ABSTRACT

SOCIALIZATION PROGRAM PREPAID ELECTRICITY
Through MASS MEDIA PRINT
(Descriptive Study of Socialization Program Prepaid Electricity by Public Relations PT. PLN Distribution West Java and Banten through Newspapers "Pikiran Rakyat" to the Community)

By
WAHYU SETYADHI
NIM.41807031

This thesis under the guidance of
Drs. Alex Sobur, M.Si.

This study aims to determine the Socialization Program Prepaid Electricity through Mass Media Print. This study discusses three pieces of research questions, among others, regarding the preparation phase, the mimic stage stage also ready to act.

This study 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 six people consisting of two persons and the Public Relations Society of Protocol and four users Prepaid electricity is considered to be representative of the people who use other Prepaid Electricity.

From the results of research through interviews presented to the six informants. Can be seen that the Public Relations and Protocol have the desire to introduce Prepaid Electricity and invite the community to use Prepaid Electricity. The use of mass media newspapers print the appropriate market segment due to the use of such media. Public Relations of PT PLN Distribution West Java and Banten provide a forum for the community in the form .

The conclusion that socialization is carried out by the Public Relations of PT PLN Distribution West Java and Banten on Prepaid Electricity through newspaper "Mind" is pretty good and effective, because the contents of the message delivered to the public is clear enough. Only the participation of officers who explain directly to the public can not be forgotten in the process of socialization.

Research advice to the company, in order to better support the effectiveness of the media that has been used, it is also necessary intensity in information dissemination, which can be done continuously. And also needed socialization directly to the public in the form of face to face.

Suggestions researchers for the company, in order to better support the effectiveness of the media that has been used, it is also necessary intensity in information dissemination, which can do continuosly. And also needed socialization directly to the public in the form of face to face.