

ABSTRACT

Fishlog is a business-to-business marketplace that facilitates a national fisheries cold chain network through community participation. Therefore, in the era of industrial digitization 4.0, the role of public relations is very important to be able to keep up with the flow of the internet, by making digital media a public relations medium to disseminate information and promotions effectively to the public, one of which is having a public relations strategy to make the website a public relations medium. This research method uses qualitative research, with data collection techniques carried out by observation and interviews. Interviews were conducted with two Fishlog employees who have an important role in implementing the public relations strategy using the website as a public relations medium, as well as one supporting informant who supports information from key informants. The results of this study indicate that the website media is one of the public relations media in carrying out its public relations strategy, therefore the researcher wants to help Fishlog to find out whether the media has helped in providing Fishlog information to Fishlog's target market.

Keywords : New Media, Media Website, Public Relations Strategy