

## ABSTRACT

*This study discusses the practice of public relations at the Regional People's Representative Council: societal cultural perspective of South Sumatra. The purpose of this study is to find out the practice of public relations at the local people's representative council: societal cultural perspective of South Sumatra. This study uses the Excellence Model Of Public Relations Theory according to Grunig and his colleagues, namely how public relations plays a role and helps an organization to achieve its goals and Hofstede's cultural theory, namely how regions influence individual ways of thinking and behavior patterns. This study uses a phenomenological method where the researcher refers to how an individual responds to a phenomenon based on what is experienced by the individual. In selecting key informants, the researcher used purposive sampling and data collection was carried out by in-depth interviews, observation, and documentation. on program determination, target audience, crisis prevention, media selection. Based on the results of this study, researchers in the practice of public relations practitioners of the DPRD of South Sumatra Province apply the communication model of press agency, public information, two way asymmetrical, and two way symmetrical while in practice it is based on global cultural values such as collectivism, masculinity, femininity, uncertainty avoidance, and power distances. And continue to apply the local culture that applies to the people of South Sumatra such as self respect, social equality, human brotherhood, security of life, and become of fairness. This is based on the statements submitted by the resource persons who stated that in the implementation of public relations practice cultural values were still applied.*

*Keywords: Public Relations, Public Relations Praktek, Cultural Perspective, DPRD Provinsi Sumatera Selatan*