

ABSTRACT

Indonesia is well known as a maritime country. 2/3 of the total area of Indonesia or equivalent to 70% of the total area of Indonesia is an ocean. With a wealth of abundant sea, Indonesia would have a chance to prosper the fishermen and sell the commodities of marine products to foreign countries. Pasarlaut.com is a marketplace and platform to buy and sell seafood aimed at welfare of fishermen and break the chain of fish sales that harm the fishermen. This study aims to find out how the Cyber Public Relation strategy of Pasarlaut.com educate public about Pasarlaut.com. This research is using qualitative approach method. The results of this study show that: 1. Cyber Public Relations goal is to build brand recognition and knowledge about the website Pasarlaut.com. 2. Pasarlaut.com uses four tools from six Cyber PR tools: website, E-mail, Social Media and search engine publicity. 3. In planning and implementation, there are several steps used by the Pasarlaut.com in doing strategy, including: Content Management, Media Relations, Social Media Program and SEO Organic. 4. Evaluation is done by direct communication or face-to-face in the morning of Morning Glory routine activity, evaluation data from the use of analytics application.

Keywords: Cyber Public Relations, Cyber Public Relations Strategy, Pasarlaut.com.