

Analysis of Media Relations Activities in The Public Relations Model (Case Study on Public Relations of DPRD Ponorogo Regency)

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Abstract

This study aims to analyze media relations activities carried out by public relations of the Ponorogo Regency DPRD in the public relations model. By using four Grunig public relations models, namely Press Agency/Publicity, Public Information, Two-Ways Asymmetrical, Two-Ways Symmetrical. This research uses a qualitative approach with a case study method. The results of this study show that the Public Relations of the Ponorogo Regency DPRD uses the press agency/publicity model to obtain the widest coverage of information and spread a positive image of the institution. The Public Relations of the DPRD Kabupten Ponorogo uses the public information model to disseminate fast, precise, and accurate information. The Public Relations of the Ponorogo Regency DPRD uses a two-ways asymmetrical model more towards a communication approach that focuses on maintaining a positive image. With the two-way symmetrical model, the public relations of the Ponorogo Regency DPRD strives to provide useful information, maintain good communication with the community.

Keywords;

Media Relations, Public Relations, Model Public Relations, DPRD

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Abstrak

Penelitian ini bertujuan untuk menganalisis aktivitas *media relations* yang dilakukan humas DPRD Kabupaten Ponorogo dalam model *public relations*. Dengan menggunakan empat model *public relations* Gruing yaitu *Press Agency/ Publicity, Public Information, Two-Ways Asymmetrical, Two-Ways Symmetrical*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Hasil penelitian ini menunjukkan bahwa Humas DPRD Kabupaten Ponorogo menggunakan model *press agency/publicity* untuk memperoleh cakupan informasi yang seluas-luasnya dan menebarkan citra positif lembaga. Humas DPRD Kabupaten Ponorogo menggunakan model *public information* untuk menyebarkan informasi yang cepat, tepat, dan akurat. Humas DPRD Kabupaten Ponorogo menggunakan model *two-ways asymmetrical* lebih mengarah pada pendekatan komunikasi yang berfokus untuk mempertahankan citra positif. Dengan model *two-ways symmetrical* humas DPRD Kabupaten Ponorogo berusaha untuk memberikan informasi yang bermanfaat, menjaga komunikasi yang baik dengan masyarakat.

Kata kunci;

Hubungan Media, Humas, Model Humas, DPRD

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INTRODUCTION

Media relations activities aim to build and maintain positive relationships between organizations and the mass media. Building good relations between public relations and the mass media (news organizations and journalists) is not the main objective of media relations activities of public relations professionals. The main purpose of media relations is to establish good relations between the institution and the public so as to create public trust in the institution (Darmastuti, 2012). To be able to achieve the main goal, public relations need mass media to reach the wider community. Based on this, a good relationship between public relations and the media is needed so that the messages made by public relations can be conveyed to the public through the mass media.

According to the Institute of Public Relations (IPR) dictionary, "Public relations is the overall effort that is carried out in a planned and sustainable manner in order to create and maintain goodwill and mutual understanding between an organization and all its audiences", according to leading public relations in the UK and Europe in November 1987 (Cendekia Sandyakala, 2020). Quoted from a journal written by Sulvina Jayanti that in Islam public relations is known as da'wah which aims to introduce Islam to the community. The history of public relations in the era of the Apostle began when the Apostle gave the order Ja'far bin Abi Talib to deliver da'wah to King Najasyi in Habasyah. The reason the prophet chose Ja'far bin Abi Talib was because Ja'far was the right public relations person to handle the mission. Ja'far is recognized as having good PR characteristics because he has the ability to study comparative religion, memorize the Qur'an, have systematic academic reasoning, and rhetorical skills that can bind interlocutors. That was the first assignment of the application of PR in Islam (Sulvinajayanti, 2018).

Citizens interact with legislative bodies and extensions of government through a type of communication function known as government public relations (Ramadani, 2022). According to Lattimore, the most basic functions of public relations in government are to help achieve the objectives of government programs, increase government responsiveness, and provide the public with enough information to be able to self-regulate (Dan, t.t.). The role of government public relations is to provide rebuttals to false reports that are detrimental to government agencies and to provide information to the public about various policies (Zikri & Simon, 2020). To maintain good relations between internal and external parties, public relations is responsible for providing accurate, reliable and complete information. Government PR is tasked with carrying out political activities and public services by providing various information about government policies that are binding on the public (Lubis, t.t.). In principle, government public relations has the same function as public relations in other institutions or agencies, namely to maintain and improve a positive image. The Ponorogo DPRD Secretariat is one of the government institutions that functions public relations as it should.

The secretariat of the regency/city DPRD is an element of administrative services and support for the duties and functions of the regency/city DPRD and is led by the secretary of the regency/city DPRD who in performing his/her duties is technically operational under and responsible to the leader of the regency/city DPRD and administratively responsible to the regent/mayor through the regency/city Regional secretary (Hendriani, 2020). The Secretary of the DPRD has the task of organizing secretarial and financial administration, supporting the implementation of the duties and functions of the DPRD, as well as providing and coordinating experts needed by the DPRD in carrying out its rights and functions as needed (2021). In the secretariat of the Ponorogo DPRD, one sub-section was formed, namely public relations and protocol, which has the task of carrying out public relations, evaluation, and protocol.

One of the roles carried out by the public relations of the secretariat of the Ponorogo Regency DPRD is media relations activities. This activity is carried out to maintain good relations with the mass media. This is important to always maintain a positive image and maintain the reputation of the institution. The urgency of media relations in an organization is inseparable from the power of mass media which not only has the ability to convey messages to a wide audience, but more than that, the media as the basic concept it carries functions to educate, influence, monitor, inform, entertain, mobilize. From here, the media has strategic potential to provide understanding, raise awareness, change attitudes, opinions, and behavior as the goals that the institution wants to achieve (Putra & Daga, t.t.).

In running media relations, public relations conducts various activities to help both parties, the organization and the media, understand each other's working situations and conditions. The purpose of media relations activities is to encourage better understanding between the two parties through discussions and various activities carried out by the organization's public relations (Suriady dkk., 2023). Media relations includes an equal or reciprocal relationship between the institution or company and the mass media in the broadest sense, including the relationship between the company's PR team and the editorial ranks of the mass media, with the aim that company publications can be aired or broadcast by the mass media, so as to create a common perception between institutional leaders, PR teams, and all institutional leaders (Sambo, 2019).

Media relations is a relationship that an organization or company builds with certain media to increase public trust and reach the public regarding the brand to be published.(Aini, 2022). Media relations is one of the most well-known areas of public relations because its work can be seen in media output. Nevertheless, it is sometimes considered a "soft" component of public relations. It is not complicated like issues management, not urgent like crisis management, not personalized like public relations, or specialized like financial relations (Johnston, 2020).

The development of information technology, especially social media, has a major impact on the practice of media relations. Social media not only provides additional

channels to communicate with the public, but also provides a platform for the public to participate in the communication process (Kent & Taylor, 2002). Based on the initial observations made by researchers, the public relations of the Ponorogo Regency DPRD utilizes social media in public relations activities, especially Instagram, Youtube, and the Web which are used as a means for the public to get information about the institution.

Media relations helps people and organizations to communicate with their various publics and get information about themselves from their publics (Aja & Chukwu, 2019). Successful media relations is underpinned by an understanding of more than what to do to achieve the goal it also requires thinking about why you are doing what you are doing in the first place and how you are going to do it in the best way to achieve it (Johnston, 2020). The media relations activities of the public relations of the Ponorogo Regency DPRD are considered important to help publicize and maintain a positive image because it gets wide media coverage. It is important to understand that governments can inform many people through media relations so that they can be accountable because they are being watched by the public (Saleh, 2019).

DPRD public relations is a means for the public to get fast, precise and accurate information about the agency, therefore media relations activities are important activities carried out by the public relations of the Ponorogo Regency DPRD so that the public gets the right information. This is done to maintain and improve the agency's positive image in the eyes of the public. This is in line with the results of research conducted by Kriyantono in 2019 where the results of his research are in the form of propositions that practitioners have not focused on conducting research related to the quality of media relations, public relations universities tend to make the mass media the main target while practitioners from private companies or BUMN tend to place leaders as the main public, and public relations practitioners tend to try to reduce negative news as a media relations strategy rather than building long-term relationships (School of Communication, Brawijaya University, Malang, Indonesia & Kriyantono, 2019).

The author chose the Ponorogo Regional House of Representatives as the object of study because the public relations of the Ponorogo Regional House of Representatives is aware of the important role of the media in public relations programs, therefore media relations activities are carried out, but limited resources are often a problem that arises from within to complete activities effectively. The result of this research is an analysis in the form of a description related to media relations activities carried out by the public relations of the Ponorogo Regional House of Representatives identified through Grunig's four public relations models. These models relate to communication objectives, communication characteristics, communication styles, and communication research used.

Based on the above background, the author considers that media relations activities are important to be carried out by public relations practitioners. This research aims to

analyze the media relations activities carried out by the public relations of the Ponorogo Regency DPRD. This case study will increase understanding of the role of mass media in achieving communication goals and shaping a positive image of an institution. Therefore, the researcher is interested in studying the media relations activities of the public relations of the Ponorogo Regency DPRD in the public relations model. So the title of this research is "Analysis of Media Relations Activities in the Public Relations Model (Case Study on Public Relations of the Ponorogo Regency DPRD)".

THEORETICAL STUDIES

Media Relations Activities

James E. Grunig in his book entitled *Managing Public Relations* states that media relations occupies a central position in public relations because the media serves as a guard that controls information flowing to other publics in the social system (J. E. Grunig & Hunt, 1984). According to Yosali Iriantara, media relations is part of external public relations that fosters and develops good relations with the mass media as a way to communicate with the public and the organization to achieve organizational goals (Iriantara, 2019). Lesly (1991) explains that media relations is an activity that deals with communication media to conduct publicity or respond to media interest in organizations. Lesly emphasizes in media relations more on publicity (Darmastuti, 2012).

Model Public Relations

The Excellence Public Relations theory is derived from four public relations models used by PR practitioners to build relationships with the public. These models are also known as types of public relations activity processes (Rosalina & Anshori, t.t.).

Public relations models assess the extent to which excellent public relations departments base their practices on the idea of four public relations models, first introduced by J. Grunig in the 1970s as a way to understand and explain the behavior of public relations practitioners. The four models are press agentry, public information, two-way asymmetrical, and two-way symmetrical (L. A. Grunig dkk., 2002).

Press agentry is a type of PR practice that focuses on promoting an organization, individual or product by using flashy marketing strategies and visual appeal. These techniques often focus on public and media attention, but do not pay attention to the accuracy or truthfulness of the information conveyed. Creating a favorable, flashy, and attention-grabbing image regardless of what is actually happening is the primary goal of journalism (Rosalina & Anshori, t.t.).

The public information model focuses on providing accurate, objective and clear information to the public. This approach aims to provide relevant and useful information to the public so that they can make informed decisions. Practices in this

model involve collecting, compiling and disseminating reliable information to the public without altering or changing their perceptions (Rosalina & Anshori, t.t.).

In the field of public relations, the two-way asymmetrical model uses unbalanced communication to try to influence public opinion to provide significant feedback or influence decisions made by the organization. The goal of the two-way asymmetrical model is to use communication to the advantage of the organization or institution rather than building a symmetrical relationship with the public (Rosalina & Anshori, t.t.).

Because it encourages open discussion, takes into account the media's perspective, and builds a beneficial relationship, the two-way symmetrical approach tends to be considered a more ideal approach in media relations activities (Rosalina & Anshori, t.t.).

METHOD

This research uses a qualitative approach with a case study method. According to Lexy J Moleong, qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivation, actions, etc. holistically, by means of descriptions in the form of words and language in a natural context and by utilizing various natural methods. Holistically, by means of descriptions in the form of words and language in a natural context and by utilizing various natural methods (Moleong, 2016). Qualitative research is based on the philosophy of postpositivism, which is used to examine natural object conditions. Researchers use their own instruments, use qualitative or inductive data collection techniques, and research findings emphasize meaning rather than generalization (Sugiyono, 2008). Qualitative research aims to explain phenomena thoroughly through in-depth data collection. In other words, this research does not prioritize population size or sampling, even the size is very limited. If the data collected is deep enough to explain the phenomenon under study, then there is no need to look for other sampling. Here, it is the quality or depth of the data that is emphasized, not the quantity of data (Rachmat Kriyantono, 2007).

In this research, the object is the public relations of the Ponorogo Regency DPRD. Researchers analyzed the media relations activities of the public relations of the DPRD Ponorogo Regency in the public relations model To obtain appropriate data, it is necessary to determine informants who are competent so that the data we obtain is as needed. To obtain appropriate data, the technique of determining the data source used in this research is purposive sampling, which is a method for collecting data samples with special considerations. Considerations such as individuals who are considered to have the highest knowledge of what is expected of them, or perhaps because of their status as authorities, will make it easier for researchers to explore the object or social situation under study (Sugiyono, 2008). The informant that the researcher chose as the key informant is the Head of Public Relations and Protocol of the Ponorogo Regency DPRD as the person responsible for ensuring that media relations activities take place.

The next informants are the public relations and protocol staff of the Ponorogo Regency DPRD, as the actors of media relations activities. This research used three data collection techniques, namely observation, interviews, and documentation. The data analysis techniques used in this research are data reduction, data presentation and conclusion drawing.

RESULTS AND DISCUSSION

This chapter discusses the research findings, after explaining the background, the theories that support it, and the research methodology used. Based on the findings of interviews, observations, and documentation, the research results are elaborated. The discussion in this chapter comes from the results of data collection conducted through documentation investigation, observation, interviews with informants needed for research, and discussions that focus on the problem under study. The results of this study discuss various aspects of the media relations activities of the public relations of the Ponorogo Regency DPRD in the public relations model with four indicators, namely Press Agency, Public Informations, Two Ways-Assymetrical, Two Ways Symetrical.

Media Relations Activities in the Public Relations Model

The results of this study were obtained through primary data collection with an interview system with two informants and secondary data collection obtained from observation and documentation. The researcher found that one of the main activities of the public relations media of the Ponorogo Regency DPRD is to disseminate to the public as widely as possible.

One of the important activities in the public relations model is media relations, which aims to create a positive understanding and relationship between the institution and the media and ensure that the information conveyed to the public through the mass media is accurate and in accordance with the message to be conveyed.

The media relations activities of the public relations of the Ponorogo Regency DPRD are carried out by four people, one of whom is the Head of the Public Relations Division of the Ponorogo Regency DPRD and the rest are staff. Media relations of the public relations of the Ponorogo Regency DPRD is considered important in order to publish information related to the institution to the public and maintain the good image of the institution. The publication media used by the public relations of the Ponorogo Regency DPRD itself are the web, Instagram and YouTube. Each of the social media used has its own function but the goal remains the same, namely to provide information to the public.

Model Public Relations

In press agency / publicity, the public relations of the Ponorogo Regency DPRD has and utilizes online media and is helped by the involvement of mass media in

Ponorogo. So in carrying out publicity, the public relations of the Ponorogo Regency DPRD uses two media, namely its own media which is based on online or social media (Youtube, Instagram which is connected to Facebook, and the Web), the second is mass media. Youtube as one of the information platforms for the community, the public relations of the Ponorogo Regency DPRD utilizes YouTube as a medium to distribute news to the public, the YouTube channel named @DPRDPonorogo as of March 03, 2024 has two hundred and thirty-eight subscribers and has uploaded one hundred and twenty-one videos.

The content provided by the public relations of the Ponorogo Regency DPRD on its YouTube channel is content about council activities that are documented in video form. Activities such as Hearing Meetings (RDP), invitation activities, field activities of council members, and holiday greetings. In addition to being used to publish content on activities, the Ponorogo DPRD YouTube channel is also used to live stream plenary meetings, anniversaries, and some national holidays that are usually officially followed such as the state ceremony of Indonesia's birthday on 17 August. Another social media used by the public relations of the Ponorogo Regency DPRD in an effort to fulfill the public's right to receive information related to council members is Instagram. @dprd.ponorogo is the official account of the Ponorogo Regency DPRD which is managed by the public relations and protocol of the DPRD.

As of March 3, 2024, the @dprd.ponorogo Instagram account has one thousand five hundred and seventy-eight and has uploaded eight hundred and eighty-one posts. The DPRD's Instagram account is more intense in providing information than its youtube channel. On Instagram, DPRD public relations produces varied content. Not only photos of the documentation of the activity, on Instagram there are also video reels that have been uploaded. The Instagram feed of the Ponorogo DPRD contains photos of the activities as a result of documentation which is then edited to add watermarks, frames, and several sentences explaining the activities and then uploaded and given captions to clarify what activities are being carried out.

On the Instagram feed, there are various kinds of activity documentation results such as Development Plan Deliberations, weekly Apples, invitation activities, and holiday greetings. Similar to the content uploaded on the feed, the content loaded on the reels is also content about activities, invitations, and holiday greetings, the difference is that the feed is documentation in the form of photos while the reels are in the form of short videos. The difference between videos uploaded on Instagram and YouTube reels is that the videos on reels are more casual and the video duration is shorter while the videos uploaded on the youtube channel are usually more formal and have a longer duration compared to videos uploaded on feeds. Another media used by the public relations of the Ponorogo Regency DPRD to publish information is the web. <https://www.dprd-ponorogo.go.id/> is the web address.

Public Relations of the Ponorogo Regency DPRD uses the web to provide very formal information where on the web many things are uploaded such as parliamentary news

which is a press release of an activity that has been carried out. In addition, there are also the names of council members, names of commission members, names of each faction, gallery, and there is also a column for community aspirations and complaints.

Based on the information obtained from the interview with Mr. Ginanjar, it is known that the public relations of the Ponorogo Regency DPRD performs the duties and functions of government public relations, which include processing and analyzing data, creating news content, and disseminating information through various media. As for the ways provided by the public relations of the Ponorogo Regency DPRD for journalists who want to obtain news by providing press releases and providing opportunities to interview sources.

In media relations activities, the public relations of the Ponorogo Regency DPRD cooperates with the mass media by sharing information with journalists, as well as inviting journalists to attend the activities of the Ponorogo Regency DPRD which are open and always maintain good relations with journalists and the media to easily equalize perceptions. The public relations of the Ponorogo Regency DPRD is a source of information for the public, even though the mass media in Ponorogo uploads news about the Ponorogo Regency DPRD, the role as a source of public information is still carried by the public relations of the Ponorogo Regency DPRD because the news obtained by the media is not as much as the public relations obtained. Therefore, the public relations of the Ponorogo Regency DPRD has the *masuliyyah* to disseminate information that is fast, precise, and accurate. In order to maintain the good image of the institution and attract a wider audience to jointly enjoy the news that has been provided.

The researcher found that the media relations activities of the public relations of the Ponorogo Regency DPRD with the two-ways asymmetrical model are more directed towards a communication approach that focuses on maintaining a positive image. This is in line with what Mr. Ginanjar said in an interview session with the researcher, who said that until now the public relations of the Ponorogo Regency DPRD has succeeded in getting a positive response from the wider community. With this, the researcher concludes that the public relations of the Ponorogo Regency DPRD uses a two-ways asymmetrical model to maintain a positive image, and get a positive response from the public.

According to the results of the researcher's observations, the two-ways symmetrical practice in the media relations activities of the public relations of the Ponorogo Regency DPRD uses a more balanced approach and focuses on mutual understanding and information exchange between the public relations of the Ponorogo Regency DPRD and the media and with the community. In this model, the PR of the Ponorogo Regency DPRD seeks to establish a mutually beneficial relationship with the media, facilitate open discussions, and consider the media's perspectives and needs. The main objectives of the two-way symmetrical practice are to build mutual understanding, achieve balance in communication, and encourage beneficial cooperation between the

Ponorogo Regency Legislative Council and the media as well as with the community.

Based on the results of the interview with Mr. Ginanjar as the Head of Public Relations of the Ponorogo Regency DPRD, it can be seen that the Public Relations of the Ponorogo Regency DPRD tries to communicate with the public in a fairer way. The researcher found that the PR of the Ponorogo Regency DPRD tried to provide useful information, maintain good communication with the community, because of its responsibility as a source of information for the institution. It also strives to maintain the institution's good reputation, ensure that public relations activities achieve objectives, and build good relationships with the community.

CONCLUSION

Based on the results of the analysis, the researcher found that in general, the public relations of the Ponorogo Regency DPRD in media relations activities used four public relations models, namely press agency / publicity, public information, two-ways asymmetrical, and two-ways symmetrical.

PR of the Ponorogo Regency Legislative Council uses the press agency/publicity model to obtain the widest possible information coverage and spread a positive image of the institution. It uses the public information model to disseminate fast, precise, and accurate information. In order to maintain the good image of the institution and attract a wider audience to jointly enjoy the news that has been provided. The public relations of the Ponorogo Regency DPRD uses a two-ways asymmetrical model that is more directed towards a communication approach that focuses on maintaining a positive image. With the two-ways symmetrical model, the public relations of the Ponorogo Regency Legislative Council strives to provide useful information, maintain good communication with the public, because of its responsibility as a source of information for the institution. It also seeks to maintain the institution's good reputation, ensure that public relations activities achieve their objectives, and build good relationships with the community, as well as maintain beneficial relationships.

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