***ABSTRACT***

***This researh is titled “The role Marketing Public Relations in Improving the Customer interest Pelita Abadi Sejahtera”. Target permorming a of this research is to description, analyzing data, and get the information of The Role Marketing Public Relations in Improving The Customer’s Interest in PT Pelita Abadi Sejahtera. And also to add and deepen the god researcher knowledge of theory and also its application, and to know to hit the efforts conducted to overcome the resistance.***

***The research of method is using method survey with descriptive data analysis, that is research method depicting condition detailed hit event or observations, interview and the equates spreading to responder. Technique of gathering sample used in this research is using technique Accidental sampling that is the way of drawing member from population at random.***

***The result from this research can be concluded The Role Marketing Public Relations PT Pelita Abadi Sejahtera having very a role and important function the progress of a company, certainly crease interest in the visit of Customer in PT Pelita Abadi Sejahtera. Perhaps in improving visitors interest. The Role Marketing Public Relations still less be optimal in its spreading.***

***Things which the researcher recommened upon which input from PT Pelita Abadi Sejahtera that is head exploit the leeway at work to more to trying to learn the situation and company condition so that applying of execution and exploiting The Role Marketing Public Relations will be directional as according to situation and condition in field or environment work.***