ABSTRACT

STRATEGY PUBLIC RELATIONS LOCAL GOVERNMENT BANDUNG REGENCY IN SOCIALIZE WEBSITE LOCAL GOVERNMENT BANDUNG REGENCY TO THE PUBLIC

By

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This Research Under Guidance

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Research described, aims to disentangle, and explains how strategy of a strategy of regional government in socializing bandung regency local government website bandung regency to public viewed from four process of working, public relations that defines the problem planning and programs action and communication evaluation programme.

Type research is qualitative, a method of research that we use is a method of descriptive. Most of the data obtained through interview the study of pustaka, searching and the internet. To the source is the head of and management of local government website bandung regency. Sampling techniques that we use is purposive of sampling. Engineering data analysis used data reduction, data display and conclusion drawing/ verification. For the sake of getting the truth used data Triangulation Techniques results data in order to get the validity of data

The results of this research is defining problems, where people literate, technology so that public relations local government bandung regency make planning programs and regarding the short-term through counseling website within every the meeting, and is based on what has been planned by doing cooperation with the media bandungekspress.com and soreangonline.com and giving the book a guideline and training free related action and communication, in terms of evaluation of the all goes according to plan although there are slight obstacles encountered, the aspects of human resource and financial aspects that are lacking.

A summary of this research include public relations strategy that has been made can be said to be maximal, though every stage passed well, given the lack of human resource and the use of still technology

Suggestions to fix various researchers is still lacking, especially elements of human resource, financial and technology.

Keyword: Not "literate technology"