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## ABSTRACT

In building a relationship with publics and external organizations, a firm should be more focus on their communications and relationship management toward it, as well as create a strongest relationship. The feeling of trust between customers and external organizations will be enhanced through the communication that flows, and bringing results in stronger external relationship in industry as well an excellence relationship management. In addition, positive image of the firm lead from the feelings of trust and relationship management, as customers is happy to collaberate with the organization and in return, share their positive feelings with employees and other organizations. For mutual benefit of an organizations and its stakeholders, relationship management effort is thought to build a long term external relationships. Customer's opinion will be able to influence other organizations to have more positive opinion about the reputation of the firm when they have been thought to have more credibility with publics. The goal of communications with customers in engaging them prior to the organization is describe as external communication.