**ABSTRACT**

The world business competition has been increasing and it makes marketing team must more detail to catch opportunity. To catch better opportunity is needed new marketing strategy. Such as telemarketing and Marketing Strategy Public Relations.

Marketing strategy is one of crucial thing in company. Without an approprate marketing strategy, the company can not catch consumer. This case in happened in PT. Rekayasa Hijau Indonesia. As on Nasional Company in Indonesia.

The methodes of this research is using descriptive study that suggest can give whole pictures about telemarketing as marketing srtategy of Public Relations in the activity. The data of this research was taken deeply interview with the data refrence and the subject in this research, namely: telemarketing coordinator and also some of telemarketing employee. The observation is well done suistainbly confirmed with relevance book accourding to the problem in this research.

The result of this research shows that telemarketing as one of marketing strategy of Public Relations. Started from the capability in working, the employee had been well trained.

Then, contacting costumers from telemarketing are decided by good comunications and relations that they had been before. Also, persuade costumers are decided by the way telemarketing talked to the costumers and make them trust to the product itself.