducting this research is the role of public relations and public relations functions. The method used is qualitative with a descriptive analysis approach. The purpose of this study is to find out how the role and function of public relations PT Telkomsel Indonesia in handling hacking cases Telkomsel.com website. The paradigm used by researchers is constructivist.

Based on the results of the study show that Public Relations PT Telkomsel Indonesia performs its role and function in handling Telkomsel.com website hacking cases properly

Keywords: *Role of Public Relations, Function of Public Relations, Hacking, PT Telkomsel Indonesia*