ABSTRACT

THE ROLE OF PUBLIC RELATIONS AND PROTOCOL OF WEST JAVA PROVINCE DPRD SECRETARIAT IN ORDER TO FULFILL JOURNALIST'S INFORMATION NEEDS THROUGH THE WEBSITE HTTP :/ / DPRD.JABARPROV.GO.ID

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The aims of this research was to determined the role of Public Relations and Protocol in West Java Province DPRD secretariat to fulfill journalists the information needs through the website http://dprd.jabarprov.go.id examined Public Relations and Protocol as a Communictions Fasilitator and Communications Technician.

This research used a qualitative approach with descriptive methods, data collection techniques used in this research were interviews, observation, book study, supported by internet searching and documenting. Amount of informants, are 4 people, consist 3 of the Public Relations and Protocol and also a member of journalist which is considered to represent the other ones.

The results showed that the Public Relations and Protocol acts as a communicator or mediator in conveying information to journalist through website http://dprd.jabarprov.go.id in order to facilitate and accelerate information for the journalists in a clear, practical, and efficient way. Public Relations and Protocol in West Java Province DPRD Secretariat to provide technical services as a communications technician through website http://dprd.jabarprov.go.id by reporting activities around the organization, inputting news, upload photos council activities, and monitoring the website regularly.

The conclusion of the research showed that Public Relations and Protocol has a role as a facilitator of Communication as a mediator to help convey the message by listening desires, and expectations regarding the journalist' info needs, and then transmit the information through the website http://dprd.jabarprov.go.id. Public Relations also serves as Communication Technician to provide technical services for journalists through as an administrator website http://dprd.jabarprov.go.id.

Researcher's suggested is the best use of West Java DPRD website is not only to disseminate the activities of the council but the poll application need to be more usefull, and also the need for updating information in a timely manner as well as additional manpower support as administrator of the website.