ABSTRACT

INTERPERSONAL COMMUNICATION DIVISION PUBLIC RELATIONS PT. PLN (PERSERO) DISTRIBUTION WEST JAVA AND BANTEN IN BUILDING A RELATIONSHIP WORK AMONG EMPLOYEES

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This study aims to determine how interpersonal communication public relations division of PT. PLN (Persero) West Java and Banten distribution in building working relationships among employees.

This study used a qualitative approach with the informant, amounting to three people. Data obtained through in-depth interviews, observation, literature study, searching the internet. The data analysis techniques, data collection, data presentation, drawing conclusions, and evaluation.

In this study, researchers used the theory of interpersonal communication effectiveness of DeVito is the delivery of messages by one person and receiving messages by another person or a small group of people, with various effects and with the opportunity to provide immediate feedback, which the PR must use in conducting interpersonal communication to employees, namely to provide information on around work through interpersonal communication.

From the results of research can be concluded that interpersonal communication conducted by the public relations division has been effectively implemented to provide information to all employees of public relations division, which can produce a good working relationship among employees, especially public relations division.

Advice that can give researchers PR PT. PLN (Persero) Distribution West Java and Banten To Improve Information Through To Each Employee is expected in the future interpersonal communication can provide more effective information again so that information more quickly accepted and can improve the quality and quantity.