***ABSTRACT***

***This title of the research is “The Role of Marketing Public Relations in Improving Consumer Interest at Grapari Telkomsel Bandung City” the purpose of the research is to find out which the role of Marketing Public Relations conducted by public relations PT. Telkomsel in the communicator, the frequency of activities and attractions Marketing Public Relations activities.***

***This research is based on the theory of persuasion who believe that Public Relations is not just trying to take advantage of the public interest for the organization, but also gives reason to the people why they should adopt the attitudes, opinions, and the desired behavior communicator.***

***This method used is descriptive method, where this method is a study that describes the characteristics (traits) of individuals, situations or certain groups and is a form of study and descriptive analys approach because investigators did not seek or explain relationships, do not test the hypothesis, or also make spesific predictions. The sampling is customers Telkomsel who are part of the Non-Probability Sample. And then, sampling technic use the Accidental Sample. Collection of data obtained from the literature study, non participant observation, interviews with PR PT. Telkomsel Banda Bandung, and from distributing questionsnaires to the respondents.***

***Based on the results can be concluded that research the role of marketing public relations Telkomsel are conducted by improving consumer interest who has done several things to note that, in terms of relationships with costumers well as facilities and promotional programs conducted more broadly.***

***The researcher would like to recommend as inputs to obtain the desired results, it should Marketing and Public Relations of PT. Telkomsel in conveying information to the public should use languages ​​that are easy to understand and be understood by the public so as to improving the positive image of Telkomsel and to improving the interest of the public to use the product Telkomsel.***