

ABSTRACT

This research describes how the marketing public relations strategy is carried out by KFC Indonesia, where at this time all aspects of life have entered the digital era, so companies must begin to design strategies that previously used conventional methods to become completely digital through social media. This research uses the three ways strategy concept put forward by Ruslan. Data collection techniques obtained by researchers are by conducting interviews, literature studies and documentation. The results of this study can be concluded that the marketing public relations strategy by KFC Indonesia is using a pull strategy which is carried out by approaching the target audience through social media in an effort to increase community and consumer participation, then carrying out a push strategy to encourage or increase sales, as well as making efforts to influence the positive opinion of consumers with a pass strategy.

Keyword : *marketing public relations strategy, KFC Indonesia, social media.*