

ABSTRACT

Efforts to implement net zero emissions need to build public awareness of the use of natural gas, which is carried out through the National Gas Company (PGN) as a natural gas energy company in Indonesia. PGN delivers Marketing Public Relations (MPR) digitally to the audience. MPR is a marketing and sales activity for company products, in building public awareness of the use of natural gas. The aim of this research is to analyze the digital marketing public relations strategy at PT Perusahaan Gas Negara Tbk. This research uses descriptive qualitative research methods. This research data was taken through an interview and observation process. Researchers use the concept of three marketing public relations strategies, namely pull strategy, push strategy, and pass strategy which are applied by researchers in the digital era. The research results show that PGN implements a pull strategy by inviting consumers through social media content, a push strategy with marketing communications through advertising, and a pass strategy by building external cooperative relationships. The marketing public relations strategy carried out by PGN is the company's communication activity with the audience, as a target for natural gas users.

Keywords: *Digital Marketing Public Relations, Perusahaan Gas Negara, Three-Way Strategies.*