



## INTISARI

Penelitian ini bertujuan untuk menganalisis tentang strategi *public realtion* pada Telkomsel Branch Yogyakarta. Penelitian ini dilakukan pada tanggal 23 September 2017 sampai 31 Desember 2017. Jenis penelitian yang dilakukan adalah deskriptif kualitatif berdasarkan data primer dan data sekunder. Pada penelitian ini, peneliti menggunakan metode wawancara kepada pihak internal Telkomsel Branch Yogyakarta yang merupakan Staf Divisi *Youth and Community* di Telkomsel Branch Yogyakarta. Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi *public relation* yang dilakukan oleh Telkomsel Branch *Yogyakarta* sudah sesuai dengan teori alat *public relation* yaitu terbitan, acara, pemberian sponsor, berita, pidato, kegiatan layanan masyarakat, dan identitas.

Kata kunci: Strategi Promosi, Promosi Penjualan, *Public Relation*, Terbitan, Acara, Pemberian Sponsor, Berita, Pidato, Kegiatan Layanan Masyarakat, Identitas.



### ***ABSTRACT***

*The purpose of this research is to know about the public relation strategy in Telkomsel Branch Yogyakarta. This research was applied at Telkomsel Branch Yogyakarta from September 23<sup>th</sup>, 2017 until December 31<sup>st</sup>, 2017. Type of this research is qualitative description based on primary and secondary data. In this research, researcher used the interview method with the internal Telkomsel Branch Yogyakarta which is the Staff from Youth and Community Division at Telkomsel Branch Yogyakarta. Based on this research, it can be concluded that public relation strategy has been done can be drawn the conclusion that Public Relation in Telkomsel Branch Yogyakarta is in accordance with the theory of public relation tools that is publication, event, sponsorship, news, speech, people service activities, identity.*

*Keywords : Promotion Strategy, Selling Promotion, Public Relation, Publication, Event, Sponsorship, News, Speech, People Service Activities, Identity.*