**ABSTRACT**

**The research raises and discusses a title "STRATEGY OF *COMMUNITY RELATIONS* OF PT ANTAM TBK UBPE PONGKOR IN INCREASING POSITIVE ATTITUDE OF VILLAGE BANTAR KARET BOGOR SOCIETY" Antam is the company which is engaged in the mining industry in the sector of gold mineral, each company has corporates responsibilities which is committed to the community around it to feel the fairness of the presence of a large company in the environment of the community.**

**The goal is on the activities of Community Relations of PT Antam Tbk want to know the positive or negative attitude in society to the company in improving the company's image in the environment of rural communities of Bantar karet.**

**This research is a qualitative descriptive study. with the research subject is a deaf teacher in the classroom and the research object is deaf students. Using Symbolic Interaction Theory. The technique used to collect data is a profound observation which is participating, interviews and questionnaires dissemination.**

**The results of this study are the communication patterns and attitudeof rural communities of Bantar karet to PT Antam Tbk UBPE Pongkor related to the psychology of communication with regard to the attitude in which there is cognitive, affective, and conative. The attitude shown in Bantar karet villagers to PT Antam Tbk UBPE Pongkor is thereis a presence of a communication message conveyed. By using the strategy, the company PR of PT Antam Tbk UBPE Pongkor cantact the community village of Bantar karet with the community relations activities to increase positive attitudes of the society to the company, the problem on the field are enormous, there are so many problems that faced by PT Antam Tbk UBPE Pongkor with society which are most to be illegal miners who want to control the land mines that have a great deposits of gold mineral.**

**Recommendations, the company should have a strategy that is more mature in the activities of corporate responsibility to society, PT Antam Tbk can resume activities with the society before, often doing a good relationship to the community village of Bantar karet so that there are no misunderstanding of the issues which is spread in the community**

**Kata kunci : Communication psychology, Positive attitude of bantar karet society.**