

## ABSTRACT

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Nowadays, business competition is an inevitable thing for every business person. Various ways have been done by the business person to be able to dominate the market. Mass communication through mass media is usually considering to build the understanding and public closeness by the company, and this is related with Media Relations. Media Relations itself is an effort to maximize the publicity. From the publicity, it is expected to build positive opinion needed by the company to create their image. To achieve maximum publicity, the right Media Relations activity strategy is needed, so that the media think that the information they will share to public is newsworthy. Thus, this research wants to reveal the Media Relations Activity used in achieving the maximum publicity on Karcher Cleans Monas program and its positive impacts from the strategies used.

This research used qualitative approach to be able to reveal deeply about the strategies and the positive impacts from the Media Relations Activity strategies implemented in Karcher Cleans Monas program. The data was collected using interview and documentation. For testing the data validity, researcher used triangulation technique, while the data analysis was done in three steps i.e. data reduction, data presentation, and conclusion making.

Based from the result of this research, it is known that Media Relations Activity takes role in publicity achievement on Karcher Cleans Monas program. This was shown in maximum publicity achievement that reached 500 news coverages from various kinds of media (online, printed, and television), and the positive tone of the news published. Moreover, this publicity achievement affected the Public Relations value gained by the company as well for about USD 1.7 M, which was abstract company investment