

ABSTRACT

The Indonesian Motor Association (IMI) is an organization in Indonesia which operates in the automotive sector in Indonesia. IMI is an organization that functions in setting requirements for automotive competitions in Indonesia, circuits in Indonesia. However, there are still many people who do not know about the Indonesian Motorcycle Association and its functions. The approach used in this research is a qualitative approach with the case study method. Data collection techniques are carried out by means of observation, interviews, literature study, and documentation. The interview was conducted by involving the Vice Chairman of the Organization and a Member of IMI as expert informants, along with the Vice Chairman for Mobility as a supporting informant. The results of the study show that the Public Relations strategy used by IMI to build brand awareness namely: (1) regularly holding online webinars on the importance of driving safety such as Standing and Growing Together for Perfecting Perfection and Habis Pandemi Terbitlah Prestasi; (2) actively campaigning for offline programs on the importance of driving safety such as Safety Riding, Safety Driving and Safety Riding & Rescue; (3) for member retention and program sustainability, IMI developed the Gaspol! application! and as a Rescue implementation, IMI provides the RodA feature because Gaspol! RodA is an Emergency Roadside Assistance Service for All Active IMI Members; and (4) for the sake of community development, IMI also empowers Self-Help Palm Oil Farmers to ensure a sustainable Roundtable on Sustainable Palm Oil (RSPO).

Keywords: *public relations, brand awareness, organization, automotive and sustainability.*

organizing automotive events in Indonesia, regulating and licensing land for