

ABSTRACT

In 2014, City tourism and culture west java province earned the best Tourism Office website as of 2014 by Serikat Perusahaan Pers. This excellent achievement not followed by good management of social media on twitter. If viewed from a twitter profile, city tourism and culture west java province just do share from websites without having two-way communication with the followers or the followers. Based on the things researchers want to know how the stages of management public relations done by City tourism and culture west java province in managing social media twitter. In this study researchers using qualitative descriptive study with postpositivism paradigm. To collect the data the researchers used a method of interviewing, observation, and documentation. Based on research results in managing social media twitter, Public Relations of City tourism and culture west java province do several stages that are included into the stages of management of Public Relations, as for the stage are (1) Planning, City tourism and culture west java province performs five of the six planning model, namely the introduction of a situation, goal setting, definition of audiences, the selection of media and public relations techniques, and measurement of results. The sixth phase determination of the budget was not made, (2) Organizing, the lack of human resources existing in City tourism and culture west java province, each staff has a load of work that exceeds its capacity, (3) Communicating, City tourism and culture west java province chose twitter as a medium of information dissemination and runs according to the schedule and target which is already specified, (4) Controlling, City tourism and culture west java province just for anticipated errors and does not have a program that clearly at this stage , (5) Evaluating, using twitter apps as its primary reference and input the admin to manage twitter with it better in the next months.

Key Words : Twitter, City tourism and culture west java province, Management of Public Relations