ABSTRACT

REZA FAHREZZY. 16816254

Public Relation NET strategy. Mediatama in improving imagery through the application of broadcasting education activities to the NET Good People in JABODETABEK community

Keywords: strategy, Public Relation, NET.

(xii + 75 + attachments)

Research titled "Strategy Public Relations NET. Mediatama in improving imagery through the application of broadcasting educational activities to the Community NET Good People JABODETABEK "aims to know the strategy and the way of education Public relations NET. Mediatama to members of the NET. Good People Jabodetabek as well as activities that have been done by Public relations NET. Mediatama and members of the NET. Good People Jabodetabek. This research uses descriptive methods with qualitative data types. The method of data collection used is observation, interviews and doctoral. Result of this research so net Mediatama make a good image to the audience by establishing a net community good people by educating the net good people community that will make an event or event that positively impact To the public and the net Mediatama will also get good grades from the Compa.

(Bibliography 1996 - 2019)