

ABSTRACT

PT PLN has a purpose which would like to be able to balance the progress on the three aspects of the provision of electricity, namely economic, social and environmental. Like other writers who will be thorough in this research are the activities of socialization of danger – flying kites in Garut society conducted by Publicist PT PLN in Garut Areas to minimize the impact of the value loss due to swallows, which causes often happens turns off the lights. A method that researchers use qualitative studies is a method with approach case studies and using the paradigm of Post-positivisme. Data obtained in this study obtained through observation, survey into the field, conduct interviews. In addition, the data obtained are remarks, information, documentation, and not a number. The results obtained in this research is the communication strategy on the implementation of the activities of socialization of danger – kites where socializing is done with the first approach towards a character – character of the community and brings in this research as well as to the measurements of the effectiveness of the program is that the program is already effective in the eyes of the public to press the point turns off lights and community habits of Arrowroot in flying – kites. Researchers conclude that socialization activities – kites danger effected Publicist PLN Area Arrowroot, so far it has shown effectiveness in changing habits or behaviors of the society will overpass earlier Arrowroot – also impacting kites on descents extinguished lights.

Keywords: Effectiveness, Communication Strategy, Socialization, Public Relations, PT PLN