

ABSTRACT

Communication Science Student Association is an internal organization which is under the auspices of Communication Science Program. To that end, the Student Association of Science Communication plays a role as a public relations function to provide information to the target audience is students of Communication Studies. One form of information provided by Communication Science Student Association to students of Communication Science is information about the student exchange program. However, the results of the pre-research shows that the dissemination of information are made online about the student exchange program conducted is still not evenly distributed. Thus the purpose of this study was to determine how the public relations strategy that is used by the Student Association of Communication Studies in the dissemination of information online student exchange program. In this study, researchers used qualitative research methods with techniques of collecting data through observation and interviews. Results from this study is the Student Association of Communication using public relations strategy that publication strategy for information dissemination online student exchange program in the form of e-poster (electronic posters)

Keywords: Public Relations Strategy, Student Exchange, Communication Science Student Association