ABSTRACT

THE ROLE OF PUBLIC RELATIONS PARIJZ VAN TELEVISION BANDUNG JAVA GET THROUGH ACTIVITIES TOGETHERS EMPLOYEES WORKING IN INCREASING MOTIVATION

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The aim of this research to determine The role of Public Pelations Parijz Television Van Java Bandung Increase Motivation In Employees Work through Messaging, Media, and Activities.

The approach used in this study was qualitative approach, and the method was descriptive method, the data collection technique was interview, study litteratu, and internet searching and browsing. The subject of this research was the members of Publlic Relations and the staff of Technology Research Development of Parijz Van Java Televisi Bandung. Research choose those members as informants by using purposive sampling.

The results of this research the messege conveyed by Public Relations of Parijz Van Java Televisi are in the form of informative and persuasive messege. The media used are the print media through memos and banners as well as media presentations and outdoor media. Activities undertaken by the Public relations Parijz Televsisi Van Java Bandung is covering outbound activities, interactive games, the best employee award and documenting the interests of corporate records.

From these results, researchers can conclude that the role of Public Relations Parijz Van Java Television in increasing employee motivation to work is important because it increases employee productivity then the greater the contribution given to company employees. Suggestion that researchers are saying is to add activities that can improve employee morale building activities such as emotional intelligence of employees and activities that can strengthen the closeness of all employees and Get Togethers improvement activities.