

ABSTRACT

The purpose of this dissertation entitled “Revitalization of TVRI in Building the Positive Public Image “ is to analyze TVRI efforts in fulfilling its function as Public Broadcaster Institution as in PP no 12/2005.

The method used in this research was the qualitative method where TVRI executive boards, TVRI employee, government employee besides TVRI employee, private employee, university students and housewife as informants

Data compiled by in-depth interview, field observation on how TVRI execute its program and document studies. Data analysis was done by descriptive qualitative.

The research showed that TVRI has done some efforts in building positive public image both internal and external. However in its journey TVRI faces obstacles internally and externally.

In its external communication context TVRI experience dualism, in one side was to fulfill its function as public broadcaster institution and on the other side was to face politic interest in deciding the role of TVRI. However this determine on where TVRI lead

The internal communication faces not only with the number of human resources that needs to be improved in terms of quality but in facilities which are not fully supported. The internal communication obstacles leads TVRI to develop awareness of the needs of TVRI to have positive public image, to have programs that care about the public needs, interesting packaging and fresh and creative programs.

Both internal an external strategy that have been done by TVRI has shown result that the public has put trust onTVRI, that TVRI is keeping our Indonesian values in its program.

Key words : ***TVRI as Public TV, Revitalization Public TV, Program***