ABSTRACT

COMMUNICATION INFRASTRUCTURE DEVELOPMENT IN ROAD IMPROVEMENT Ciawi - Singaparna TASIKMALAYA DISTRICT (A Descriptive Study on Infrastructure Development Communication Strategy On the Road Development Ciawi - Singaparna By PT. Glindingmas Wahananusa)

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The purpose of this study *is to find out how the "Communications Infrastructure Development Improvement On Roads Ciawi - Singaparna Tasikmalaya district (a descriptive study of communication strategies on the development of road infrastructure development Ciawi - Singaparna by PT. Glindingmas Wahananusa)." To answer the above purposes, the researcher picked up sub focus objectives, plans, activities, and communication processes to measure the development of communication infrastructure.*

Research approach *is qualitative, the method used is descriptive research informants infrastructure in five selected villages.Purposive sampling techniques, so that the informant research in the set of three informants infrastructure. Technique of data collection are interviews, library research, internet searching.Technique of data analysis is data reduction, data presentation and store data.*

The research *shows that the* ***purpose*** *of communication infrastructure development is to be able to facilitate community access roads, shorten travel time, and increase economic activities. Development of communication* ***plan*** *is to invite citizens to be community leaders as well sits conference conducted in the village hall. Development of communication* ***activities*** *is to provide counseling, approaches and direct communication to the public.The* ***process*** *is presented in the form of persuasive communication is to invite the community to participate and approve the construction of roads Ciawi-Singaparna.*

The conclusion *is "Communications Infrastructure Development Improvement On Roads Ciawi - Singaparna Tasikmalaya district (a descriptive study of the communication strategy of infrastructure development on road development Ciawi - Singaparna by PT. Glindingmas Wahananusa)" is considered successful where the state is considered a concrete road.*

Suggestions for research *is to utilize various kinds of media such as electronic media and print media in the delivery of development communication as supporting the achievement of the intent of the message delivered.*