MENCERMATI PASANG-SURUT HUBUNGAN ANTARA PUBLIC RELATIONS DENGAN MEDIA MASSA

Abstrak :

Public Relation (PR) and media ideally are partner, friend, and closest colleague which need each other and reciprocate benefit. The question that raise is the reality of can be found in everyday fact? Isn’t it true that one of them often pretend that they are more required than other? And isn’t it true that one of them is exactly more required by other? The relationship between both of them will be focused in this article.

Keyword :

public relations, mass media