ABSTRACT

THE PUBLIC RELATION PROCESS OF BANDUNG CITY's GOVERMENT BY PUBLIC FACILITY AVAILABILITY

(*The Discriptive qulitative of Public Relation Process of Bandung City's Goverment by Facility Availability*)

By

Dea Aditya Ramadhan

41808092

This thesis under the guidance :

Dr. Mahi M. Hikmat, M.Si.

The study intends to find out the public relation process of Bandung City's goverment by public facility availability as there is awareness to offer a perpetual by public facility availability as there is awereness to offer a perpetual innovation by administrator.

The study uses qualitative approach with descriptive method involving browsing data, in-depth interview,and documentation. There are four selected informant with assumtion that they are know very much of information on public relation process. Meanwhile the interview aranged by characterize the proposed question and answer, then analyzed properly by descriptive method.

By the result, it is concluded that the definition of problem almost engaged in socialization process of publiuc facility the to Bandung citizens. Moreover, the design and program, as well as action and the communication of public relation of Bandung City's government for improvement involving measurement of previous result.

The suggestion of study is that evaluation arranged by local government must be specified in satisfy the citizen of Bandung on availability of public facility. It is because the problem followed by a new one, thus if there is an inappropriate evaluation, it will bring a negative impact.

Keywords : Public relation process, government of Bandung City, Public facility of Bandung City