

Abstract

Public Relations Serang City government is a government agency that handles the field of communication to the people of Serang City. The Public Relations of Serang City Government carries out its public relations function by conducting persuasive, effective and efficient communication to the community. By applying this function to the community, it can create a harmonious relationship with the community and carry out various other public relations facilities in order to create a positive image and reputation of government agencies. In this study, researchers will discuss the Analysis of the Public Relations Function of the Serang City Government towards the Cilowong Village community in the Cilowong TPAS Cooperation Program. Researchers conducted this research on Public Relations Protocol Serang City Government. This research was conducted to determine the public relations function of the Serang City government in the Cilwong Village community related to the Cilowong TPAS cooperation program. By using a qualitative research method with a descriptive approach, this research uses data collection methods with literature studies, interviews and observations. The results of the discussion in this study are descriptive narratives that explain the public relations of the Serang City Government to the people of Cilowong Village in the Cilowong TPAS cooperation program.

Keywords: Public Relations Function, Serang City Government Public Relations, Cilowong Community