

## **Abstract**

**This paper titled is “Strategic Public Relations Analysis in Purpose of Increasing Consumer Interest PT. Pos Indonesia”, be made under the guidance of Dr. Sutrisno, S.Sos., M.Si and arranged as a requirement for finish undergraduate degree in communication science in the faculty of social and political science Pasundan University. This paper intent to find out what effort is being done by Kantor Pos especially in Public Relations Major to increasing their Consumer Interest and measuring the perceived response by Kantor Pos consumer after the strategy is executed.**

**The method has been used in this paper is descriptive Analysis which is a method of research that describes in detail of the conditions about case or event based on facts and data that happening at the time this research being held. Data collection techniques used literature review, observation, interview and quisionnaire distribution coincidentally to 188 people.**

**The result of this research showed that public relations strategy which is being done by Kantor Pos which consist of two parts that is persuasive strategy each advertising, public service activities and media release then contribution strategy each corporate social responsibility and sponsorship has their own level of effectiveness of each parts but generally result of this research showed that the strategy has being done is good.**

**Things that researcher wants to recommend as an advice for management of Kantor Pos in increasing their consumer interest are management should do some publication maximally towards every event which is done by Kantor Pos so that their image, brand awareness and consumer interest become stronger.**