ABSTRACT

STRATEGY OF PUBLIC RELATIONS RADIO OZ 103.1 FM BANDUNG IN ESTABLISHING A GOOD RELATIONS WITH MEDIA JOURNALIST

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This research aims is to determine the strategy of Public Relations Oz Radio Bandung in establishing good relations with media journalists through planning, types of activities, forms of communication and evaluation.

The approach used in this research is qualitative and the method used is descriptive, data collection techniques that researchers use is by interview, literature, and internet searching. The subjects in this research is the Public Relations of Oz Radio Bandung and the object of research is Public Relations of Oz Radio Bandung totaling two informants. Researchers choose these informants by using the purposive sampling technique.

Fact-finding research results conducted by preparing information materials which are accurate, objective, and according with the facts on the field. Planning and programming which done by making a good planning in order to obtain a good result, planning is done with the Public Relations activities every year. Communication which conducted using an applied communication from the previous planning system through two-way communication channel (Two-way communication), this form of communication messages are informative and persuasive. The evaluation is conducted to make a complete database of data reporter.

From these results, researchers can conclude that the strategy of Public Relations Oz Radio Bandung in establishing good relations with media journalists has been running well. However researchers also suggested for the Public Relations of Oz Radio Bandung expected to further improven the activities of the external with media journalists, as well as increasing more documentation in any activities associated with the print journalists.