

ABSTRACT

The purpose of this is research is to determine the influence of Logo PLN BERSIH, NO SUAP to the imagew of PT PLN. Issues raised in this research is how responses the respondents' about Logo PLN BERSIH,NO SUAP. To answer these problems,the authors use the verification analysis Uji t and the results show that the logo of PT PLN BERSIH, NO SUAP turned ofut to have a positive and significant influence in the image of PT PLN as a positive company in the eyes of the public. Responder of PT PLN (Persero) corporate image get a positive response, this reflects that in the eyes of the public, PT PLN is one of state- owned companies in Indonesia are rarely involved cases of KKN.

Keywords : Public Relations, PLN Bersih No Suap