ABSTRACT
THE ROLE OF BANDUNG CITY GOVERNMENT PUBLIC RELATIONS IN PROVIDE INFORMATION TO JOURNALISTS

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This study aims to determine the role of Public Relations of Bandung City Government in providing information to the reporters by using indicators : activities, messages, media, and roles.

This study used a qualitative research approach with descriptive methods. Data collection Techniques performed by the researchers was interview, in-depth interviews, literature, and Internet searching. Research subjects in this study are 6 people. And the informants in this study were Mr. Subardi and Mr. Primanda Wijaksana.

The results of this study showed that in providing information to the journalists. The Public Relations Division formulate with goal-setting process and achieved results. Activities divided into routine and incidental with no expenses. The messages were formed of Informative and Persuasive types. The media used were electronic media, print media, face to face, dialogue, phone / sms, internet media and presentation of data in the form of coverage, record and report in a news release.

The conclusion of this study is the Government Public Relations of Bandung in providing information to the reporters must be capable to satisfy their information needs about bandung city government. Because it is one form of work done to improve the company image by determining the expected goals, then conduct a structured, activity there is a message conveyed through the media used by the Public Relations Bandung City Government.

As for the suggestion that researchers say is to give awards to the journalists who have a high achievement for the city Bandung.