ABSTRACT

The Credibility of PT Kereta Api Indonesia (Persero) Public Relation Daop 2 Bandung in Good Relation with The Journalist

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This study aimed to know the credibility of PT Kereta Api Indonesia (Persero) Public Relations Daop 2 Bandung in strengthening good relation with journalist, using indicators of expertise research, honesty, attractiveness and credibility.

This study used qualitative approach of descriptive method. The data collection technique used by the researcher are interviews, literature study, and internet. Researcher used a purposive sampling technique. The subject of the research is Public Relations Daop 2 Bandung and two informants.

The result showed that Public Relations Daop 2 Bandung has high credibility in strengthening good relation with journalist. Public Relations Daop 2 Bandung has capability and extensive knowledge in transferring company policy information, transferring the information objectively, as needed and have the honesty. In addition Public Relations Daop 2 Bandung also has a good relationship with journalist, whether it's formal and non formal relationship.

The conclusions of this study are that the Public Relations Daop 2 Bandung has the expertise, honesty, attractiveness and credibility in strengthening good relation with the journalist. And the suggestions for researchers of Public Relations Daop 2 Bandung PT Kereta Api Indonesia (Persero), is to enhance routine activity for the journalist, for example, the Public Relations held a sport event so it can enhance more harmonious relationship between employees and journalists as partners. In addition, Public Relations Daop 2 Bandung has to be more active in participating the event whether the field of Perhumas *and IPRA, in order to improve work prestige and able to use information technology in transferring company policy information to the journalist.*