ABSTRACT

ROLE OF PUBLIC RELATIONS PT. TELECOMMUNICATION INDONESIA TBK PHONE SYSTEM THROUGH SOCIALIZATION PROGRAM TELKOMFLEXI POSTPAY ATTITUDE TOWARD EMPLOYEES USING THE SYSTEM

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This study aims to determine the extent of the role of Public Relations of PT. Telekomunikasi Indonesia Tbk through outreach programs TELKOMFlexi post-paid telephone system on employees' attitudes using the system. So the researchers tried to analyze the type of activities carried out, the media and messages used, and attention, understanding, and acceptance.

This type of research is quantitative, while the research method used is survey method with a descriptive analysis technique. Most of the data collected through questionnaires and interviews and supported by literature study. For sampling is an employee of PT Telekomunikasi Indonesia Tbk, with the number of sample units of 69 respondents. The sampling technique used is the Stratified Random Sampling (Sampling according to levels or strata). Data analysis technique used is the selection of data, data classification, coding book and coding sheets, tabulating data, analyzing data with Likert scale and process data using SPSS 12.0.

The result of data processing notice a strong connection between the type of activities performed, messages and media used and attention, and acceptance by the relationship of 81% means that the relationship is high, strong, able and significant (important) and the rest 19% influenced by other things . The results showed H1 accepted data processing means there is a relationship research. However, in the role of Public Relations of PT. Telekomunikasi Indonesia Tbk through outreach programs TELKOMFlexi post-paid telephone system on employees' attitudes using the system with a value of 67.4% means that the relationship the relationship is high, strong and significant (important) and the remaining 32.6% influenced by other things.

This study shows the correlation between variables X (Role) and Y variable (attitude) is a high relationship, a strong and significant.

Suggestions from this study is the role of Public Relations should be improved to form the attitude of the employees through the use of post-paid telephone system TELKOMFlexi, so employees can use the phone system TELKOMFlexi postpaid an easier, cheaper and more efficient.