ABSTRACT

The Role of Lanud Husein Sastranegara Aiport Information Department to form Positive Image of Tentara Nasional Indonesia Air Force

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The aim of this research was to determine The Role of Lanud Husein Sastranegara Airport Information Department to form positive image of Tentara Nasional Indonesia Air Force using messages, media, and activities.

The approach used in this study was qualitative approach, and the method was descriptive method, the data collection technique was interview, library research, and internet searching and browsing. The subject of this research was the three members of Lanud Husein Sastranegara Airport Information Department. Researcher chose those members as informants by using total sampling techniques.

The result of this research is the messages conveyed by Lanud Husein Sastranegara Airport Information Department are in the form of Informative and Persuasive Messages. The media used are announcement board, through printed and electronic media, telephone and internet. The activities done in Lanud Husein Sastranegara Airport Information Department include all activities which were held in Lanud Husein Sastranegara Airport and the documentations of it based on Indonesia Air Force policies and interests.

From the research result, researcher has concluded that the role of Laud Husein Sastranegara Airport Information Department to form positive image of Tentara Nasional Indonesia Air Force is very important because they have to convey the information correctly and professionally; and also to give a sympathetic response due to the information which is regarded harmful for Indonesia Air Force positive image.

Researcher has suggested that it will be more suitable if the term Information Department changed into Public Relations which has a broader definition, aims, and purposes than Information Department. For example is The Police Headquarter Public Relation Department.