

ABSTRACT

In the practice of public relations in state-owned companies and private companies there are codes of ethics such as America perspective public relations and Islam perspective public relations ethics. Public relations ethics can affect the company, because with ethical public relations practices will become more moral. The theory used by researchers is the eastern perspective of public relations ethics, this study uses a qualitative approach and the type of research is phenomenology. Researchers collect data by conducting interviews, observation, and documentation. The result of the research itself show that state-owned companies and private companies use an eastern perspective of public relations ethics guided by Islam. In this way, public relations for companies in Indonesia, especially the West Java region, has an ethics used in public relations practice, which is ethical perspective from the Islam. Public relations must always prioritize applicable morals and rules, so as to improve the image of the company, and build good relations with the public or media partners

Keywords: Public relations ethics, America perspective public relations ethics, Indonesia perspective public relations, Moral