ABSTRACT

PDAM BANDUNG CITY PUBLIC RELATIONS ROLE IN INCREASING ITS IMAGE FOR CUSTOMER SERVICES IN REGIONAL WATER SUPPLY AT LINGGAWASTU BANDUNG WEST DISTRICT

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This study aimed to find out how the role of public relations PDAM Bandung City in improving the image of the company for users of water services in the area Linggawastu Kec. Bandung Wetan. So to answer the above problems of this study to analyze the level of planning and a public relations activities undertaken PDAM Bandung in increasing the company's image to the user service PDAM Bandung, particulary in Linggawastu Bandung West District.

The research was conducted using a qualitative approach with descriptive methods, descriptive analysis, which describes the role of PR in enhancing the corporate image for the user service PDAM Bandung City. While data collection techniques used by investigators is the technique of in-depth interviews with informants of Public Relations Regional water as much as five people as informants, and literature. Data analysis techniques used are components of the data analysis by Miles and Huberman Interactive Model. The interviews were conducted with head of the sub bid of Public Relations and Public Relations Staff.

From the results of discussions which have been described and explained in the research, that the role of public relations PDAM Bandung City has played well and had worked in accordance with his position as a public relations PDAM Bandung, this can be seen from the success of plans, activities, the message delivered and achieve the results of evaluation which have been specified and performed together. These activities into one program and the motivation for the Public Relations Regional water to always make an impression or image to all users of water services from the Regional water is always good.

The conclusion of this research is the role of PR has been carrying out Regional water planning and activities of his job well, although not carried out quickly, but from every member of the public relations kenerja been addressed properly in the eyes of service users PDAM Bandung City.

Advice presented in this study is the socialization with the service user to clean water is more stressed and react quickly and to respond and provide clean water quality is good.