

## **ABSTRACT**

**Aan Mardiyansah. NIM. 6662081118. Skripsi. PR Strategy Management In Banten province Handling Negative Reporting (Strategic Planning Case Studies Case Handling News By Grant Public Relations and Protocol Bureau of the Regional Secretariat Banten province).**

**Keywords: Strategic Planning**

*Study was to determine the Public Relations Bureau in implementing management strategies in the treatment of negative news such negative grant. According to Mc Elreath, management or PR means public relations strategy research, planning, implementation and evaluation of a communication activity. The purpose of this study to determine management strategies in the treatment of negative PR Banten province, (Case studies news strategic planning, case management grant by the Bureau of Public Relations and Protocol Setda Banten). The theory used in this research is to use strategy and planning stages by Smith, so that researchers can focus and more clearly describe the management of a public relations strategy, in the handling of negative grant funds, in the strategic planning of the Bureau of Public Relations and Protocol Secretariat Banten Province. This study used a descriptive qualitative approach. Data were obtained through interviews, observation and document review. The results run the PR Bureau based on the level of communication with managers in the management of three levels such as line managers, middle managers and top managers. and based on the theory of smith, formative research phase in the management of the Bureau of Public Relations strategy, in the handling of negative grant funding Banten province. using situational analysis, organizational analysis and public anlisisi. Then the handling of negative publicity this grant, in the strategy phase Bureau of Public Relations reputation management has goal, relationship management and task management goals goal. formulated an action and strategy in a proactive and reactive as in phase tactic, a tactic Organizations media and news media tactics. after handling negative news grants, in evaluative research phase of internal evaluation Bureau of Public Relations.*