ABSTRACT

STRATEGY COMMUNICATIONS PUBLIC RELATIONS PT PLN DISTRIBUTION WEST JAVA and BANTEN THROUGH THE PROGRAMDISSEMINATION WEB AND CALL CENTER IN THE IMPROVE SERVICE TO THE COMMUNITY

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This study aims to determine how the Strategy Communications Public Relations PT.PLN Distribution West Java and Banten Through The Program Dissemination Web and Call Center In The Improve Service To The Community. To answer the introductions of public, preparation of the message, determination method, and media such as what is in used.

This study used a qualitative approach with descriptive methods, data collection techniques used are in-depth interviews, participant observation, documentation, library research, and internet searching.

Based on the results of research, public relations communications strategy PT. PLN's Distribution West Java and Banten was did the introduction of the first audience to know the audience segmentation will be going to, the preparation of the message of the latest information about the services provided by PT PLN Distribution of West Java and Banten. With the determination method using the method of informative and persuasive. And of course the media as a tool of communication.

Conclusion The researchers showed that PR communications strategy PT PLN Distribution of West Java and Banten, through outreach programs in the web and call center services to the community increases, so that the public aware of new services provided by PT PLN Distribution of West Java and Banten.

Advice from researchers for the company PT. PLN Distribution West Java and Banten for the future can improve the performance again and cooperation in the activities of outreach programs and call center web, and can continue to devise strategies for all service to the community. As this can improve the public service and will certainly affect the company PT PLN Distribution of West Java and Banten.