

ABSTRACT

Media relations is an important strategy in maintaining a company's reputation through professional relationships with the media and the delivery of accurate information to the public. This research aims to find out the media relations strategy implemented by PT Bio Farma (Persero) in maintaining the company's reputation, and analyze the one-way and two-way communication patterns used in the strategy. This research uses a qualitative approach with a case study method. Data collection techniques were conducted through direct observation, in-depth interviews, and documentation. This research uses the Four Public Relations Models by Grunig and Hunt as an analytical framework. The results showed that the company's media relations strategy is aligned with the Public Information model through the distribution of press releases, Two-way Asymmetric Communication through press conferences, and the dominance of Two-way Symmetric Communication in media gathering activities, media visits, media gathering, support for the media community, and media engagement and satisfaction surveys. This strategy is adaptive and long-term oriented, and plays a significant role in maintaining the company's reputation.

Keywords: *Communication, Corporate Reputation, Media Relations*