

ABSTRACT

Sexual harassment in the workplace represents a significant challenge for PT Arteria Daya Mulia, where female employees, who constitute 30-35% of the total workforce, are particularly vulnerable to harassment. In acknowledgment of this issue, the company initiated a sexual harassment prevention campaign with the objective of establishing a more secure and inclusive work environment. The objective of this research is to evaluate the efficacy of the campaign and assess the effectiveness of the public relations (PR) communication strategy employed. This research employs a qualitative methodology, utilizing data collection techniques such as in-depth interviews, observation, and document analysis. The data were analyzed using the Cutlip, Center, and Broom communication model, which comprises the phases of fact-finding, planning, communication, and evaluation. The results demonstrated that the campaign effectively heightened employees' awareness of sexual harassment and enhanced the company's image in terms of gender equality and safety. Furthermore, this research offers recommendations for other companies seeking to implement more efficacious prevention programs. It is anticipated that with this campaign, PT Arteria Daya Mulia will be able to establish a safer work environment devoid of sexual harassment and reinforce the company's reputation.

Keywords: *Public Relations, Prevention Campaign, Sexual Harassment, Communication Strategy, Gender Equality*