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Myra Octadiva, Heni Hayat This article aims to find out the strategies used by PT. KAI in the publication of GambirBekasi and Pasar Senen-Bekasi Special Rail Fare Service. In this study, the methodology used is qualitative with the constructivist paradigm and the process of collecting data through interviews and archives and literary research as secondary data. This study used qualitative methods. The data analysis techniques used are models of Miles and Guberman. The results of the study show that the public relations PT. KAI has made NineSteps strategic public relations planning including the use of press release, social media, organizational media, and xbanner. The strategy has gone well and there are still shortcomings in its implementation. ----- publications, public service services, strategic planning for public relations DOI: 2Fia.v7i2.1419 there are currently no rebacks. 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