

ABSTRACT

Sido Muncul has officially become a company with *go public* status in 2013. The objective of this research is to analyze the role of Public Relations after the company goes public. The theory utilized is System and Boundary Spanning Role Theory. It explains how the role of Public Relations should be in the organization or company is. This is qualitative research with descriptive analysis. The data collection technique is conducted through interview on resource and direct field observation. The result of the research indicates that the role of Sido Muncul Public Relations after *go public* does not experience changes. Sido Muncul Public Relations keeps focusing as corporate image marker. It is carried out by adding intensity of various activities that can shape good image of the company in the society. Public Society is successful in strengthening company's good image after go public. After Sido Muncul goes public, it has investor as a part of shareholders. Company's communication with investor is built by Investor Relations. Sido Muncul Management doesn't give opportunity for Public Relations with investors; even they have no connection with Investor Relations.

Keywords: The role of Public Relations, Investor Relations, Image Maker, Sido Muncul, System and Boundary Spanning Role, *Go Public*.