

## **ABSTRACT**

*This research is entitled "PUBLIC RELATION COMMUNICATION STRATEGY REGARDING INDUSTRIAL WASTE POLLUTION (Descriptive Study of PT Kahatex Public Relations Communication Regarding Industrial Waste Pollution)". This study aims to find out how the communication strategy regarding industrial waste pollution is, starting from how to get to know the audience, how to compose messages, methods, and media selection.*

*The research method used in this research is descriptive qualitative, with data collection techniques through observation, literature study, documentation and in-depth interviews conducted to the Public Relations of PT Kahatex, the Deputy of Public Relations of PT Kahatex and the expert informants are the West Java Provincial Environment Service, Task Force Citarum Harum and academic informants.*

*The results of this study are the communication strategy carried out by PT Kahatex how to know the audience is to make observations and direct observations to control and check the source of the problem, how to compose the message conveyed, namely information messages to the audience, the method used is direct communication, and the selection of media using conventional media. to provide information to the public.*

*Keywords: Communication Strategy, Public Relation, PT Kahatex, Industrial Waste, Pollution.*