

ABSTRACT

This study examines public relations strategies for enhancing corporate image at PT Perkebunan Nusantara I Regional 2 amidst the dynamics of communication issues and public perception. Public relations serves not only as a conduit for information but also as a manager of strategic communication in building corporate image. This study aims to analyze public relations strategies through the stages of formative research, strategy, tactics, and evaluative research. This study employs a qualitative method with a descriptive approach, utilizing data collection techniques such as in-depth interviews, observation, and documentation, reinforced through source triangulation involving key informants, expert informants, and supporting informants. The results indicate that Public Relations strategies are implemented systematically and continuously, beginning with the formative research stage through issue identification, media monitoring, and stakeholder mapping; the strategy phase, which emphasizes the development of accurate, transparent, and responsive communication regarding issues; the tactics phase through social media management, content publication, media relations, and Corporate Social and Environmental Responsibility (CSE) programs; and the evaluative research phase through media coverage analysis, public sentiment analysis, stakeholder surveys, and internal performance measurement. This study demonstrates that a structured Public Relations strategy can strengthen a company's image and build sustainable relationships with the public and stakeholders.

Keywords: *Public Relations, communication strategy, corporate image, stakeholders, CSR*