ABSTRACT

YENI NURSOLIHAH. NIM. 080429. THESIS. STRATEGY OF PUBLIC RELATIONS SETDA LEBAK TO HANDLE NEGATIVE NEWS (Case Study Regarding Coverage Ciwaru Hanging Bridge Village Sanghiang Tanjung)

A good communication is one of the most important factor for harmonious relationships in an organization or institution with external public, with effective communication can be expected to be able to create and maintain a positive perception or opinion in the eyes of the public organization. The functions of public relations to give the positive image about the organization to the citizen. Setda Lebak public relations government have the functions as a facilitators between government, media and citizen. Through this research study we can find how strategy of public relations Setda Lebak to handle negative news in media are, as reported by Liputan6 on Tuesday, January 24, 2012 and also news from Banten Post February 7, 2012 edition of the local government's slow response in handle events ciwaru damaged suspension bridge in the village of Sanghiang Tanjung causing people to walk along the 200 meter’s bridge to risk his life. The method used in this research is descriptive method with qualitative approach, whereas the data collection techniques used were interviews, observation and documentation. Theory used in this study is the Model Two Way Symmetrical. In dealing with the negative news using the strategy of Public Relations Setda Lebak fact finding, planning, communicating and reporting to clarify Evaluating happened and to overcome existing problems, so that the information reported by the media does not create a negative image in society.