ABSTRACT

The Role of Air Force Information Service Jakarta
To Interlace And Build Good Relations With Media

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This research was conducted to determine the role of Air Force information service Jakarta to interlace and build good relations with the media, through activities that relate directly to the media conducted by the Public Information to achieve a good relationship with the media.

The reseach method used is descriptive qualitative approach, where data collecting technique done by interview with DISPENAU *public information directly and also by doing library study. The research subject amount 5 people and 2 informan who are employees of the General Information section and performed directly in* DISPENAU Jakarta *obtained through sampling techniques using purposive sampling technique.*

Results from this study can be seen from the activity DISPENAU *public information in routine activities such as dissemination of information and incidental activities such as publications, delivery of persuasive messages with formal language style which uses the print media like brochures and electronic media like internet.*

As a conclusion from this research is, role of DISPENAU *public information to interlace and build good relations with the media can be seen with the routine activities and incidental in public information with a persuasive message and the style of a formal language by using print media and electronic media.*

Suggestion for DISPENAU *public information after research,* DISPENAU *public information expected to increase activities related to the media by involving community such as Camera Ria activities so that it can create new relationships with the communities and add either a positive image for the* TNI AU.