

ABSTRACT

The main problems occurred in each cellular operators will be associated with the value of the network quality. As the operator of Indonesia largest cellular, Telkomsel also charged with two counts of competition among internet service network. The activity of undertaking a work disproportionate in a media relations is obviously happen in a significant role in enterprise. This is an obligation binding important for task the media relations in improving the publicity give positive response to the public report on the basic. The writer is analyzed in terms of media relations in Telkomsel. In improving the positive publicity terms of the quality of the tissue during 2017 and 2018. This research will reveal several to manage process media relation through 3 stages, there are: planning, implementation, and evaluation which conducted by media relations Telkomsel in improving the publicity positive in the quality of the tissue during period 2017 and 2018. The methodology that was used group of researchers from is qualitative a kind of descriptive as well as use of the paradigms of Constructivism and case of study. The data collected researchers obtained through observarsition, in-depth interview, and study documents. The result of research showed that planned, implementation and evaluation by media relation Telkomsel, can be summed up by researchers in all the media news to the networks Telkomsel showed that Telkomsel still becomes the operator with a network of best, in which obstacles issue can always were quickly and appropriate because the personal ties between Telkomsel with actors media .

Keyword : Public Relation , Media Relations, Telkomsel, Network Quality.