

ABSTRACT

An enterprise must necessarily be able to maintain a relationship with the company around the community because they have an impact on the sustainability of the company's life. One of the relationship should be nurtured by Public Relations in a company's relationship with the community about the company. This research is to find out how strategy aimed at the program of community relations pt. Badak ngl bontang in cultivating good relations with human communities around the company. A Concepts that used the Concepts of the management of public relations. The use writers a method of research qualitative descriptive, who described activities meanwhile relations pt. Badak ngl. Data sources in research is obtained from primary source of data and data sources secondary. The technique of collecting data in the study is done with the observations, interviews and documentation. In this study data analysis using SWOT analysis. As an effort to see strategy implementation in practice in society in this research is community. Location of research carried out at PT Badak NGL. Bontang, East Kalimantan. After conducted research, the result showed that planning, determination strategy implementation and community relations pt. Badak ngl having a dedication high to keep and retain reputation of the company. Community Relations activities of PT Badak NGL. run by the Division of External Relations in cooperation with the Community Development Division of PT Badak NGL. has been planned and executed so well that gives rise to a positive impact on the communities surrounding the company. In addition to successfully create a positive image of PT Badak NGL. also build harmonious relationships with the community about the company.