

## **ABSTRACT**

### ***Strategic Planning of Public Relations PT MNC Televisi Network In Maintaining Government Relations (Descriptive Study Of Speak After Lunch Program)***

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*This research sees from the phenomenon that government relations are important forevery company to get support from the government. This research aims to find out the strategic planning of PT MNC Televisi Network in maintaining governmentrelations through a speak after lunch program. In this study, we used descriptive qualitative method to decitify existing phenomena, either natural or man-made phenomena. With the main concept of strategic planning to see how the strategy carried out by PT MNC Televisi Network in maintaining government relations throughspeak after lunch program. The results showed that strategic planning using four phases in it is very influential to launch a strategy in the early stages. The four phasesexplain that each phase is important for every company that wants to develop a strategy and maximize the results of the planned strategy to achieve a goal of the company. In this study, there was no answer from informants who did not run all four phases of strategic planning. All phases have been conducted by PT MNC Televisi Network to maintain government relations through speak after lunch program. That is, with the four phases applied by PT MNC Televisi Network on strategic planning can maximize the planned results in the early stages of strategic planning to achievea goal of maintaining government relations through a speak after lunch program.*

**Keywords** : *Strategic Planning, Government Relations, Four Phases of Strategic Planning*

**References** : 26

**Publication years** : 2009-2021