***ABSTRACT***

***This research titled is "MEDIA RELATIONS IN PUBLIC RELATIONS PT POS INDONESIA (Persero)". In this research, authors aimed to see how activities undertaken by PT Pos Indonesia (Persero) in developing a relationship with the mass media.***

***The method used is a qualitative research method. Data was collected through library research, participant observation, and interviews with three informants. In the explanation of this researched, authors used qualitative research approaches using descriptive-qualitative method. Data analysis techniques in the study conducted by the conclusions of a text. The subject of this research is the Public Relations Staff of PT Pos Indonesia (Persero), which consists of a Public Relations Manager, FP External Support and FP Support Press. With the object of research is PT Pos Indonesia (Persero).***

***Results from this research is the explanation about how PT Pos Indonesia (Persero) has executed media relations very well, proved by the company's relationship and the mass media are always harmonious and mutually beneficial. In general, the information environment with mass media is well established . The information that is unclear able clarified well by the company . The applicable rules was already very good that used to maintain the professionalism . And the communication cycle that is already going very well considering PR shows his part to reduce all of lack of information .***

***Things i want recommend in this research as the input is media relations activities in PT Pos Indonesia (Persero) should take place that not only concentrated in Bandung, because many local media area that has not been coordinated.***