ABSTRACT

PUBLIC RELATIONS PROCESS OF KEJAKSAAN TINGGI JAWA BARAT IN MANAGING TV INFO TO PROVIDE INFORMATION OF THE INSTITUTION FOR THE VISITORS

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This research purposed is to find out "Public Relations Process of Kejaksaan Tinggi Jawa Barat in Managing TV Info to Provide Information of the Institution for the Visitors". To answer above problem the author analyzed Public Relations process that consists of gathering facts, Problem Definition, Planning and Program, Action and Communication, and Evaluation.

Type of this research is qualitative and descriptive as the research method. Data collection techniques used was interviews, observation, documentation, literature and Internet Searching. An informant in this research consists of five informants of the researcher, that is: 2 key informant and 3 support informant.

The results of the research, concluded that the activity of providing information through TV info conducted by the Public Relations of the Kejaksaan Tinggi Jawa Barat, was purposed to provide public information services to the visitors and are good views from the fact gathering on site, problem definition, planning and programming, communication action and evaluation to make visitors satisfied with the information provided in the TV info, start from the corruption information, about of the Kejaksaan Tinggi Jawa Barat institution, and other activities required by the visitors.

This research conclusion shows that the process of public relations in the Kejaksaan Tinggi Jawa Barat in managing the TV Info may be one means/facility of providing information to the visitors.
Because through the TV info, the visitors can find information or any else news about the law that contained in Kejaksaan Tinggi Jawa Barat.

Suggestions presented in this research is that the Public Relations of the Kejaksaan Tinggi Jawa Barat may consider the contents of the information in the TV info, as well as convenience to the visitors, so the visitors do not feel bored and easily receive information.