ABSTRACT

Effectiveness of the presentation of Press Release by the PR Department of communication and informatics (DISKOMINFO) Bandung City government to the satisfaction of the acquisition of information for journalists

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The purpose *of this study was to determine the effectiveness of PR Presentation Press Release By Office of Communications and Informatics Bandung City Government Satisfaction Against Acquisition of Information for Journalists. To be able to see how much the relationship between the effectiveness of PR Presentation Press Release By Office of Communications and Informatics Bandung City Government Information Acquisition Of Satisfaction For journalists, the researchers tried to analyze the credibility of sources and then analyze the Message Media Information Acquisition, Information Acquisition and Hope also analyzed the results of Acquisition information for Journalists.*

The approach *used is a method of quantitative research with survey methods. Data collection techniques used were questionnaire, interview, book study, Internet searching, and Documentation. The population in this study are Journalists Communications Office Government of Bandung Jln. Wastukencana No. 2 Bandung. Sampling technique used is total sampling. Prior research questionnaire then spread first study to test the validity and reliability. Data obtained from the deployment questionnaire, given score, analyzed and processed using Spearman Rank correlation coefficient.*

The results *of these studies show a correlation between the magnitude of the credibility of sources of satisfaction dengsn acquisition of information for journalists is equal to 0.622. This means that there is a significant relationship, and significant. The correlation between the contents of Satisfaction plane with the acquisition of information amounted to 0.414. This means that there is a significant relationship, and Significant. Correlation between the media with information acquisition satisfaction is 0.557. This means that there is a significant relationship, and significant. The correlation between the effectiveness of the results of the acquisition of information amounted to 0.523. This means that there is a significant relationship, and significant, correlation between the effectiveness of the expectancy information acquisition amounted to 0.494. This means that there is a significant relationship, significant.*

The conclusion *of this study is no relationship between attractiveness Telkom Digital Signage on public relations effectiveness diskominfo Bandung city government with satisfaction the acquisition of information for journalists is equal to 0.611. This means that public relations effectiveness diskominfo Bandung city government with satisfaction the acquisition of information for journalists there is a significant relationship.*

The advice *can be given to DISKOMINFO Government of Bandung after research carried out is, content is made more interesting Press Release so that the news posted on the Website may be a choice of reading material or community news.*