

ABSTRACT

Public Relations or public relations serves to connect an institution or company with the public or interested parties in it. Good and effective relations with the public and interested parties are very important because it will build a positive image in society. The method used in this study is a qualitative approach which was chosen by the author in the research using the case study method which was obtained from interviews with informants. The informant who took one of the workers from PT. Fengtay Related to investor relations and public relations. The results of the research show that the investor relations of PT. Fengtay is to provide services and information with understanding, clarity and speed to form a positive image. Investors really need a good report, the opposite is also the same.

Keywords: *Investor Relations, Corporate Image, Public Relations, Public Relations, Good Image.*