ABSTRACT

WEBSITE-EFFECTIVENESS WWW.KERETA API.CO.ID BY PUBLIC RELATIONS PT. RAIL INDONESIA (PERSERO) AS MEDIA INFORMATION TO CONSUMERS

By :
Herro Dika Prasetya
NIM : 43308003

This research under guidance :
Tine Agustin Wulandari, S.I.Kom

The aim of this research is to find out about the effectiveness of the website www.kereta api.co.id by Public Relations PT. Kereta Api Indonesia (Persero) as a medium of information to consumers ". To be able to answer these problems, this study analyzes the matters related to the research problem, namely: the credibility of the communicator, message content, the intensity.

The type of this research is qualitative, using descriptive methods. Data collection techniques performed by the researchers is to interview, library research, internet searchcing, and documentation. Subjects in this research amounted to 3 people. The informant in this research is Public Relations Manager Mr. Agus Komarudin Imaging.

The results showed, Public Relations PT. Kereta Api Indonesia (Persero) that acts as a communicator to have credibility in delivering the message. Where public relations communicators as trustworthy, honest, and also has expertise in delivering information. While the content of messages in addition to appealing website also has a clarity and completeness of any content of the message so it can be understood by consumers. Intensity-api.co.id www.kereta website looks at the duration of 24 hours and a minimum frequency of once every 2 weeks for updating information.

Conclusion The study shows that the effectiveness of public relations website of PT. Kereta Api Indonesia (Persero) has been as expected. In the management of media-api.co.id www.kereta website as a source of information to consumers.

Suggestions presented in this study is that PR PT. Kereta Api Indonesia (Persero) include a wide variety of information on the website, then make changes to display the website in order to avoid monotony, and more websites publish websites www.kereta-api.co.id to all walks of life.