***ABSTRACT***

***This research entitled “THE PHENOMENON OF CYBER PUBLIC RELATIONS AT WELLBORN COMPANY BANDUNG” this research’s focused on understanding the phenomenon of cyber public relations at wellborn company Bandung, this research’s goal is for knowing the motif, the meaning, and the actions from public relations Wellborn.***

***This type of research using qualitative research with explorative method base on the theory from Alfred Shuctz for explore and describe the phenomenon, this research using data collection techniques of observations, study of the libraries, and in-depth interviews. The analysis techniques in this qualitatives research took a several stages, which is uses the proces of reductions data, data serving, and inference.***

***The result from this research is, that the informants had a point of view from the Cyber Public Relations of Wellborn Company’s actions, it was right actions and highly facilitated, and give their own satisfaction for each informants. The positive views from each individual, influence behavior of informants. That causing an impact of their perseptions towards Wellborn Company.***

***The Suggestions that researcher want to deliver is, please keep up to date and follow the global era and the technologies, also transitional of consumer throughout online or cyber media, which is uses by them in the future, keep on being a credible of public relations, and could listen all of the aspirations or complaints from the users with fast response. And for the university please keep this research as a literature collections of the libraries that can become a referral’s research for the next researchers.***