ABSTRACT

PUBLIC RELATIONS STRATEGY LEMBAGA PENERBANGAN DAN ANTARIKSA NASIONAL (LAPAN) BANDUNG ON EARTH DAY ACTIVITIES

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This study aims to determine Public Relations strategy of Lembaga Penerbangan Dan Antariksa Nasional - LAPAN Bandung on Earth Day activities, through fact-finding, planning, forms of communication and evaluation was conducted by the publicity department Pusat Pemanfaatan Sains Atmosfer Dan Iklim - LAPAN Bandung.

The method used in this research is descriptive method, the technique of data collecting is by interview, study of literature and online data searches. Technique of this research used purposive sampling technique. The subjects were LAPAN Bandung informants namely Mr. Sudirman, SH.MAP as Public Relations Officer.

Based on the analysis of research from the activities of Earth Day, with through several stages including, Fact-finding is to make searching the web, observation to find common ground and picked up the theme of Planet Earth Day. Planning is preparing the infrastructure and facilities such as parking areas, and exhibition stands for Bazzar. Form of communication that is an event held on April 22, 2009 of them held a public scientific lecture, discussions for high school students and popular science writing competition. Evaluation is done is by improving infrastructure such as increasing seating for visitors and campaigning activities of the day the earth for the wider community aware of the global Earth Day activities.

As a conclusion from the study, that the Public Relations strategy of Lembaga Penerbangan Dan Antariksa Nasiona - LAPAN Bandung on activity Day Earth seen from the planning process up to stage an effective communication and good response on Earth Day activities went well.

Author`s suggestions to Humas PUSFATSATKLIM for the next Earth Day activities is to increase again over the program to socialize with public so that the image and name of LAPAN is becoming better known in society