

ABSTRACT

This study discusses how the marketing public relations activities in the Muara Group. The purpose of this study is to determine marketing public relations activities carried out by the Muara Group and its success factors. This study uses the concept of Kotler & Keller 2006 to determine the success of marketing public relations activities including publications, sponsorships, news, public service activities, speeches, media identity. This research uses a qualitative approach with descriptive methods to collect data by observation, in-depth interviews, and documentation. The results of this study in carrying out marketing public relations activities in Muara Group have successfully used the concept of 7 benchmarks for marketing public relations activities. Muara Group's success in carrying out marketing public relations activities consists of several factors, namely geography, influencers, marketing, and also financial.

Keywords: marketing public relations, Muara Group.