ABSTRACT

MAJALENGKA POLICE DEPARTMENT (POLRES) PUBLIC RELATION DIVISION COMMUNICATION STRATEGY BY SECURITY AND COMFORMITY (KAMTIBMAS) ON CREATE MAJALENGKA SOCIETY AWARE FROM SECURITY AND COMFORMITY (KAMTIBMAS)

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This research to know how Majalengka Police department Public relation division communication strategy by security and comfornity program (kamtibmas). To solve this program the researcher bring some categories consist of to know about target communication, significancy of communication purpose,media communication option,and thw act of communicator in communication.

This research uses kualitative paradigm and description method to solve the Majalengka Police Departement communication strategy .the informan in this research is the Head of administration and civilitation . in the other way the data collection method done by deep interview,observation,documention,literaly studied,internet searching,and triangulasi.For data analiysis technic use siklus faisal model on bungin which late done by recheck the validation of data.

The research result shows that the public relation of majalengka police department must know about factor of referencion frame,situation dan condition of communican,and about the message itself before running the program.the next step are choosing the best media to applying the program for society, and then the act of communicator in communication to get the response and the positive value from society to communicator.

According to the result of research we can conclude that the program running by the Majalengka police department get the positive response from Majalengka society.

And for the suggestion for public relation division of Majalengka Police Department is to improve the regulary of the program so that can prevent the negatives attitude from society.