ABSTRACT

STRATEGY OF PUBLIC RELATIONS CBL RADIO 91.7 FM BANDUNG IMPROVING THE PERFORMANCE OF EMPLOYEES GET TOGETHER THROUGH

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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, and internet searching. Objects in this study are CBL Radio Bandung and subject research is Public Relations of CBL Radio bandung with 2 informants.

The results of fact-finding study was conducted by the Public Relations CBL 91.7 FM Radio Bandung to gather the facts are accurate, objective, from the internal public companies. Planning to do is get the act together. Form of communication that does is two-way communication and verbal communication. Evaluation is to conduct discussions on the activities that have been made.

From these results the researchers to conclude that the Strategic of Public Relations CBL Radio 91.7 FM Bandung in improving employee performance through a get together to yield significant results on the development of the company. Because the internal public is also an important factor in the progress of a company, and it is the responsibility of a Public relations. Advice of researchers is further enhanced activity get together, and plan activities more attractive.