**ABSTRACT**

***This research entitled "Marketing Public Relations Strategy in Increasing Interests Advertise on Radio Raka FM Bandung" the purpose of this research is to find out how the strategy Public Relations Marketing in improving the interest of advertising on Radio Raka FM Bandung reviewed from the material activities Marketing Public Relations, credibility Kounikator, Frequency of Marketing Public Relations activities and the attractiveness of Marketing Public Relations activities.***

***This research is based on Persuasion theory which looks from three basic aspects of persuasion, namely Ethos, Logos and Phatos as a starting point in Marketing Public Relations strategy in increasing interest to advertise in Raka FM Bandung.***

***The research method used is descriptive method, where this method is an assessment that describes the characteristics (traits) of individuals, situations or groups particular and is a form of study approach and descriptive analysis because the study did not seek or explain the relationship, did not test the hypothesis, Or make certain predictions. The sampling technique used is the Census, the collection of data obtained from the library study, non-participant observation, interview with Marketing Public Relations Raka FM and from the questionnaire to the client as respondents.***

***Based on the results of research can be concluded that the strategy Public Relations Marketing done in improving the interests of advertising in Raka FM Bandung is good enough, it just has to improve again in terms of Media kit and off water activities.***

***Researchers want to recommend as input materials to obtain the desired results, the company should improve the media kit used for information materials to the client to be more interesting again, and more often by doing activities off the water in order to awaken to the community, especially the client that only Radio Raka is Has more advantages than other radios.***