

ABSTRACT

Currently Railway has become one of the mass transportation is a mainstay of the community. Starting 1 April 2013 in Indonesia PT Kereta Api (Persero) Regional Operations VI Yogyakarta implement Graph Train Journey (Timetabling) 2013. Public Relations of PT Kereta Api Indonesia (Persero) must use good strategy and effective communication model that socialization can go according to plan, so that passengers know and adjust the train schedule changes are new. The purpose of this study was to determine the communication model used PR PT Kereta Api Indonesia (Persero) in the socialization Daop VI Yogyakarta train timetable changes.

This research uses descriptive qualitative method, the technique of collecting data through observation, interviews, library research, and documentation. Data analysis was conducted using interactive analysis. Testing the validity of this study using the model of triangulation. The results of this study are models of communication in the socialization of the train timetable changes are models of public information that are one-way. The model is less effective because many people are still not aware of any socialization train timetable changes. The negative impact of the model is the lack of effective negative coverage in the media. Researchers provide recommendations in the form of two-way communication model that is felt would be able to reach out to the community and provide an understanding of the changes in the railway timetable. The model uses social media internet as a tool. The model can be effective as long as the media published the address and the Public Relations of PT Kereta Api Indonesia (Persero) actively use the media.

Keywords: Model of Communication, Socialization