

ABSTRAK

Tessalonika Simanullang (200710229), “Analisis *Media Relations* Humas Polda Daerah Istimewa Yogyakarta dalam Meningkatkan Citra”.

Menjalin relasi dengan media merupakan langkah efektif yang mendukung proses penyebaran informasi sehingga berpengaruh pada peningkatan citra. Maka dari itu, Humas Polda Daerah Istimewa Yogyakarta menjalin banyak relasi dengan berbagai wartawan dan media, sebagai bentuk praktik *media relations*. Penelitian ini bertujuan untuk menganalisis prinsip kerja *media relations* milik Frank Jefkins yang dilakukan oleh Humas Polda Daerah Istimewa Yogyakarta. Metode yang digunakan adalah kualitatif deskriptif. Teknik pengumpulan data meliputi observasi, wawancara dan studi dokumentasi. Hasil dari penelitian menunjukkan bahwa prinsip kerja *media relations* yang diterapkan Humas Polda Daerah Istimewa Yogyakarta terdiri (1) *by Servicing the Media* yang dilakukan dengan cara melayani dan menyediakan kebutuhan informasi, mengupayakan fasilitas yang mendukung dan memadai, serta menghargai pekerja media, (2) *by Establishing a Reputation for Reliability* dilakukan dengan cara mengirimkan informasi bernilai berita dan kolaborasi program, (3) *by Supplying Good Copy* dilakukan dengan cara menyuplai *press release*, (4) *by Cooperation in Providing Material* dilakukan dengan cara memberikan aksesibilitas informasi dan menjalin kerja sama melalui program, (5) *by Providing Verification Facilities* dilakukan dengan cara konferensi pers dan verifikasi informasi, serta (6) *by Building Personal Relationship with Media* yang dilakukan dengan cara *media gathering* dan *media visit*.

Kata Kunci: Humas, *Media Relations*, Prinsip Kerja *Media Relations*, Polda Daerah Istimewa Yogyakarta, Citra, Media Massa.

ABSTRACT

Tessalonika Simanullang (200710229), "Analysis of Media Relations of Public Relations of Yogyakarta Special Region Police in Improving Image".

Establishing relationships with the media is an effective step that supports the process of disseminating information so that it affects image enhancement. Therefore, the public relations of Polda Daerah Istimewa Yogyakarta has established many relationships with various journalists and media, as a form of media relations practice. This study aims to analyze Frank Jefkins' media relations working principles carried out by the Public Relations of Yogyakarta Special Region Police. The method used is descriptive qualitative. Data collection techniques include observation, interviews and documentation studies. The results of the study show that the working principles of media relations applied by the Public Relations of Polda Daerah Istimewa Yogyakarta consist of (1) by Servicing the Media which is done by serving and providing information needs, striving for supportive and adequate facilities, and respecting media workers, (2) by Establishing a Reputation for Reliability which is done by sending news-worthy information and program collaboration, (3) by Supplying Good Copy is done by supplying press releases, (4) by Cooperation in Providing Material is done by providing accessibility to information and establishing cooperation through programs, (5) by Providing Verification Facilities is done by press conferences and verification of information, and (6) by Building Personal Relationship with Media is done by media gathering and media visits.

Keywords: Public Relations, Media Relations, Working Principles of Media Relations, Yogyakarta Special Region Police, Image, Mass Media.