

ABSTRACT

This research discusses the external communication strategy of PT Daya Agung Bestari (DABEST) in building stakeholders relations in the completion of raw water fulfillment in Kiarapayung, Sumedang Regency. The purpose of this research is to find out and analyze the communication strategies carried out by PT Daya Agung Bestari in implementing good external communication to build relationships with the stakeholders. This research uses a qualitative approach with a case study method, which involves interviews, document study and observation. This research refers to Cutlip & Center's Public Relations theory (2013) which has four steps of PR process, namely defining the problem, planning and programming, taking action and communication and evaluating the program. Researchers also refer to Grunig & Hunt's (1987) concept of stakeholders relations in defining the type of stakeholders relations run by PT DABEST. The results showed that PT DABEST with its communication strategy succeeded in having a good impact on relationships with the community, this can be seen in the acceptance of the company well in overcoming conflicts on the problem of lack of raw water in Kiarapayung.

Keywords: *Communication Strategy, External Communication, Stakeholders Relations*