

ABSTRAK

Analisis Program Media Relations Humas PT KAI Daerah Operasi 5 Purwokerto

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Media massa menjadi satu-satunya media publikasi humas daerah yang dapat menjangkau publik secara luas. Oleh sebab itu, Humas Daerah Operasi 5 Purwokerto terus berusaha untuk menjalin, membina, dan menjaga hubungan kerja sama yang baik dengan rekan-rekan media salah satunya melalui program atau kegiatan media relations. Penelitian ini bertujuan untuk mengetahui analisis program media relations yang dilakukan oleh Humas Daop 5 Purwokerto dengan analisis menggunakan Teori Strategi Media Relations. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa Humas Daop 5 Purwokerto memiliki lima program media relations yaitu press release, press conference, press statement, press receptions, dan media visit. Sebenarnya terdapat beberapa program lainnya, namun karena terhambat Pandemi Covid-19 sehingga program-program tersebut belum bisa dilaksanakan hingga saat ini. Dari lima program media relations yang berhasil dilaksanakan, empat diantaranya yaitu press release, press conference, press statement, dan media visit terdapat penerapan semua strategi media relations didalamnya mulai dari strategi by serving the media hingga by building personal relationship with the media. Sedangkan untuk program press receptions hanya terdapat satu strategi media relations saja yang relevan dan diterapkan yaitu by building personal relationship with the media.

Kata kunci: *Humas, Strategi Media Relations, KAI, Press Release, Press Conference, Press Statement, Press Receptions, Media Visit*

ABSTRACT

Media Relations Programs Analysis on KAI's Public Relations of the 5 Purwokerto Operational Area

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The mass media is the only regional public relations publication media that can reach a broad public. Therefore, the Public Relations of the 5 Purwokerto Operational Area continues to strive to establish, foster and maintain good cooperative relations with media partners, one of which is through media relations programs or activities. This study aims to determine the analysis of the media relations program carried out by Daop 5 Purwokerto Public Relations with analysis using the Media Relations Strategy Theory. The method used is descriptive qualitative with data collection techniques through interviews, observation, and document analysis. The results of the study show that Daop 5 Purwokerto Public Relations has five media relations programs, namely press releases, press conferences, press statements, press receptions, and media visits. Actually there are several other programs, but due to the hampered by the Covid-19 Pandemic, these programs cannot be carried out yet. Of the five media relations programs that were successfully implemented, four of them, namely press releases, press conferences, press statements, and media visits, all media relations strategies were implemented in them from by serving the media until by building personal relationship with the media. Meanwhile, for the press receptions program, there is only one media relations strategy that is relevant and implemented that is by building personal relationship with the media.

Keywords: *Public Relations, Media Relations, KAI, Press Release, Press Conference, Press Statement, Press Receptions, Media Visit*