Public Relation Strategy Of PT. Telkomsel (West Java Regional) Through PT. Telkomsel (West Java Regional) Press awards Program On Image PT. Telkomsel (West Java Regional) Among Print Journalists Of Bandung.

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This study aims to identify the public relation strategy of PT. Telkomsel (West Java regional) through PT. Telkomsel (West Java regional) press awards program on image PT. Telkomsel (West Java Regional) among print journalists of Bandung.

The research method used by writer is method of survey research with correlation techniques, while the research data collection techniques, the method used by writer is a questionnaire, interview and literature study. The population of this study is the print journalists who became a partner of PT. Telkomsel. The sampling technique used is total sampling.

Results from this study is that there is significant influence between the plan activities of press awards with the image of Telkomsel among print journalists of Bandung, with coefficient of 0.884. The existence of significant influence between message activities of press awards with the image of Telkomsel among print journalists of Bandung, with coefficient of 0.713. The existence of significant influence between the media activities of press awards with the image of Telkomsel among print journalists of Bandung, with coefficient of 0.777. There is significant influence between the public relation strategy of Telkomsel with the perception among print journalists of Bandung, with coefficient of 0.728. The existence of significant influence between the public relation strategy of Telkomsel with Cognition among print journalists of Bandung, has a coefficient of 0.740. The existence of significant influence between the public relation strategy of Telkomsel with attitude among print journalists Bandung, has a correlation of 0.629.

The author drew the conclusion that the public relation strategy of PT. Telkomsel (West Java regional) through PT. Telkomsel (West Java regional) press awards program on image PT. Telkomsel (West Java Regional) among print journalists of Bandung has been assessed fairly. Advice from the author to the public relation in implementing the strategy press awards in shaping the image of western Java Telkomsel is to enhance good relations and harmony in the external environment, both with consumers and with business partners, especially journalists, because in this case a journalists as media companies need to deliver information the public.