

ABSTRACT

Every incident that occurs in the company has a good influence on the company if it can be handled appropriately, but conversely if the handling is done wrong it will give a bad influence for the company and even can reduce the company's image. The role of Public Relations in a company is very important, especially when handling an event and Public Relations must be responsive and make the right strategy and must be able to provide information that makes the event not widespread and make the company's condition worse. This research was conducted to examine the Public Relations strategy of PT PLN (Persero) in handling the Java-Bali blackout event. The research method used in this study is a qualitative method with descriptive studies. This study uses interview techniques conducted directly, observation and documentation for data collection. The results of this study are the strategies used by Public Relations of PT PLN (Persero) in dealing with the Java-Bali extinction, namely Fact Finding, Communicating, Planning and Evaluating.

Keywords : *Strategy Public Relations, Media Relations*