

ABSTRACT

Marketing public relations (MPR) is an integration of marketing and public relations strategies that can create a more holistic approach to building relationships with consumers and society. MPR is very important within a company, especially the Badan Usaha Milik Negara (BUMN) for company business sustainability, because the BUMN acts as a value creator agent and development agent which means a development agent and a driver of economic growth in Indonesia. (Thohir, 2023). In this research discusses the strategy of marketing public relations PT Pelabuhan Indonesia (Persero) Regional II Panjang in improving competitiveness. The aim of this research is to find out how the MPR strategy implemented by PT Indonesia Port (Persero) Regional II Panjang and the role of MPR in improving competitiveness. The research uses a qualitative approach to phenomenological studies methods, collecting data from this research through interviews, observations, and documentation. This research is based on the theory of Three Way Strategies in Corporate Programs (Lestari.M, 2021) and the P.E.N.C.I.L.S Theory of Strategy in marketing public relations. (Kotler and Keller, 2006 : p.553). The results of this study indicate that the marketing public relations of PT Pelabuhan Indonesia (Persero) Regional II Panjang in improving competitiveness has been carried out systematically and is a routine agenda so that the strategy becomes effective in increasing the competitive strength of the company. Therefore, until now PT Pelabuhan Indonesia (Persero) Regional II Panjang is still dominating competition in the port industry and always delivering positive performance.

Keyword: *Marketing public relations, public relations strategy, competitiveness*