ABSTRACT

PALEMBANG CHARTER IMPLEMENTATION AGREEMENT IN THE NATIONAL PRESS EDITORIAL COMPANY PT. BANDUNG GALAMEDIA PERKASA (HU GALAMEDIA)

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This study aimed to find out How Palembang Charter Implementation Agreement In The National Press Editorial Company PT. Bandung Galamedia Perkasa (HU Galamedia), to answer this research, the researchers used four categories are used as a measuring tool of communication problem identification, resources, executive attitudes, and organizational structure.

The research method used is descriptive method with qualitative approaches. The data collection techniques used in this research is through library, internet searching, and by conducting interviews. Techniques to determine informant used purposive sampling.

The results showed that, the implementation of the Charter of Palembang in disseminating information about the content of the Charter of Palembang in terms of communication already well underway, with through formal and informal communication. Human resources as the executor of the implementation of quality because sometimes a journalist has not been slow to grasp what is commanded by Chief Editor, executors attitude no problem because they want to learn, while the organizational structure does not so act, because the organizational structure in General Daily News Galamedia more flexible and not rigid.

Conclusion The results of the implementation of the Charter of Palembang company image, press organizations, and media personnel will be better and people will get quality information.

Researchers suggested that the Daily News in the implementation of the Charter of the General Galamedia Palembang further enhance human resources as well as return facilities and infrastructure that would be achieved with the optimal implementation.