ABSTRACT

THE ROLE OF PUBLIC RELATIONS AND PROTOCOL VIA SMS CENTER TO COMMUNICATE IN ACTIVITIES MEMBER OF THE REGIONAL HOUSE OF REPRESENTATIVES PROVINCE OF WEST JAVA

By
OCTAVIANI FAUZIAH RENZY
NIM.41807055

This research under the guidance of
Drs. Oji Kurniadi, M.Si

This aim of the research to determine the role of Public Relations and Protocol Via SMS Center In Delivering Activities To House of Representatives Members. This observation needed three discuss of research questions, among others, the facilitator of communication, communication technician and the role of Public Relations.

This research used a qualitative approach with descriptive methods, data collection techniques used in this study were interviews, observation, book study, supported by internet searching and documenting the number of informants 5 people consisting of 3 parts of the Public Relations and Protocol and 2 House of Representatives Members which is considered to represent the West Java Provincial Parliament Member others.

The results of the study through interviews can be seen that the Public Relations and Protocol act as communicator or mediator via SMS Center in presenting a program of activities to the House of Representatives to simplify and accelerate information or convey a message to the House of Representatives activities before formally to the invitation letter to the House of Representatives so that House of Representatives may be present in every activity although an emergent activity. Public Relations and Protocol of West Java Province DPRD Secretariat provides technical communication services. SMS Center is a medium of communication between the Council of Public Relations in delivering the House of Representatives activities.

The conclusion that the role of PR in the SMS Center program that is as Facilitator of Communications and Communications Technician. Due to the SMS Center Public Relations as facilitators or intermediaries in delivering activities to the House of Representatives. PR became a communications technician with the communication to the House of Representatives even though only one direction via SMS.

The advice can be given to the PR should follow technical guidance in order to use SMS Center so it does not have to wait for other Public Relations staff that can use SMS Center in order to avoid delay in delivery of activities or information to the House of Representatives.