

ABSTRACT

This study analyzes the external communication strategy of PT Agritama Sinergi Inovasi (AGAVI) in building community relations with food business actors through the Ketapang Kita program. Using a qualitative method with a case study approach, this research refers to the Four-Step Public Relations Process model (Cutlip, Center, & Broom, 2006), which includes research, planning, implementation, and evaluation, as well as the Community-Based Communication Strategy Theory (Moore, 2002), which emphasizes participatory and interactive communication. The results show that AGAVI applies a live-in approach to understand community needs and build trust. In addition, social media and Focus Group Discussions (FGDs) are used as effective communication tools to disseminate information and enhance community engagement. This approach helps AGAVI design a more relevant and sustainable communication strategy while strengthening relationships with business communities. In conclusion, the combination of the Four-Step PR Process and a community-based communication strategy enables AGAVI to build strong external relations, create a positive impact on business communities, and provide solutions for entrepreneurs in overcoming business and technological development challenges.

Keywords: *community relations, external communication strategy, Four-Step Public Relations Process Ketapang Kita, live-in, MSMEs, PT Agritama Sinergi Inovasi.*