ABSTRACT

THE STRATEGY PUBLIC RELATIONS AND PROTOCOL REGIONAL SECRETARIAT (SETDA) LOCAL GOVERMENT (PEMKAB) INDRAMAYU THROUGH COACHING AND DEVELOPMENT OF COMMUNICATION AND INFORMATIONRESOURCES IN IMPROVING THE IMAGE IN THE COMMUNITY DISTRICT INDRAMAYU

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This Research *aims to determine the stratgey of Public Relations and Protocol SETDA Local Goverment through development activity and development resources to improve communication and information among the public image of district Indramayu.*

The Type Of Research *is qualitative, research method use descriptive–qualitative method. Informant the research amounted to 7 (seven) people, with 4 (four) informant research and 3 (three) key informant. Data were obtained through indepth interviews, observation, searching, triangulation data and other literature sources. The data analysis techniques used are data reduction, data display, and conclusion drawing or verification.*

The Results *showed that the development activities and resource development communication and information tel Relations and Protocol implemented properly and use as a strategy to improve it's image among the people of the district after a revision Indramayu decree regarding partnerships local journalist, the goverments activities have learning education program Al Quran, in the writing of news reporter were never directed by the goverment and goverment oversight on these activities through facebook, website, and clipping news.*

Research conclusion *is relations strategies and protocols to improve the image of the goverment through the coaching and development of communication and information in implementation involves journalist as social control and community supporters in any activities organized by the goverment.*

The advice, *Public Relations and Protocol must be able to provide accurate information, can be justified to the public about the problems that occur in Indramayu district, not only to deliver a positive, negative side must be delivered so that there is a change in government to jump directly to any coverage Goverment activities.*

Keyword : Fact Finding, Planning, Communication, Supervision or Evaluation.