

**MEDIA RELATION STRATEGY PT ANGKASA PURA I (PERSERO)
ADISUTJIPTO INTERNATIONAL AIRPORT YOGYAKARTA**

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ABSTRACT

This research started from the writer who saw the news that appeared in the media about Yogyakarta Adisutjipto Airport, either positively, neutrally or negatively. So that researchers are interested in researching the media relations strategy of PT Angkasa Pura I (Persero) Yogyakarta Adisutjipto Airport in fostering good relations with the media so as to create a positive image for the company.

The purpose of this study was to determine the media relations strategy carried out and to find out the obstacles faced by PT Angkasa Pura I (Persero) Yogyakarta Adisutjipto Airport in fostering good relations with the media. This study uses the theory of Four-step Public Relations Process model Two way symmetrical by taking six PR strategies with the media proposed by James Grunig. This type of research uses an approach using data collection techniques interviewed in depth.

The result of this research is that public relations practitioners at PT Angkasa Pura I (Persero) Adisutjipto Airport Yogyakarta run several strategies to build positive media relations. Among them are by providing appropriate information needs for the media, conducting media gathering activities at least once a year, providing comfortable pers room facilities, holding private lunches, facilitating journalists' access to stakeholders of PT Angkasa Pura I (Persero), as well as evaluating and monitoring of the media. In addition, there are obstacles, several media crews who are unable to attend to participate in the activities organized and different frameworks in terms of news writing.

Keywords: Media Relation, Public Relation, PT Angkasa Pura I (Persero) Adisutjipto Airport Yogyakarta