



## ABSTRAK

### STRATEGI *MEDIA RELATIONS* HUMAS KAI DAOP 6 YOGYAKARTA UNTUK PEMBERITAAN *EVENT* LEBARAN 2025

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*Media relations* adalah strategi Humas yang berfokus menjalin hubungan baik dengan media untuk menyebarkan informasi perusahaan ke publik. PT Kereta Api Indonesia Daerah operasi 6 Yogyakarta sebagai anak perusahaan KAI memiliki peranan penting dalam menyampaikan informasi, terutama pada masa padat seperti *event* lebaran. Penelitian ini bertujuan untuk mengamati menganalisis dan menggambarkan strategi *Media relations* yang diterapkan oleh Humas PT KAI DAOP 6 Yogyakarta selama periode angkutan lebaran 2025 yang berfokus publikasi pemberitaan. Metode yang digunakan adalah kualitatif dengan pendekatan deskriptif, teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi pada Humas KAI Daop 6. Analisis menggunakan model strategi prinsip *media relations* Jefkins; *By serving the media By establishing for reliability, By corporations in providing By supplying good copy,, By Providing verification facilities, By building personal relationship with the media*, Hasil penelitian Humas KAI Daop 6 selama periode lebaran 2025 menjalankan strategi *media relations* melalui, *share release* harian, dan *doorstop* pembukaan posko lebaran, dengan menggunakan model prinsip jefkins tersebut, Humas Daop 6 telah menerapkan sesuai model prinsip *media relations* meskipun masing-masing indikator masih memiliki potensi untuk diperdalam Humas.

**Kata Kunci:** Strategi Media Relation Humas, Prinsip Media Relations, Jefkins, KAI Daop 6 Yogyakarta

## **ABSTRACT**

### ***MEDIA RELATIONS STRATEGY OF KAI DAOP 6 YOGAKARTA PUBLIC RELATIONS FOR THE 2025 EID AL-FITR EVENT COVERAGE***

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*Media relations is a public relations strategy that focuses on building good relationships with the media to disseminate company information to the public. PT Kereta Api Indonesia Daop 6 Yogyakarta, as a subsidiary of KAI, plays an important role in delivering information, especially during high-demand periods such as the Eid Al-Fitr holiday. This study aims to observe, analyze, and describe the media relations strategy implemented by the Public Relations Division of KAI Daop 6 Yogyakarta during the 2025 Eid period, which focused on news publication. This research uses a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation. The analysis used Jefkins' media relations principles strategy model: serving the media, establishing reliability, supplying good copy, providing verification facilities, and building personal relationships with the media. The findings show that during the 2025 Eid period, KAI Daop 6 applied media relations strategies through daily press release and opening Eid al-Fitr posts. These strategies align with Jefkins' principles, although each indicator still has potential for further development.*

**Keywords:** *Media Relations Strategy, Public Relations, Media Relations Principles, Jefkins, KAI Daop 6 Yogyakarta*