ABSTRACT

STRATEGIC PUBLIC RELATIONS BANDUNG AUTO RADIO 88.9 FM IN ESTABLISHING GOOD RELATIONS WITH AUTOMOTIVE SPONSOR

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This research aimed to know Strategy Public Relations Auto Radio 88.9 FM Bandung in good relationship with sponsor automotive. through fact finding process, planning & Programming, communication and evaluation

The method which was applied in this research was descriptive method with qualitative approach. Data collection technique done by the researcher was through interview, book study and online scanning data. This research object was Auto Radio 88.9 FM Bandung. Researcher chose the Public Relations of Auto Radio 88.9 FM Bandung as the subject and research informant was by using technique in purposive sampling technique.

The result was fact finding done by Public Relations of Auto Radio 88.89 FM Bandung by looking for sponsor automotive. The planning done was aimed to deliver the information of company. Activity taken was corporate visit and socialization with automotive sponsor and form of communication done though electronic and cast media. Evaluation done by discussion concerning about activity which had been done.

From the result researcher earn conclude that strategy Public Relations Auto Radio 88.89 FM Bandung strategy in good relationship with automotive sponsor support the performance public relations because good relationship with public external is one of responsibility of a Public Relations. Suggestion whose researcher said was by adding activity that could create good relationship with automotive sponsor such as tourism touring