ABSTRACT

Press Release Maintenance By The Corporate Image Care Through DPRD Website of West Java Province in Delivering Institute Information to the Public Media

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This study aims to determine the Management of Press Release by the Corporate Image Care through DPRD Website of West Java Province in Delivering Institute Information to the Public Media, using indicators of research expertise, honesty, attractiveness and effectiveness.

This study uses qualitative approach of descriptive method. The data collection technique used by the researchers are interviews, observation, documentation, book study and internet. Researcher using a purposive sampling technique. The subject of the research is the Press Release in West Java Province DPRD and had informants as many as 2 people.

Research results show that the Press Release in West Java Province DPRD has good relations with the Public Media. Press Release in West Java Province DPRD capable and knowledgeable in delivering information agency policy, provide this information in an objective, as needed and have the honesty.

The conclusions of this study is in the process of making a press release made by the Corporate Image Care of West Java Province structured as implemented in accordance with the Public Relations job descriptions, namely, collecting, compiling and designing the press release in order to establishment of a favorable public opinion toward the organization.

Suggestion: It increases the activity of regular public meeting of media, such as holding tournament exercise so as to enhance the harmonious relationship between employees of public institutions with the media as partners.