ABSTRACT

Industrial sector is one sector which is very important in improving the income of a country, especially developing countries such as Indonesia. One of the promising Indonesian industrial sector is textiles. However, the textile industry was not only a positive impact economically, but also produce negative impacts, especially impacts on the environment. Environmental damage caused by activities of the factory can create a negative image of the company. This negative image can impact the loss of short-term and long-term loss of the company. Therefore it is important for the company to build a positive image of textile companies in the sustainability effort, the company through public relations make approaches to the community. This approach can be done by implementing the role of Public Relations.

Keywords: Textiles, Public Relation, Role of Public Relation.