

## **ABSTRACT**

Media was the main source in meeting the information needs of the audience. Merpati Nusantara Airlines as a flight services company requires the mass media in order to convey information about a company to the public. Relationships forged between the MNA with the mass media will have a positive impact on the company's publications in the mass media. Media relations program implemented in order to build a good relationship between MNA with the mass media. This research attempt to determine the media relations strategy implemented Merpati Nusantara Airlines in building a positive image of the company. The purpose of this research is to describe MNA media relations strategy in building a positive image of the company. This research was conducted using qualitative descriptive research method, with the technique of collecting data through interviews, documentation and literature. The validity of the source data using triangulation by interviewing *Public Relations* MNA, media crews and the public. The results of this research shows that a relationship with the mass media needs to be done. Good relationships influence media coverage. Media relations is a program PT MNA to build good relations with the mass media. Expected with this program is able to promote good relations between the two sides.