

ABSTRACT

JEANI SYAIRA SHABINA, 17825201

**COMMUNITY RELATIONS STRATEGY OF PT ARACELI GASINDO JAYA
IN BUILDING PUBLIC TRUST ON GAS SAFETY AND SERVICE QUALITY**

Keywords: *Community Relations, LPG Gas Distribution, Organization-Public Relationship, Public Trust, Trust Theory*

(xii + 102 + Appendices)

This study aims to examine the Community Relations strategies implemented by PT Araceli Gasindo Jaya in building public trust in gas safety and service. This study is motivated by the importance of establishing public trust in local-scale gas distribution companies that have limited resources but interact directly and intensively with surrounding communities. This study employs a descriptive qualitative approach through in-depth interviews with six informants, consisting of two internal company informants and four external informants comprising customers and distribution partners. The theoretical frameworks used are Organization-Public Relationship (OPR) Theory and Trust Theory. The findings show that PT Araceli Gasindo Jaya implements Community Relations strategies through public communication and education, community engagement and participation, multi-stakeholder partnerships and collaboration, responsiveness and emergency preparedness, and Corporate Social Responsibility (CSR) programs. These strategies are implemented through direct communication and personal relationships with the community, complementing one another in building public trust in gas safety and service. The limited use of digital communication is an aspect that the company needs to consider in expanding its communication reach to the community in the future.

(Bibliography 1984-2025)