

ABSTRACT

The new tariff provisions set by PERUMDA AM TJM have caused complaints from customers. Dialogue is used by Public Relations to quell customer complaints regarding water engineering or water regulations. The main theory used by researches is the theory of Uncertainty Reduction (URT) and at the same time uses a qualitative approach and the type of research, namely case studies. Data collection by interview, observation and document study. The results of the research itself show that indirectly the dissemination of information carried out was not effective regarding the new water tariff setting by PERUMDA AM TJM and the local government of Sukabumi Regency. That way, the effectiveness of dialogue as a tool for communication is carried out by public relations after the new increase in water rates. Therefore, of course public relations must be more careful in disseminating information so that it is right on target, and of course dialogue with customers regarding tariff fixing must certainly pay more attention.

Keywords: Communication Dialogue, Information Dissemination, , Public Relations, uncertainty reduction