

## **ABSTRACT**

*Public relations has an important role in embodiment of good public services so that the right public relations strategy needs to be made by public relations in a company. Rapid technological developments in the present have triggered competition in the market more strict than before. Therefore, the right public relations strategy and message delivery media are needed in order to reach the market target. One of the media that being used nowadays is Instagram. This trend then used by I Gusti Ngurah Rai airport as communication media in order to provide excellent service to the public. This research aims to find out what public relations message strategy that used by I Gusti Ngurah Rai through @baliairport Instagram account. This research uses descriptive qualitative methods. This research found that the public relations strategy used by I Gusti Ngurah Rai Airport is formative research stage, strategy, tactics and evaluative research as well as the information content and the creative form of the message applied by I Gusti Ngurah Rai Airport through @baliairport Instagram account.*

**Keywords:** *Strategy, Public Relations, I Gusti Ngurah Rai.*