*ABSTRACT*

*This study, entitled "The Role of Public Relations Officer in Improving Employee Performance PT Astra International Tbk Daihatsu Narogong". The objective of this study was to determine how the role of Public Relations Officer in terms of Communicator, Relationship, Back Up Management, and Good Image Maker, in order to Improve Employee Performance.*

*This study is based on the Theory of Information Integration, Information is the essence of the process of persuasion. This theory helps explain how the interaction of attitudes and how attitudes affect the behavior in question. This theory describes the behavior as a result of the attitude of facing actions and beliefs about social expectations of others that are not approved.*

*The method used in the preparation of this thesis research is descriptive method. Descriptive study simply describes a situation or event. This study did not look for or explain the relationship, not test hypotheses or make predictions. The sampling technique used is the Census is that the sampling technique when all members of the population used as a sample Hali is in use when a relatively small population. The collection of data obtained from observations, interviews with the public relations officer of PT Astra International Daihatsu Narogong Branch Office, and distributing questionnaires to employees.*

*Based on the research results can be concluded that the role of the Public Relations Officer of PT Astra International Daihatsu Narogong Branch Office has an important role in improving employee performance and can be considered in accordance with what is expected by the company. As for the things that must be considered, namely in terms of working atmosphere and facilities should be equipped again.*

*Things that investigators want to suggest as an input to obtain the desired result should be the Public Relations Officer of PT Astra International Tbk Daihatsu Narogong need to improve the existing communication among employees who packed lighter and communicative among employees and with superiors. This needs to be done to further facilitate the cooperation of employees in completing the work.*