

ABSTRACT

This research about the public relation's practice by Public Relations IKP division Diskominfo Sanditik Sumedang regency. The purpose of this research is to find out how Public Relations of Sumedang regency execute their main duties and functions as Government's Public Relations and also how the implementation of the culture in the identity of public relations. This research uses the theory of excellence public relations according to Grunig & Hunt, there are press agency, public information, two-way asymmetric, and two-way symmetric. This research also uses the theory of cultural dimensions according to Hofstede, there are power distance, group attachment, gender association, and uncertainty avoidance. Sumedang Regency is the center of Sundanese culture so this research observes about the practice that executed by public relations through the "Sumedang Puseur Budaya Sunda" Policy 2020 which includes 10 operational values. It because the identity of culture will affect the behavior of public relations to execute the function of information and communications services to the public. This research uses qualitative deskriptif by collecting primary data which is in-depth interviews and secondary data analysis documents. Based on the results of this research, the public relations of Sumedang Regency execute their public relation's practice based on their duties and functions as public information and communications services. The identity of culture in public relations of Sumedang Regency uses all of Hofstedes's cultural dimensions/global culture and also applies the 10 operational cultural values of "Sumedang Puseur Budaya Sunda".

Keywords: Culture; Government's Public Relations; Sumedang Puseur Sundanes Culture.