



ABSTRAK

STRATEGI *MEDIA RELATIONS* DISKOMINFO KABUPATEN SRAGEN DALAM MENGELOLA PUBLIKASI PROGRAM PEMERINTAH

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Penelitian ini menganalisis tentang strategi *media relations* Diskominfo Kabupaten Sragen dalam mengelola publikasi program pemerintah. Pada era keterbukaan informasi publik, Diskominfo Kabupaten Sragen berperan penting dalam memastikan informasi program pemerintah tersampaikan secara akurat dan efektif. Dengan menggunakan metode kualitatif deskriptif, pengambilan data dilakukan melalui wawancara, dokumentasi, dan observasi. Hasil penelitian menunjukkan Diskominfo Kabupaten Sragen melaksanakan aktivitas *media relations*, yaitu: *press conference* dengan menghadirkan narasumber OPD terkait, *press release* yang diterbitkan melalui website sragenkab.go.id, dan *press tour* setiap dua tahun sekali. Diskominfo Kabupaten Sragen telah memenuhi tiga komponen strategi *media relations*, yakni mengelola relasi melalui kerja sama resmi dengan 11 surat kabar lokal dan nasional serta 16 penyiaran radio dan televisi yang dilandasi 6 prinsip yaitu memberikan pelayanan informasi, menegakkan reputasi melalui informasi yang kredibel, menyuplai naskah informasi sesuai kaidah penulisan jurnalistik, menyediakan fasilitas *press conference*, memberikan fasilitas *press room*, dan membangun hubungan personal dengan media. Pada komponen mengembangkan strategi, Diskominfo Kabupaten Sragen berpartisipasi dalam pelatihan jurnalistik bagi staff internal dalam mengikuti kegiatan internal media, serta memanfaatkan media sosial. Sedangkan pada komponen mengembangkan jaringan, Diskominfo aktif menjalin relasi melalui pertemuan antar-Diskominfo se-Solo Raya dan mengembangkan jaringan dengan media nasional..

Kata Kunci: Media Relations, Strategi Komunikasi, Diskominfo Sragen, Publikasi

ABSTRACT

MEDIA RELATIONS STRATEGY OF DISKOMINFO SRAGEN REGENCY IN MANAGING GOVERNMENT PROGRAM PUBLICATION

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This research analyzes the media relations strategy employed by Diskominfo Sragen Regency in managing the publication of government programs. In the era of public information disclosure, Diskominfo Sragen Regency is crucial in ensuring that information regarding government programs is conveyed accurately and effectively. Data was collected through interviews, documentation, and observation using a descriptive qualitative method. The results indicate that Diskominfo Sragen Regency engages in various media relations activities, including press conferences featuring relevant OPD speakers, press releases published on the www.sragenkab.go.id website and press tours conducted every two years. Diskominfo of Sragen Regency has successfully implemented three key components of its media relations strategy. These components include managing relationships through formal collaborations with 11 local and national newspapers and 16 radio and television broadcasters. This point is based on six guiding principles: providing information services, maintaining a positive reputation through credible information, supplying information scripts that adhere to journalistic writing standards, offering press conference facilities, providing press room amenities, and fostering personal relationships with media representatives. Regarding strategy development, Diskominfo Sragen Regency engages in journalistic training for its internal staff, encouraging participation in internal media activities and the effective use of social media. Additionally, in network development, Diskominfo actively cultivates relationships through inter-Diskominfo meetings across the Greater Solo region and establishes connections with national media outlets.

Keywords: *Media Relations, Communication Strategy, Diskominfo Sragen, Publicity*