

ABSTRACT

Bandung Program communication planning answered by Bandung City Government Public Relations in response to news of limited face-to-face learning in the city of Bandung during the pandemic, communication planning in socializing the program Bandung answer so that the program can be delivered and known to the people of Bandung. Bandung City Government Public Relations planning communication in accordance with The Theory of Cutlip, Center and Broom, namely the discovery of facts, planning, communication and evaluation. This study uses a qualitative approach. This study aims to determine the communication planning program Bandung answer. Research using qualitative methods with postpositivisme paradigm. Data collection is done by conducting structured interviews mandalam to informants as well as observation, and documentation. This research is to find out. This study aims to determine the communication planning program Bandung answer. The results of this study indicate that the communication planning program Bandung answer stage of fact-finding, public relations Bandung city government is looking for information that is developing in the community of Bandung. At the planning stage of Public Relations Bandung city government to conduct media monitoring, in this planning stage to compile pointer pointer or lattice for clarification in the program Bandung answer. At the stage of Public Relations Communication Bandung city government chose the appropriate resource persons to be accounted for to clarify the issue of PTMT in Bandung. In the evaluation phase of Public Relations Bandung city government conducted Media monitoring back after the media reported the results of the program Bandung answer.

Keywords : Communication Planning, Bandung answering Program, Limited face-to-face learning News in Bandung, Bandung City Government Public Relations