***ABSTRACT***

*CV. Green Education Bandung (GEB) is one of the new agricultural plantations and standing in Bandung. For approximately two years, GEB strive to maintain trust and always give the best for the clientele. Realizing the importance of protecting the corporate image and create a brand image, the GEB through strategic marketing public relationsnya create a program called "Learning Gardening".*

*Program "Learning Gardening" program is one part of the Marketing and Public Relations CV Green Education Bandung (GEB) to promote and publicize products and training services to the public which is education intended for all people, especially people who only have land narrow. Aim of program "Learning Gardening" is growing interest in the community for gardening albeit with a narrow area of housing scale.*

*This study aims to determine the strategy undertaken by marketing public relations in support of marketing communication, especially in terms of promotion through the implementation of the program "Learning Gardening", with the aim of creating a brand image and maintain corporate image. This study used a qualitative approach - descriptive approach to the study of the program "Learning Gardening", by means of interviews with key informants and informants as well as direct observation in the field. So the results can provide a detailed overview and specific in narrative form.*

*Data analysis method used method of Smith SOSTT + 4 Ms.Hasil studies suggest that the strategy of marketing public relations programs "Learning Gardening" is done using pass strategy, ie cause publicity of the product and the corporate purpose of providing awareness to customers and prospective customers. Whereas promotional activities in support of the program through scientific of exhibition, Education and training , and Sales products.*

*Based on data from interviews with several informants also obtained
findings, that the program "Learning Gardening" has caused a positive impression and can create a brand image and corporate image.*

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