

## ABSTRAK

**Ade Chandra Oktavian Kurnia:** Peran Humas Pemerintah dalam Kegiatan *Media Relations* (Studi Deskriptif Kualitatif pada Humas Pemerintahan Kabupaten Sumedang).

Humas memiliki peran sebagai jembatan antara pihak internal dengan pihak eksternal. Dalam kinerjanya humas harus memiliki program yang sifatnya sistematis dan berkelanjutan serta mampu mengikuti perkembangan teknologi. Berkaitan dengan hal tersebut maka humas berperan dalam pengelolaan kegiatan *media relations* sebagai salah satu kegiatan menjaga hubungan baik antara pihak internal dengan pihak eksternal. Humas pemerintah kabupaten Sumedang dalam perannya bertugas mengelola proses kegiatan *media relations* beserta tahapan pengelolaannya.

Penelitian ini bertujuan untuk mengetahui bagaimana peran humas pemerintah dalam kegiatan *media relations* terkait proses kerja beserta tahapan kegiatan mulai dari analisis situasi melalui observasi sampai pada tahapan evaluasi kegiatan *media relations* dengan mengacu pada teori *two way simetrical* dari James Grunning yang dikelola melalui tahapan *four step public relations* dari Cutlip, Center, dan Broom.

Penelitian ini dilakukan menggunakan paradigma konstruktivistik dengan pendekatan kualitatif. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan pengumpulan data melalui observasi dan wawancara.

Berdasarkan hasil penelitian ini dapat disimpulkan bahwa Humas pemerintah kabupaten Sumedang berperan sebagai penanggungjawab atas kegiatan *media relations* melibatkan awak media untuk kegiatannya sudah sesuai dengan model *two way simetrical* dari James Gruning yang menitikberatkan bahwa komunikasi dua arah menciptakan propaganda citra melalui kegiatan *press release*, *konferensi per*, *gathering*, dan program khusus dengan wartawan melalui Pokja Wartawan, yang dikelola melalui tahapan *four step public relations* meliputi tahapan analisis situasi, sampai pada tahapan evaluasi.

**Kata Kunci:** Peran Humas, *Media Relations*, Humas Pemerintah

## **ABSTRACT**

***Ade Chandra Oktavian Kurnia: The Role of Government Public Relations in Media Relations Activities (Qualitative Descriptive Study on Public Relations of Sumedang Regency Government).***

*Public Relations has a role as a bridge between internal parties and external parties. In its performance, public relations must have a program that is systematic and sustainable and able to keep up with technological developments. In this regard, public relations plays a role in managing media relations activities as one of the activities to maintain good relations between internal parties and external parties. Public Relations of the Sumedang district government in its role is in charge of managing the process of media relations activities and the stages of management.*

*This reseach aims to find out how the role of government public relations in media relations activities related to the work process and the stages of activities ranging from situation analysis through observation to the evaluation stage of media relations activities by referring to the two way symmetrical theory of James Grunning which is managed through four steps of public relations. of Cutlip, Center, and Broom. This research was conducted using a constructivist paradigm with a qualitative approach.*

*The method used in this research is descriptive with data collection through observation and interviews.*

*Based on the results of this reseach, it can be concluded that the Public Relations of the Sumedang district government acts as the person in charge of media relations activities involving the media crew for their activities in accordance with the two-way symmetrical model of James Gruning which emphasizes that two-way communication creates image propoganda through press releases, press conferences, gatherings, and special programs with journalists through the Pokja Wartawan, which are managed through the four-step public relations stages covering the situation analysis stage, up to the evaluation stage.*

*Keywords: The Role of Public Relations, Media Relations, Government Public Relations*