ABSTRACT

THE OPERATIONAL PROCESS OF PUBLIC RELATIONS AND PROTOCOL WEST JAVA PROVINCE DPRD SECRETARIAT TO FACILITATE PUBLIC'S ASPIRATION THROUGH HEARING DIALOGUE ACTIVITY

Written by:
Shanti Ratna Dewi
43307707

Under the guidance of:
Tine Agustin Wulandari, S.I.KOM

The research was conducted with the aim to determine the operational process of Public Relations and Protocol West Java DPRD Secretariat to facilitatate public's aspirations through Hearing Dialog activity, which starts from the Fact finding, Communicating, Planning and Evaluating. This research is a qualitative study using descriptive methods. Data collection techniques used were interviews, observation, library research, internet searching, and documentation. Data analysis techniques used were including data collection, classification data, describe data that has been collected, and analyze the data that has been collected to analyze it in accordance with supporting theory, charts, photos, etc. Subjects in this study is the Public Relations and Protocol DPRD Secretariat West Java Province, while the informant are staffs Public Relations and Protocol West Java Province. The techniques used by the researcher in selecting informants in the purposive sampling.

The results showed that the process of fact finding made by the Secretariat of Public Relations and Protocol West Java Provincial DPRD Secretariat is to hold and sort out the aspirations of the public who enter through the SMS Center, email, website, and selection area. Planning process conducted is to conduct a survey, coordinated by the council leader, coordinating with the leaders or community leaders, organizers and local officials. Furthermore, Public Relations and Protocol West Java Provincial DPRD Secretariat also make banners, making the order, making layouts, creating and disseminating invitations, and making guest book that aims to support the Hearing Dialogue. Communicating process conducted by the Public Relations and Protocol West Java Provincial DPRD Secretariat is to serve as MC, reception, documenting activities. While the informant is a member of the Board, Public Relations and Protocol only act as a facilitator. Evaluation process does is conduct a review at the time of the activity, create activity reports for archiving and reporting accountability activities to be submitted to the inspection agency.

From these results, the researcher concluded that Operational process conducted by Public Relations and Protocol through Hearing dialogue is to assist agencies in achieving the purpose of facilitating public aspirations. The suggestion that researchers submit report on the publish accountability, timely in providing information to the community and the implementation is in accordance with the schedule set.