

ABSTRACT

This research entitled "Public Relations Strategy of Subang Regency Resilience Service on Program Utilization of Yard / Area Sustainable Food (KRPL)". KRPL is a home garden utilization program by using it as cultivation land. The goal of the program is to enable people to be self-sufficient in terms of food availability, and to help their economies. KRPL program is a new program that is realized in Subang Regency. Food Security Agency as the Intansi Service in charge of running the program. Through the public relations division the program can be realized by using a good strategy. Public Relations Division uses Interpersonal Communication as their strategy to persuade people to join KRPL program. With interpersonal communication Public Relations Food Security Service able to establish closeness to the community.

Based on the above explanation, the purpose of this research is to know how the strategy of Public Relations of Food Security Service Subang Regency in communicating KRPL Program, and to know What motive Public Relations of Food Security Department prioritizes communication directly (interpersonal communication) in communicating program KRPL.

This research uses qualitative research case study method. Data obtained from the results of in-depth interviews, observation and documentation.

The results of this study reveal that the current strategy used by the Food Security Service using interpersonal communication has not been running effectively. But from various communication and socialization activities, Public Relations of Food Security Department has used strategy with communication planning model Philip Lesly which use analysis and research as the first step.

Keywords: KRPL, Public Relations, Analysis and Research