ABSTRACT

THE ROLE OF BATAM GOVERMENT PUBLIC RELATIONS TO SOCIALIZE "WEBSITE PEMKO BATAM" *TO THE PUBLIC*

***By*:**
Rian Wahman
NIM. 43306018

This final task under the guidance of,
Sangra Juliano Prakasa S.I.Kom.

This study aims to determine the role of Public Relations in the dissemination Batam *City Government "Website* Pemko Batam*" to the public. To answer the above problems, the researchers set about identifying the study as follows: the activities carried out, the message delivered, the media used, and the role of Public Relations of the City Government of* Batam *in* Batam *overall socializing "Website* Pemko Batam*" to the public.*

This study used a qualitative approach with descriptive methods. Data were collected through interviews, literature study, and internet searching. The subject of this research is Public Relations of the Government of Batam *City. Informants in the study was determined by using purposive sampling technique and a two-person informant. Techniques of data analysis performed by data reduction, categorization, sintesisasi, and preparation of the work.*

These results show that the Batam *City Government public relations activities in socializing "Website* Pemko Batam*" to the public starting from planning, division of tasks, implementation, and evaluation. Publication activity performed regularly in various media by involving the private sector and mass media. Batam City Government public relations messages in socializing "Website Pemko Batam" to the public informative delivered persuasively in order to better provide an understanding of the existence and benefits of the website* Pemko Batam. *Government public relations media used in the dissemination* Batam *City "Website* Pemko Batam" *work consists of the mass media like local television, radio ad lips, put the website address in various baligho, banners, pamphlets, stickers, banners, and also through exhibitions and a variety of outdoor advertising media owned by the government of* Batam. Batam *City Government public relations role in socializing the "Website* Pemko Batam*" to the community were considered active by the website in any interests include protocol* Batam *City government to be more socialized to the public.*

The conclusion from these studies show that PR Batam *City Government has been instrumental in disseminating "Website* Pemko Batam*" to the public. This is proven by the activities undertaken socialization, socialization messages are delivered, and the media used for socialization. PR should be able to create websites that look more interesting with the addition of the events, the features, the form of membership, and quiz to attract the public interest.*