***Abstract***

***This research entitled Effectiveness of Media Relations to improving Positive Image of the Regional House of Representatives of Jambi City. The purpose of this research is to know the activity of media relations of DPRD of Jambi City and to know the obstacles and efforts to overcome it in effectiveness of media relations program in improving positive image of DPRD of Jambi City.***

***The research method used is descriptive research method with data collection techniques include literature study and study of spaciousness. Field study was conducted by observation, interview, and questionnaire distribution to 100 respondents who became the research sample.***

***Based on the results of the research, the results obtained that media relations activities undertaken by DPRD of Jambi city already done well enough but not too maximal. However, all matters relating to the delivery of information can be delivered fairly well and the impact is on improving the DPRD's positive goals in the eyes of the community.***

***The result of the research concluded that media relations conducted by DPRD of jambi city had an effect on positive image of DPRD of Jambi City. The things that want to be the researcher's suggestion as input for DPRD of jambi city is DPRD of jambi city must be able to maximize publication in media as well as possible and honestly, in an effort to increase positive image in public view.***