ABSTRACT
STRATEGY PUBLIC RELATIONS CBL RADIO 91.7 FM BANDUNG IN BRAIDING GOOD RELATIONS WITH JOURNALIST MEDIA PRINT

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This study aims to determine the Strategy of Public Relations CBL Radio 91.7 FM Bandung in improving employee performance through a get together with the use of fact finding, planning, communication, and evaluation.

The approach used in this study is qualitative and the method used is descriptive, data collection techniques the researchers used the interview, book study, internet and searching. Objects in this study are CBL Radio Bandung and subject research is Public Relations of CBL Radio bandung with 2 informants. The researchers chose informants using purposive sampling techniques.

Result of research is fact finding conducted by Public Relations CBL Radio 91.7 FM Bandung by collecting accurate fact, objective, from internal Public of company. Planning taken is to be able to draw up the intention of image which wish to be got to through good relations with media journalist print. Form of communication taken is informative and persuasif. Evaluate taken is conducting discussion concerning activity which have been conducted. Strategy conducted to reach one target.

From the result researcher can conclude that Strategy Public Relations CBL Radio 91.7 FM Bandung in braiding good relations with media journalist print to give impact which are positive to company growth. Because good correlating with very important factor journalist in progress a company and that one of the responsibility a Public Relations. suggestion from researcher is more improved again activity with media journalist print.