ABSTRACT

Public relations is a staff to administer various information and complaints about environment Telkom University. Public Relations in telecast news still using a web SEKPIM (Secretary Leaders) with functionality and the right limited access to post news. The slow in response to complain and abuse information spread in a media social and official website Telkom University, so that will have a negative impact of to the environment Telkom University. Hence, and so get up an application web-based that would improve performance public relations and academic community in conveying information, registering grievances or crack down on pursue complaints about environment Telkom University. The main objective of making application is to can support the performance public relations in making and distribution news as a reference in repair performance not optimal and help users academic community in reporting complaints. Application was built use the model waterfall, framework codeigniter with programming language php and use a database MySQL. The result of this application can be used as solutions to the difficulties often faced by the public relations in a post news do so data and management presentation of information can more easily.

Keywords : Application, Academic Community, Public Relations, News, Telkom University.