

ABSTRACT

The public's perception towards the police tended to negative. This was background by some negative actions conducted by the police persons in the public environment of Kebumen Regency, so that the police was regarded as having bad reputation in public eyes. The presence of *Public Relation* in an institution was a mandatory both functionally and operationally in its efforts to spread an activity or a police institutional activity itself that was directed both internal public relation as well as public in general.

This research used a descriptive qualitative method. This was based on social exchange theory or theory on Public Relation reasoning, and data was collected through observation, interview, and literature study. The validity test used was data triangulation that consisted of Public Relation Head Department of Kebumen Resort Police Office, its member staffs and public.

The research result showed that the police had conducted their tasks as good protector, assistant, and public servant that was proven by strategies conducted by Public Relation Department of Kebumen Resort Police Office, better structural and human resources improvement in conducting their tasks and functions. But, there were some obstacles from the police persons who violated their ethics code, but for those whom violated ethics code were soon proceed according to the law.

Based on opinion from public responses, Public Relation Department of Kebumen Resort Police Office in conducting its tasks had been quite good, due to public relation quite helped in improving public negative image. Public Relation gave trust and comprehension to the police both in its tasks and its performance established to public. Therefore, Public Relation Department of Kebumen Resort Police Office was able to develop police image in public minds.