ABSTRACT

THE PUBLIC RELATION STRATEGIC OF CIMAHI CITY GOVERNMENT IN PROMOTE OF BATIK CIAWITALI

AS THE SPECIFIC PRODUCT OF CIMAHI CITY BY USING OF BEAUTY OF CIMAHI CRAFT EXHIBITION

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This research aims *to find out Descriptive research about The design and Management of Public Relation of Cimahi City Government in Promote the Batik Ciawitali. Sub focus of this research that* ***Strategic Public Relation, Design, and Management.***

Research method *is qualitative descriptive methodology. The data collection categorized in two—data collection by using of field research including interview, observation, documentation, and literature as well as obtained in other resources such as book, literature, or dictates and field practice.*

The results *of research shows that having public relations strategy planning and good management .Planning strategy done public relations with the planning a communicator and planning media . Planning good communicators of attitude , expertise , allure used , the approach , and the manner of delivery to the community . Media planning done public relations from the preparation of the schedule shows the time and space to reach a goal .Public relations management strategies that do is to conform to it takes the employees , material , a machine , the method , and marketing budget .So that the beauty of cimahi craft in promoting batik ciawitali as batik typical city cimahi done by the public relations succeeded in making people who come to know , wear and love.*

Conclusions *based on result of research that Cimahi government has a very important role both for internal and external, especially in order to deliver a range of public information that is required publicly known to the public through media channels or appropriate events and public relation role as well.*

Suggestions *for Cimahi government in order to promote events intensively use mass media so that the public can know ahead of time.*

Keywords*: Strategic Public Relation, Design, Management, Promotion*