

ABSTRACT

The title of this research is “The Role of Public Relations and Imaging of the Bandung City Land Office (Through the Stop Gratification Program). The research method used is the descriptive qualitative method. This study uses the image theory proposed by Frank Jefskin. In the process of collecting data, the researchers used observation, interviews, and also documentation. Triangulation of source data is also used by researchers in obtaining valid data, in addition to testing the validity of the data, researchers also check the credibility of the data by using reference materials.

The results of observations and data collection carried out, it can be concluded that the role of Public Relations of the Bandung City Land Agency in the Stop Gratification Program includes: first, appreciation of the situation (introduction of the situation), in introducing this situation the public relations officer seeks to find out whether there is gratification in the area of the City Land Agency. Bandung or not. Second, the first definition of objectives (setting goals) for the Stop Gratification program is to run a stop gratification program based on orders from the direct ministry, which is then addressed to internal offices and external awareness about the prohibition of gratification in the Badan Pertanahan Kota Bandung. Third, the definition of the public (audience determination) of the Bandung City Land Agency's public relations stipulates that the external party of the office is civil society and the internal party of the office, namely employees in the Bandung City Land Agency's office environment as the intended public for the Stop Gratification program. Fourth, the selection of media and techniques (the selection of media and techniques) Public Relations of Badan Pertanahan Kota Bandung uses social media and print media in carrying out the Stop Gratification program. Fifth, the assessment of results (measurement of results) found that by running the stop gratification program, there were no more acts of gratification carried out in the area of the Land Agency of Bandung City during monitoring and attitude testing conducted by PR for office employees. The role of public relations carried out here is to find solutions to the facts that occur in public problems and must also be able to adjust to each other. The role that public relations plays will certainly produce a positive image from the public to the agency.

Keywords: Public Relations, Stop Gratification Program, Image