

ABSTRACT

Humans cannot live without other people, they interact with each other in the same interest or in different forms, exchange ideas and opinions to unite perceptions. For the needs of all that can not be separated from the communication between individuals and individuals with the human group itself. PPID PT. Kereta Api Indonesia also strives to carry out good and correct public communication so that it can be accepted by the wider community.

By using a case study research method that is studied qualitatively, primary data collection techniques were observation and in-depth interviews with key informants such as Assistant Managers, service users of PT. Kereta Api Indonesia and expert informants of public communication, this research aims to analyze the process of Public Communication PPID PT. Kereta Api Indonesia.

The results showed that PPID PT. Kereta Api Indonesia has several publik communication strategies, from face-to-face communication to establishing good chemistry with the wider community as a strategy to improve public information services.

Keyword : *analysis, PPID, public communication strategy, qualitative*