

ABSTRACT

PT Kereta Cepat Indonesia China (KCIC), through Whoosh as a modern mode of transportation, aims to realize an integrated public transportation system in the Bandung Raya area. Therefore, a public relations strategy is necessary to disseminate information regarding the integration of the Whoosh high-speed train with other public transportation modes in Bandung. This research aims to determine the public relations strategy of PT KCIC as a public transportation mode in Bandung by applying Cangara's Public Relations Strategy Stages theory (2020). The paradigm used in this research is constructivism with a descriptive qualitative approach through observation, documentation, and interview data collection techniques. The research results indicate that PT KCIC's Public Relations appointed two company spokespersons for official news and social media administrators for a simpler approach, according to the type of media used. PT KCIC's Public Relations utilizes diverse media to disseminate information through conventional communication media (out-of-home media, electronic media, press releases for mainstream media) and new media (social media, websites, and applications) to ensure all messages are conveyed to the diverse audience segmentation of PT KCIC's Public Relations, namely customers and stakeholders.

Keywords: *Integration, PT KCIC, Public Relations Strategy.*