ABSTRACT

Paris Van Java Bandung television Public Relation strategy through the Barter Promo activity in increasing its client's loyalty

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This research aims to determine Paris Van Java Bandung television Public Relation strategy, in case increasing client loyalty through objective, plan, activity, message and media conducted.

The research method used is "descriptive method with qualitative approches". Data collection techniques that researchers use are with interview, book study and search data online
This research object is Paris Van Java Bandung Television station and the subject is "public relations" In Paris Van Java Bandung Television Station. Researcher choose Paris Van Java Bandung Television Public Relations and two employees as a research informants using purposive technique.

Research result is a barter promo purpose, to suppress the promotion budget and increasing Paris Van JavaTelevision Station client loyalty. The plan include the preparation of program implementation, develop implementation steps and evaluation. The message that conveyed by the Public Relations Television Paris Van Java Bandung is a persuasive message. The media used is a personal media via telephone letters and memos. Paris Van Java Television Public Relation activities are covering cooperation with the client, producing a thematic promo program, Update company existence in cyberspace, collecting newest information, Corporate Social Responsibility

From the result, researchers can conclude that The Paris Van Java Bandung Television Public Relation Strategic in increasing clinet loyalty is very important because with the increase of client confidence and loyalty, will create a good working relationship as well as prolonged

Researchers suggestion are adding media that can be used as teaching aids/props such as laptop to create client interest of cooperation offer from Paris Van Java Bandung Television.