ABSRTACT

" The Effectiveness of Public Relations PT. Indoneptune Net Manufacturing Bandung in Informative Communication Through Running Text To Increase The Understanding About The Firms Information in Their Employer's Area"

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This last task is guided by :

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The Effectiveness of Public Relations PT. Indoneptune Net Manufacturing Bandung in Informative Communication Through Running Text To Increase The Understanding About The Firms Information in Their Employee's Area. Making this research has a purpose for knowing what the informative communication media that is used by public relations PT. Indoneptune Net Manufacturing Bandung in their employer's area for compose the right understanding about the informations in internal area's of the firms. So that public relations of the firms choose Running Text as an alternative media that is made for maximum zing the function from the internal information system.

In this last task the research use a methodology by a quantitative and descriptive method. Where the results of the research are explain by writer clearly to describe the event or phenomena without do a counting through a quantification procedure.

The results after do a research are the employer's who work as an administration staffs in PT. Indoneptune Net Manufacturing Bandung to be a target by using Running Text is true because that employer's received the information in Running Text consciously than can remember it also understanding its information truly so that raised the alternative. It means effective because it same with the firms aim.

After studying and understanding the research results so the writer conclude that using Running Text is some with firms aim if it refer to the administration staffs but for the general employer's it can't say maximal because there is still a wrong information and the information is not delivered by the administration staffs.

See to the fact so the writer give an opinion to the firm for making a Running Text media with bigger size, as LCD that placed in every department in public interest areas, also add the frequent of the information raising in Running Text so that the employer's will more perceptive in using its Running Text.