

ABSTRACT

Community Relations is one of the science of Public Relations where there is a bond with internal or external parties, both from one company with the unit unit in the company or outside of the company, namely external Community Relations parties aiming to improve the good image of a company in the eyes of the community or community place the company is standing or walking. In this study, researchers were interested in knowing how the Pracasta Catering carried out in Community Relations activities. This study is a qualitative study with an interpretive paradigm that uses case study analysis techniques. The results of the study revealed how the implementation carried out by Pracasta Catering was in the Community Relations program, starting from the activities carried out, communication activities, evaluation and forms of collaboration with the community in Bandung.

Keywords: Community Relations, Pracasta Catering, Study Case