

## **ABSTRACT**

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***The Public Relations Communication Strategy of Sampaijauh.com in the 1000 Running Shoes Campaign***

*Keywords: Traveling Ground, Dialogical Public Relations, Social Media, Selamatjauh.com, Communication Strategy*

*(xii +49+ appendices)*

*The 1000 Sepatu Alas Tempuh Campaign is a caring movement among children, especially for those who are less fortunate, by providing assistance in the form of sneakers specially made by Sampaijauh.com and Isser James, as well as providing a number of textbooks. The aim of this research is to find out the Public Relations communication strategy for Selamatjauh.com in the 1000 Sepatu Alas Tempuh Campaign. The type of research used in this research is using a qualitative approach. The paradigm used in this research is the constructivism paradigm. The results of this research show that Selamatjauh.com carries out its Public Relations communication strategy through social media, namely Instagram and YouTube. In carrying out its Public Relations communication strategy, Sampaijauh.com focuses on dialogic Public Relations. Researchers found that Selamatjauh.com together with its audience followed four basic principles in implementing the concept of dialogical Public Relations theory, namely mutuality, propinquity, empathy, risk and commitment. Based on the results of this research, the researcher hopes to increase academic knowledge for readers regarding Public Relations Communication Strategy. Researchers also hope that in the future they can carry out further research and provide even better results that can contribute to academic knowledge for readers.*

*Bibliography (2001-2022)*