



ABSTRACT

AYUBI AZIZ. J3A917488. 2020. *The Role of Documentation and Production Sub-Department in Dispenau to Forming a Positive Image of The Indonesian Air Force*. Supervised by ERNA ERNAWATI

Public Relations (PR) is closely related to positive image formation, reputation, characterizations, and establishing institutional branding. The Indonesian Air Force Information Service (Dispenau) is tasked with regulating informations in the Indonesian Air Force such as public information, troop's information, history and museums to support the duties of The Indonesian Air Force. The research is carried out at The Air Force Information Office, Indonesian Air Force Headquarter, Cilangkap, Building B1 Lvl.1, East Jakarta and worked for 42 days. The focus of this research is to explain the role of documentation and production sub-department (Subdisdokprod) in order to form a positive image of The Indonesian Air Force. The role is carrying out their duties and functions as executive staff at the Air Force Information Service (Dispenau). Their duties is to hold productions and documentation related to the coverage of objects of information of the Indonesian Air Force in accordance with the ethics and norms that apply to the interests of the Indonesian Air Force. The process of production and documentation in order to form a positive image of The Indonesian Air Force is divided into three main steps, there are pre-production, production, and post-production. In each step, some barriers occur in the process of productions and documentations in The Indonesian Air Force Information Service (Dispenau). There are technical barriers and non-technical barriers and the solutions to these barriers are professional, militant, and innovative solutions.

Keywords : Documentation and Production Sub-department, information, positive image

Hak Cipta Dilindungi Undang-Undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
- Pengutipan tidak merugikan kepentingan yang wajar IPB.

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB.