***ABSTRACT***

*The tittle of this research was “Public Relation Strategies To Increase Karang Setra Visitor Interest In Bandung”. The role of Public Relation must be able to publish the product that managed by them, so it can attract the visitor.*

*The purpose of this research was to know Public Relation’s work program to increase Karang Setra visitor interest. To knew about obstacles that Karang Setra public relation facing and the effort that they take to solve the problem.*

*Descriptive method was used by the author for this research. This research didn’t explain about relation, didn’t verify hypotheses or made some prediction. Characteristics of data obtained by measurement central tendency or distribution measure. The purpose of descriptive writing was to develop the problem or phenomenon that has a relationship with theory to solve the problem rationally.*

*Distributed questionnaires, interview and non-participant observation was used by the researcher for this research. After that, the result of distributed questionnaires, interview and non-participant observation was develop into the tables and analyzed.*

*The researcher suggested for Karang Setra Bandung to make innovation in creating new things as well as renovating the facility. Make a bigger promotion through mass media. So, everybody more to know about Karang Setra Bandung.*