

ABSTRACT

This research entitled is “Diskominfo Promotion Strategies to Increase Positive Image In Leadership Of Mayor Ridwan Kamil in Lengkong District Bandung”. This program is a form of Public Relations, that addressed to both internal and external public to create, establish, and maintain good relationship with the public company. It gives good effects to the Diskominfo which is called trust. Positive image comes from residents satisfaction and loyalty.

The purpose are to describe, analyze, and get information about the “Diskominfo Promotion Strategies to Increase Positive Image In Leadership Of Mayor Ridwan Kamil in Lengkong District Bandung”. And to increase our knowledge.

This research uses descriptive qualitative study, while for data collection, using study of literature methode, observation, questionnaires and interview. The samples method that used in this study is purposive sampling, because the respondents are the people who are considered adults and are knowledgeable about the judgments and promotions. With the number of resident population have 100 person.

Based on the observation and discussion “Diskominfo Promotion Strategies to Increase Positive Image In Leadership Of Mayor Ridwan Kamil In Lengkong District Bandung” that the residence feel interested with the promotions that Diskominfo create about socialization Leadership of Mayor Ridwan Kamil using the social media (online). The message transferred is good enough, because the citizen in Bandung at their productive age between 18-40 years old, so that promotions delivered become interesting and comprehensible.

The things that suggested by the researcher as an advice is Diskominfo Bandung in the future will prepare to improve the creative idea of promotions and make something different or more inovative in conveying messages and informations.