Abstract

The purpose of this research is to reveal the Public Relations Strategy in Managing the Image of Mal Kelapa Gading (PT. Summarecon Agung, Tbk). The research method used in this research the data that consisted in written words or spoken statements of the source and observed behavior. This research have reached of the conclusion that the witter obtained from this research is, that the Success of Public Relations Strategy applied in managing the image of Mal Kelapa Gading (PT. Summarecon Agung, Tbk) can be seen by its high number of both visitors of the mall, and the followers in mall’s fan page on facebook. The conclusion that the Success of Public Relations Strategy applied in Managing the Image of Mal Kelapa Gading (PT. Summarecon Agung, Tbk) gained by having a good relationship with the media (media relations), social media, and by helding special events.

Keywords:


Kata Kunci:

Public Relations, Strategi Public Relations, Mal Kelapa Gading, Citra.