



**MEDIA RELATIONS STRATEGY IN MADIUN DISTRICT  
COMMUNICATION AND INFORMATICS DEPARTMENT IN SENDING  
GOVERNMENT PROGRAMS**

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***Abstract***

*The importance of media relations which is commonly used by several public relations in government has implications for government policies according to the information needs of the public. One of them is the Madiun Regency Communication and Information Service regarding the problems of socializing government programs. This study aims to describe the media relations of the Madiun District Communication and Information Service in optimizing the dissemination of Government work programs. The type of research used is descriptive qualitative. Through data collection techniques, namely interviews and documentation in the discussion of this study. The results of the study, the media relations of the Madiun Regency Communication and Information Service, namely managing relations, developing strategies, and developing networks. In implementing media relations, there are forms of media relations by the Madiun District Communication and Information Office, namely Press Conferences, Press Receptions, Press Briefings, Press Gatherings, Press Gatherings, and Press Tours*

***Keywords:*** *Maksimum strategy, Media Relations, Socialization*

**Introduction**

Openness is needed to increase public trust in the Government. Openness is one of the principles of good governance, which aims to foster mutual trust between the Government and the public through information providers. Transparency refers to openness in carrying out an activity process. Furthermore,

information transparency refers to government openness in providing information related to public resource management activities as the public <sup>1</sup>.

Disclosure of information is very much needed so that public oversight of state administration can be objective. A context of information openness or transparency is primarily seen as important in implementing public information dissemination <sup>2</sup>. Thus, transparency is openness in carrying out a process of providing information. Related to public resource management activities for parties who need information.

Transparency for the dissemination of information also requires the use of communication media and government facilities so that the community, as the public in implementing them, will receive further information able to receive, know, and understand, as well as support programs related to government policy <sup>3</sup>. In this case, the Madiun Regency Communication and Informatics Service (Diskominfo) is responsible for collecting and processing information regarding the Madiun Regency activity program; then, it can disseminate the information to the general public. Referring to the interest in distributing information to the public, it has been stated in the Law of the Republic of Indonesia Number 14 of 2008 concerning Public Information Disclosure <sup>4</sup>. The law explains that information is a basic need for everyone for personal development and their social environment and is an important part of national security. Second, the right to obtain information is a human right, and public information disclosure is one of the important characteristics of a democratic state that upholds sovereignty to realize good governance.

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<sup>1</sup> Arifin Tahir, *Kebijakan Publik Dan Transparansi Penyelenggaraan Pemerintah Daerah* (Bandung: Alfabeta, 2014).

<sup>2</sup> Tahir.

<sup>3</sup> Nur Laili Puspa Rohmana and Rhesa Zuhriya Briyan Pratiwi, 'Media Relations Dinas Komunikasi Dan Informatika (Diskominfo) Kabupaten Karanganyar Dalam Sosialisasi Program Pemerintah', *Academic Journal of Da'wa and Communication* 1, no. 1 (28 April 2020): 15–39, <https://doi.org/10.22515/ajdc.v1i1.2400>.

<sup>4</sup> *UU Republik Indonesia Nomor 14 Tahun 2008*, n.d.

The concept that must study in the information dissemination system is related to the existence of public relations. Government public relations is divided into two: central government public relations and local government public relations <sup>5</sup>. Therefore, public relations in departments have two tasks: first, disseminating information regularly regarding policies, plans, and results that have been achieved. Then the second explains and educates the public regarding laws, regulations, and other matters related to people's daily lives. Government public relations is always required to improve its ability to deal with challenges and rapid environmental changes and to be able to function as a bridge to build a conducive atmosphere with the public through a good communication process <sup>6</sup>.

In essence, the public relations of the local Government are the same as those of the Central Government in terms of organization and work systems. The difference is only in scope because for Indonesia, a country with a large population consisting of various ethnic groups with different norms of life and culture, it may be necessary for certain provinces or districts to have an additional special worker <sup>7</sup>.

On the other hand, state government administration must go through Diskominfo practitioners or the Office of Communication and Information, where organizations must be able to manage public information intended for the public interest. Public information management is being carried out to become a reliable system for all government agencies to communicate with the public. In this context, public information management is the processes and procedures carried out by government agencies in disseminating information that the public wants, needs, and must know.

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<sup>5</sup> Frank Jefkins, *Public Relations Edisi Kelima* (Jakarta: Penerbit Erlangga, 2002).

<sup>6</sup> *Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Republik Indonesia Tentang Pedoman Umum Hubungan Media Di Lingkungan Instansi Pemerintah* (Nomor 55, 2011).

<sup>7</sup> *Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Republik Indonesia Tentang Pedoman Umum Hubungan Media Di Lingkungan Instansi Pemerintah*.

Must address wisely and prudently, in all contexts, the objectives and the impacts of the flow of information globalization <sup>8</sup>. If Diskominfo wisely and prudently manages information on government administration to build public or community empowerment and participation. Then the Government's public relations is in the regional secretariat as a regulator, facilitator, and coordinator of public relations activities in each Regional Apparatus (PD). Regional public relations has the main task of maintaining the stability of information on government administration by the regional head's policy directions in implementing information dissemination.

To educate, clarify, and straighten out if there are different views on policies issued by the Government in implementing development during society. Each regional apparatus should act in a consistent, directed, measurable, and controlled manner toward the implementation of regional Government so that it can run dynamically for the community's welfare <sup>9</sup>. Based on the description above, the Madiun Regency Diskominfo is seen as an extension of the Government, which has the duty and function to serve the community regarding information dissemination. In addition, the Madiun Regency Diskominfo must become a liaison between the community and the Government to realize program dissemination of a number of Government policies, one of which is through outreach. Diskominfo Madiun Regency has the task of collecting and processing data regarding the activities and programs of the Madiun Regency Government. Data coverage in the form of press releases, photos, and videos that have been processed will be published. The publication is information that an organization or institution cannot control. However, it must go through gatekeepers such as journalists, reporters, editors, program directors, and others who select reject or accept <sup>10</sup>.

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<sup>8</sup> Tamburaka Apriadi, *Agenda Setting Media Massa* (Jakarta: Rajawali Pres, 2012).

<sup>9</sup> Apriadi.

<sup>10</sup> Diah Wardani, *Media Relations: Sarana Membangun Reputasi Organisasi* (Yogyakarta: Graha Ilmu, 2008).

The Office of Communication and Information (Diskominfo) is also an institution responsible for socializing programs and providing data processing solutions government, both through print media, broadcast media, and online media (internet). Especially in the use of online media facilities, through the management of the Madiun Regency Diskominfo, the Madiun Regency Government has an official website that can access on the page [www.madiunkab.go.id](http://www.madiunkab.go.id), Facebook for Madiun Regency (Madiun Regency), Twitter for Madiun Regency (@pemkab\_madiun), Instagrammadiun, Youtube Pemkab MADIUN. Based on data obtained by researchers when conducting a management pre-survey on the official website [www.madiunkab.go.id](http://www.madiunkab.go.id), which is valid from January to September 2022. Through [www.similarweb.com](http://www.similarweb.com), visitors' website ranges from 166,208,000 visitors, Instagram 24,007,000 followers, and YouTube 7,001,000 subscribers with 776 videos <sup>11</sup>.

the website contains general content, namely our main page, profile, news, public information, and contacts. While Facebook contains news, programs, and activities. In addition, Instagram publishes various information about the work program activities of the Madiun Regency government, Twitter contains activities of the Madiun Regency government as well as important information for the community, and Youtube contains videos of activity programs in the Madiun Regency.

Based on the news reported on Kompas.com on Wednesday, 29 December 2021, the Madiun Regency government won an award for accelerating village development in 2021 and the village ministry, Development of Disadvantaged Regions and Transmigration (PDTT), together with 29 districts and 1 city in other East Java Provinces, thus indicating that on May 10, 2022, at 18:43 WIB East Java became the first major province to win this award. In this regard, the Regent

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<sup>11</sup> Observasi, 'Analisis Website Dan Media Sosial Pemkab Madiun', 2022, <https://www.similarweb.com/website/pemkabmadiun#overview>.

of Madiun Ahmad Dawami emphasized that there was no longer any status of a village left behind in the Madiun Regency Region <sup>12</sup>.

From other media, it turns out that there is negative information spread through fake Facebook accounts on behalf of the Madiun Regent. Published via Kompas.com on March 19, 2021. People in Madiun are asked to be aware of fake Facebook accounts using Madiun Regent Ahmad Dawami Ragil Saputro alias Kaji Mbing. Meanwhile, the account contains hoax information about offers of several UKM aid, even account profiles. The allegedly fake FB appears to have used several photos when the Madiun Regent attended several events. In a statement to the news, the Madiun Regent himself admitted that he did not have a Facebook account <sup>13</sup>.

Further news from the Madiun Regency Communication and Information Service on Friday, 20 February 2021, that the Madiun Regency Government received an award from the Central Bureau of Statistics (BPS) for East Java Province. The Madiun Regency Government has been ranked first in implementing One Data Indonesia establishing a Perbup/Perwali on One Data, One Data forum activities, and the One Data portal within East Java Province. This prestigious award certificate was handed over by the Head of BPS for East Java Province, Dr. Dadang Hardiawan, was received directly by the Regent of Madiun H. Ahmad Dawami, witnessed by the Head of the Madiun BPS, Hartono, and several regional apparatus leaders at the Young Graha Hall <sup>14</sup>.

Building a positive perception or opinion from the public. People tend to judge the news they see by the statements made by the media. Communication

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<sup>12</sup> Aisyah Sekar Ayu Maharani, 'Pemkab Madiun Sabet Penghargaan Pembangunan Terintegrasi', KOMPAS.com, 6 January 2022, <https://www.kompas.com/propterti/read/2022/01/06/143000721/pemkab-madiun-sabet-penghargaan-pembangunan-terintegrasi>.

<sup>13</sup> Robertus Belarminus, 'Waspada Penipuan, Ada Akun Facebook Catut Nama Bupati Madiun', KOMPAS.com, 18 March 2021, <https://regional.kompas.com/read/2021/03/18/224551878/waspada-penipuan-ada-akun-facebook-catut-nama-bupati-madiun>.

<sup>14</sup> admin, 'Pertemuan Wartawan dengan Pemerintah Kabupaten Madiun', Dinas Komunikasi dan Informatika, 18 November 2019, <https://diskominfo.madiunkab.go.id/new-berita/>.

media is needed because it is a very important and efficient means of communicating with the public. For communication with the public to be maintained, all the interests of the mass media towards the organization must, of course, be responded to by the organization properly and create mutualism <sup>15</sup>.

Media relations or media relations are needed to control the news. Establishing relationships with media, commonly called press/journalists in formal or informal members forms, is also part of news control because it relates to the dissemination of information <sup>16</sup>. The Madiun Regency Communication and Informatics Service knows and understands that the position of the media is very important in assisting public relations programs and activities. Realizing the importance of the media in supporting the role and function of the Madiun Regency Communication and Informatics Service in socializing the Government's work programs, it is also necessary to be explicit about this collaboration between the Communications Office and Informatics of Madiun Regency with several surrounding mass media.

The existence of the media, in this case, plays a role in disseminating information in assisting the Madiun District Communication and Information Service in overseeing the circulation of existing information. Overall, the existence of a strategy coverage from the Madiun Regency Communication and Information Service refers to information circulation leading to three main issues of public space that must manage, namely: public rights that must be fulfilled, community aspirations that must manage, and the interests of the positive image of government institutions that must fulfill.

Dissemination of information by the Madiun Regency Communication and Information Service must reach the right target audience as a form of public education. In this case, the strategic focus of public education shows us how diverse the conditions of the public who access information are <sup>17</sup>. In the Madiun

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<sup>15</sup> Yosai Iriantara and Rema Karyanti S, *Media Relations: Konsep, Pendekatan Dan Praktik* (Bandung: Simbiosis Rekatama Media, 2005).

<sup>16</sup> Jefkins, *Public Relations Edisi Kelima*.

<sup>17</sup> Rohmana and Pratiwi, 'Media Relations Dinas Komunikasi Dan Informatika (Diskominfo) Kabupaten Karanganyar Dalam Sosialisasi Program Pemerintah'.

area, for example, several target public education audiences are still in situations and conditions that still need access to information. There is also the context of a community that has access to information but has yet to utilize it optimally; apart from that, there are also some people who have access to information and have been able to make good use of it. In other words, the distribution of information across all levels of society in the Madiun area is uneven.

In this case, the context of dissemination and distribution of public information to all levels of society requires a strategy to streamline the flow of public information<sup>18</sup>. One of the elements for the smooth flow of public information is setting the agenda, creating a communication network, coordinating between central and regional government agencies in the provision and service of public information, and creating a coordinated and sustainable communication program between public institutions and the community.

In reality, the Madiun Regency Communication and Information Service have carried out media relations in socializing Regency Government, such as the news above, namely through electronic and print media, to realize the Government's accountability to its citizens as a form of the principle of transparency (openness). Based on several existing problems, can see that the publication of the Madiun Regency Government program needs to be improved again. This is because several places still need to be considered to improve in achieving good information. After all, the information digitization program has yet to reach that direction.

On the other hand, also encounters several obstacles where negative reports still appear on government performance and programs, which lack public trust in the Government. For this reason, it is necessary to develop media relations so that they can run more optimally. Thus, through the administration of the Government, the public is allowed to find out the policies that The Government will have taken. Meanwhile, through the transparency of government administration, the public can also provide feedback on the policies.

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<sup>18</sup> Rohmana and Pratiwi.



## Literature Review

### Strategy

The definition of strategy according to Marthin Anderson is an art which involves the ability of intelligence or thought to bring all available resources in achieving goals by obtaining maximum profit and efficiency. Meanwhile, according to Karl von Clausewitz, a retired Russian general in his book *On War*, formulating strategy is an art of using means of battle to achieve war goals.<sup>19</sup>

The concept of strategy according to Tjiptono can be defined based on two different perspectives, namely the first perspective, strategy can be defined as a program to determine and achieve organisational goals and implement its mission. The meaning of this strategy is that managers play an active, conscious and rational role in formulating organisational strategy.

In an environment that is always changing, this strategy is more widely applied point while the second perspective, strategy is defined as a pattern of responses or responses of the organisation to its environment over time point in this definition, every organisation must have a strategy, even if the strategy is never formulated explicitly. This view is applied to managers who are reactive, that is, they only respond and adjust to the environment passively when needed. Some of the benefits of strategy are as follows: increase motivation to work sensitively when threats come, be resistant to challenges, operate more effectively and efficiently, and adapt more quickly to change.<sup>20</sup>

### Media Relations Strategy

According to Yosali Iriantara in his book *Media Relations Concepts, Approaches, and Practices*, he explains that the media relations strategy is:<sup>21</sup>

1. Managing good relations

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<sup>19</sup> Cangara Hafied, *Perencanaan Strategi Komunikasi* (Jakarta: Rajawali Pres, 2017), 64.

<sup>20</sup> Yuliana Ullen, 'Strategi Komunikasi Bisnis Pt. Alif Persada Nusantara Dalam Meningkatkan Penjualan Garden Hills Estate', 2015, <https://ejournal.ilkom.fisip-unmul.ac.id/site/?p=2069>.

<sup>21</sup> Iriantara and Karyanti S, *Media Relations: Konsep, Pendekatan Dan Praktik*, 80–97.

Managing good relations with the media is very important to support public relations activities, even in many organisations, the measure of success of public relations is often based on the number of news broadcast by the mass media.

In establishing good relations between public relations with mass media institutions and journalists, the most important thing to remember is the relationship between the two professions that need each other. In order for this relationship to be well established, there must be sufficiently intense communication between the two parties regarding their respective main tasks. Means that allow both parties to communicate are developed.

The relationship between Public Relations and the mass media must remain close, because Public Relations cannot leave the media as a means of publication information, on the other hand the media needs official, accurate and complete information, usually obtained from Public Relations. So, there is a kind of symbiotic relationship. In order for Public Relations as a news source to be easily contacted and vice versa Public Relations does not encounter difficulties to convey information or refute or neutralise news published by the mass media. Public Relations is important to always foster good relations with the Media.

Some general principles for fostering good media relations according to Jefkins are as follows:

- a. By Serving the Media is giving service to the media. For example, public relations must be able to create cooperation with the media. Public relations must create a reciprocal relationship.
- b. By Establishing a Reputations for Reliability is to establish a reputation to be trusted. For example, it must prepare accurate information materials where and when requested. Journalists always want to know the best news sources to get accurate information and the relationship of mutual money is closely intertwined.
- c. By Supplying Good Copy, supplying good information copy, e.g. providing good, attention-grabbing copy, duplicating pictures and photos, making good captions of pictures or photos and sending good news releases. Thus, there is little need for rewriting or editing.

- d. By Cooperations in Providing Material, namely doing good co-operation in providing information material. For example, designing interviews with the media and with someone the media needs at that time.
- e. By Providing Verification Facilities, namely the provision of adequate facilities. For example, providing the facilities needed by journalists when digging up news.
- f. By Building Personal Relationships with the Media, namely building personal relationships with the media. This is based on openness and mutual respect for each other's professions. Developing a strategy in media relations is important. Strategy is communicating and relating to an organization through public relations, especially media relations. Developing networks is a key aspect of corporate media relations. Some ways to develop networks are entering professional organizations, contacting other professional organizations, and developing internal and external media networks.<sup>22</sup>

## 2. Developing the Strategy

After the relationship with the media is well established and maintained, the PR must continue to develop the existing strategy. Developing a strategy in media relations is important. Strategy is basically a strategy to communicate and relate one organisation through public relations, especially media relations.

The development of a strategy in an organisation to achieve goals by constantly developing PR materials for the mass media, using a variety of media to convey messages to the public, establishing and maintaining contacts with new relationships, positioning the organisation as a reliable source of information for the mass media, and positioning the organisation's leaders as spokespersons at various events.

## 3. Developing a Network

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<sup>22</sup> Soleh Soemirat and Elvinaro Ardianto, *Dasar-Dasar Public Relations* (Bandung: PT Remaja Rosda Karya, 2005), 124–25.

Networking is often a key word in many activities. Developing networks is a key aspect of organisational media relations. Some ways to develop networks are entering professional organisations, having contacts with other professional organisations and developing internal and external media networks. Entering professional public relations organisations such as Perhumas. Perhumas is one of the organisations that will expand one's network in the field of public relations. In addition, having contacts with other professional organisations such as journalists is important to open up opportunities to expand the PR network with the world of mass media. Not only that, developing a network with local, national, and even international media will be able to expand the publication of an organisation.<sup>23</sup>

### **Forms of Media Relations Activities**

In an effort to foster good press/media relations, public relations is required to carry out various activities in contact with the media. These activities are expected to be a bridge that connects public relations with the media.

According to Ruslan, activities related to media relations consist of:<sup>24</sup>

1. Press Conference is a special meeting (contact) with the press that is official or deliberately carried out by Public Relations, which acts as a resource person in an effort to explain a certain plan or problem it is facing in the form of a press conference event with a group of journalists who each represent various mass media registered as officially invited participants.
2. Press Tour is a number of journalists from various mass media who have been well known by the relevant Public Relations are invited to visit a special event, or review out of town together with agency officials or company leaders as an inviter for more than one day, to cover directly about certain activities.

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<sup>23</sup> Iriantara and Karyanti S, *Media Relations: Konsep, Pendekatan Dan Praktik*, 107.

<sup>24</sup> Rosady Ruslan, *Manajemen humas dan manajemen komunikasi: konsepsi dan aplikasi* (Jakarta: Raga Grafindo Persada, 1999), 187.

3. Press Receptions or this kind of press meeting, which is a social press banquet for journalists, attending certain formal or informal receptions or ceremonial events.
4. Press Briefing is a form of official press conference organised periodically, usually at the beginning/end of the month by the Public Relations department or the leadership and high-ranking officials of the agency concerned. This meeting is held similar to a discussion or dialogue, providing input or information that is quite important for both parties.
5. Press Statement i.e. Usually a press statement here can be done anytime and anywhere by the source, without an official invitation. Maybe the news is simply done by telephone to the journalist concerned.
6. Press Interview i.e. Usually the interview initiative comes from the party after making an agreement or confirmation with the source. This is done to ask for information, comments, opinions, and so on about an issue that is currently actual and factual in society.
7. Press Gathering is an informal press meeting, especially the relationship (good relationship) between the PR and mass media journalists in a religious social event or sports activity.

### **Socialization**

Socialisation is a lifelong process that deals with how individuals learn the ways of life, norms, and social values found in their group in order to develop into a person who is accepted in their group. Divided into two benefits of socialisation in society, namely for individual socialisation serves as a guide to learn to adapt themselves to the environment through values and norms. For society, socialisation serves as a tool to preserve and pass on values and norms as well as beliefs towards those in society.

Meanwhile, the meaning of socialisation in a broad sense is a process of interaction and learning that a person does from birth to the end of his life in a

community culture. Through the process of socialisation, a person can understand and carry out their rights and obligations based on their respective status roles according to the culture of society. In other words, individuals learn and develop patterns of social behaviour in the process of maturing.<sup>25</sup>

## **Method**

In this study, the authors used a qualitative descriptive approach, scientific research that aims to understand a phenomenon in a natural social context by prioritizing the process of in-depth communication interaction between the researcher and the phenomenon being studied <sup>26</sup>. Descriptive research is aimed at gathering detailed actual information that describes existing symptoms, identifying comparisons and evaluations, determining what others have done in dealing with the same problem, and learning from their experiences to make plans and decisions in the future <sup>27</sup>. this study the authors analyzed the media relations of the Madiun District Communication and Information Service in socializing government work programs and forms of media relations.

The data from this study were divided into primary and secondary data. Took the primary data obtained in this study were taken from interviews, observations, and documentation related to the media relations of the Madiun Regency Communication and Informatics Service in socializing government work programs. In this study, the sources used to obtain primary data were the heads of the Madiun District Communication and Information Service, namely Drs. Sawing Rehtomo second MSi Bibit Wiyono, S.Sos Third Robin S.sos as expert public relations officer, fourth Kohin Purnomo, SH. M. Hum as Expert Public Relations Officer, fifth Oka Lintang Salsabila SI Kom as First Expert Public Relations Officer, and sixth Muhammad W. Hasyim SaktiTV media journalist. Secondary data sources in this study are documentation and observations from Manjada Gallery, such as Facebook, Instagram, YouTube, and the website.

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<sup>25</sup> Lawang and Robert M.Z, *Buku Materi Pokok Pengantar Sosiologi* (Jakarta: Karunika, 2004), 107.

<sup>26</sup> Haris Herdiansah, *Metode Penelitian Kualitatif Untuk Ilmu-Ilmu Sosial* (Jakarta: Salemba Humaika, 2010).

<sup>27</sup> Jalaludin Rakhmat, *Metode Penelitian Komunikasidilengkapi Contoh Analisis Statistic* (Bandung: PT Remaja Rosdakarya, 2005).

In collecting data in this study, researchers used to interview and documentation techniques. The interview is an activity that aims to obtain information by way of question and answer face-to-face between the researcher and the informant related to the research topic. As for this study, researchers conducted in-depth interviews with the Head of the Madiun District Communication and Information Service, Furthermore, documentation aims to obtain supporting information and to obtain research results through the form of documentation in the form of writing, pictures, public documents, and private documents <sup>28</sup>. As for this study, the researcher took pictures during interviews with research objects and pictures of data archives related to media relations.

While the data sources in this study obtained history and profiles, vision and mission, duties and functions, service announcements, legal products, employee data, organizational structure, and data regarding media relations obtained through data archives from the Madiun District Communication and Information Service, in this qualitative research, the researcher becomes an informant who has a major role. This can happen because researchers are the key to interpreting research results that have been obtained from sources so that they can provide the right direction in research results.

After going through the data analysis stage, the researcher will test so that the data can be accounted for in this study as scientific research. The researcher uses source triangulation to test the credibility of the data the data's credibility which is done by checking the data that has been obtained through several sources <sup>29</sup>. Namely, the first Drs. Sawing Rehtomo second MSi Bibit Wiyono, S.Sos Third Robin S.sos as expert public relations officer, fourth Kohin Purnomo, SH. M. Hum as Expert Public Relations Officer, fifth Oka Lintang Salsabila SI Kom as First Expert Public Relations Officer, and sixth Muhammad W. Hasyim SaktiTV media journalist. The data that the to produce a conclusion and is then requested for agreement (member check) with the three data sources.

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<sup>28</sup> Masfufah Choirunnisak, 'Strategi Komunikasi Pemasaran Dalam Meningkatkan Penjualan Produk Home Industri Hasta Indonesia' (Skripsi, Surabaya, UIN Sunan Ampel, 2020).

<sup>29</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D* (Bandung: Penerbit Alfabeta, 2016).

## **Results and Discussion**

Media and press relations serve as supporting tools or media for cooperation for the benefit of the publication process of various work program activities or the smooth running of public relations communication activities with the public. Because one of the functions of the press is to be a very effective opinion-forming force through the mass media <sup>30</sup>. Media relations in a government are very important, especially in the era of rapid and felt globalization where the Madiun Regency Communication and Information Service has the main duties and responsibilities for providing information related to programs and information about Madiun Regency. So, in the future, we can establish good relations and cooperation with media control holders.

For this reason, the Madiun Regency Communication and Informatics Office realized this and established good cooperation with the existing mass media. Collaboration with the media will produce a high level of publicity. As a result, the public can find information in a short time and cover a wide area. The Madiun Regency Communication and Informatics Service needs cooperation with the mass media to help socialize Madiun Regency Government programs. Therefore, the mass media is a bridge for conveying messages that can reach large and diverse masses more quickly. Collaboration is carried out with various mass media, namely print, and electronic media. Strategies Media Relations from Yosali Iriantara consisting of <sup>31</sup>.

## **Managing Relations**

In disseminating information to the wider community, the Madiun Regency Communication and Informatics Office cooperates with as many as 75 media in the Madiun Regency area. Media that has collaborated with the Madiun Regency government, print, electronic and online media. The following is the narrative of Kohin Purnomo, SH. M, Young Expert Hum as Public Relations Officer.

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<sup>30</sup> Ruslan, *Manajemen humas dan manajemen komunikasi*.

<sup>31</sup> Iriantara and Karyanti S, *Media Relations: Konsep, Pendekatan Dan Praktik*.



"Cooperation and the role of the mass media, both print and electronic, is urgently needed given the importance of their roles and functions in this modern era. Makes the District Government feel it is facilitated by collaboration with the media in Madiun. So it will also be easy to publish important information from the Regent by cooperating with around 75 members of the media throughout Madiun."<sup>32</sup>.

The urgency of establishing this relationship can be seen in how the relationship gets results that impact both parties. Based on its function, the Madiun Regency Communication and Information Service is one of the spokespersons for the Madiun Regency Government and the mass media, so journalists need this mutual relationship. The following is the narrative of one of the Madiun Regency SaktiTV journalists

"According to one of its functions the Madiun Regency Communication and Information Service is the spokesperson for the Regency Government and journalists so journalists really need information on the activities of the Madiun Regency Government along with strategic issues related to the work program of the Madiun Regency Government. of the issues and strategic policy information is one of the interesting news that deserves to be published and informed to the general public."<sup>33</sup>.

Several general principles for fostering good relations or relations with the press. Related to this, based on the findings of the power that the author obtained, it can be identified as follows:

1. By Serving The Media

The following is the narrative of Drs. Sawung Rehtomo, MSi Head of the Madiun Regency Communication and Information Service:

"Our job is also to facilitate the media or journalists. If there are some things, we will immediately convey to journalists so they can publish to the public. Our openness to the media is even felt by journalists whom we have considered as partners. So, when our communication is well established, the publication of the socialization of the Government's program will also be carried out well at all levels of society in Madiun."<sup>34</sup>.

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<sup>32</sup> Kohin Purnomo, *Interview*, 2022.

<sup>33</sup> Muhammad W Hasyim, *Interview*, 2022.

<sup>34</sup> Sawung Rehtomo, *Interview*, 2022.

In many ways, the Madiun District Communication and Informatics Office has served the media well, as well as good communication with the media SaktiTV Electronic media

“The. We also often provide suggestions and constructive criticism for every policy issued. The hope is that the Madiun Regency Communication and Information Service can become a source of literacy for journalists. Every prominent activity and issue in the field that journalists find immediately gets a smart response and solution, of course, quickly, in detail, and openly.”<sup>35</sup>.

According to an analysis of the community satisfaction index in this public service unit, it shows a score of 79.31, that the quality of service is B, so the performance of the service unit is good, meaning according to the community or respondents, the service is GOOD. In this case, the Madiun District Communication and Information Service have provided good service to the media and the public.

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Informatics, Madiun Regency, and we have good relations with journalists or the public. If there is negative news, we will immediately clarify it with the media. For example, there is a PD (Regional Apparatus) activity that has been reported negatively and has spread. We will investigate it immediately."<sup>36</sup>.

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"Our information target is of course the public, so how do we put our ideas and creativity in the information material that we provide so that people are interested and then accept it. Therefore, the news/texts that we present are easy to understand and unique, for example interesting information about the achievements, activities and work of the residents of Madiun Regency themselves. But we remain firm and accurate in socializing the work program to prevent the spread as well as the important appeal from the Regent. Like the Covid-19 case yesterday."<sup>37</sup>.

### 4. By Cooperation in Providing Materials (Cooperation in Providing Information Materials)

The Madiun Regency Communication and Information Service provides complete and reliable information materials. Shown by journalists who come to ask for information material because they are left behind in getting information. The following is according to public relations institutions.

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<sup>37</sup> Oka Lintang Salsabila, *Interview*, 2022.

directly from the account of the Regency Government that we manage and usually they will edit it themselves and then publish it in their respective media."<sup>38</sup>.

The aim of the Madiun Regency Communication and Informatics Service in providing this good information material is for journalists to use this material to become news that can publish, which at the same time achieves the goal of forming a positive image of the Madiun Regency Order.

5. By Providing Verification Facilities (providing facilities)

In carrying out the duties of the Madiun Regency Communication and Information Service, it provides facilities to journalists who carry out reporting, making it easier for journalists to carry out their duties. The Madiun Regency Communication and Informatics Office also provides a press room equipped with air conditioning, internet facilities, and a comfortable room to support performance in discussing and making news.

6. By Building Personal Relationship with The Media (Building Personal Relations with the media)

In this modern era, it is very easy for the Madiun Regency Communication and Information Service to establish communication with media crews. Through telephone media, WhatsApp, and also other social media, through the WhatsApp will be easy to coordinate and communicate. Media crews also often visit the Madiun Regency Office of Communication and Information to keep in touch so that intensive relations improve for mutual respect and respect for each other's professions.

### **Developing strategies**

Using various existing media to convey messages to the public through print media, broadcast media, and online media (internet). Especially in the use of online media facilities, through the management of the Madiun Regency Communication and Information Service, the Madiun Regency Government has

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an official website that can access on the page [www.madiunkab.go.id](http://www.madiunkab.go.id), Facebook Madiun Regency (Madiun Regency Government), Instagram Madiun Regency Government, Youtube PEMKAB MADIUN .visitors Website range from 166,208,000 visitors, Facebook 3,007,000 followers, Instagram 24,007,000 followers, and YouTube 7,001,000 subscribers with 776 videos. Oka Lintang Salsabila SI Kom, the social media admin, said that

“The accounts Regency Government that we manage are used for information dissemination of activities or important information from the Regency Government itself, from several platforms that we have, such as website, Facebook, Instagram, YouTube. In the past, we used to have Twitter, but we weren’t very active, so a few platforms, thank God, have started to have lots of followers every day. But right now, Instagram and YouTube have the most followers, are in great demand, and are very impactful because they get a lot of responses from the public.”<sup>39</sup>.

From the accounts managed by the Madiun Regency Communication and Informatics Service, they are used as a bridge in conveying information that is useful to the community. It is hoped that publication through online media will build positive perceptions or opinions from the public.

### **Developing a network**

In developing the network, the Madiun Regency Government invites social media activists in Madiun Regency to sit together and discuss be part of the solution to solve society's problems. Have a good relationship with people from the profession who come from outside the organization regarding expanding the network with the world of mass media. The Madiun Regency Communication and Informatics Office is aware of the importance of the development of the digital disruption era, whose impact has brought enormous change in this period. In response to this, the Government of Madiun Regency invited social media activists in Madiun Regency to sit together and discuss being part of the solution to answer the problems that exist in society.

The number of social media activists is 13 platforms from various platforms, which is young. This collaboration is intended to jointly build Madiun

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Regency to act as a bridge between the Government and the community while simultaneously playing a role in disseminating government programs to the community. The definite objective of the Madiun District Communication and Information Service is to carry out media relations to maintain good relations with the media and to obtain the widest possible publicity through the media. In another word, to achieve an image, good services and facilities are needed. Instead, there must be a role from the mass media, which makes more use of the mass media as a comprehensive communication to the public during public communication.

### **Form Media Relations**

The Office of Communication and Informatics of Madiun Regency also carries out activities related to media relations. As for the forms of media relations activities, according to Ruslan, activities related to media relations are those carried out by the Madiun Regency Communication and Information Service, including:

1. *Press Conference*

Technically the Madiun Regency Government held a press conference inviting many mass media journalists to gather to listen to and record information from the Regent and Deputy Regent. The information released is official regarding clarifying an incident, responding to criticism, and official information from the Madiun Regency government. The Madiun Regency Communication and Informatics Office also includes press releases for resource persons and the press. The aim is to confirm the results of the press conference so that they can be widely published to the public.

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Some journalists from various mass media that are well known to the Madiun Regency Government concerned were invited to visit Kulon Progo to be involved in activities to add insight and knowledge to the State Civil Apparatus (ASN) regarding information services to press personnel and

official services for Regional Heads or Regional Heads. Deputy Head and agency officials or company leaders as invitees for more than one day to cover directly.

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### 4. *Press Briefings*

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### 5. *Press Gathering*

Informal press meetings, these meetings are relaxed in nature aiming to foster intimacy and friendship between the Government and journalists, to strengthen good relations with the Government. This activity is often carried out by the media team of the Madiun Regency Communication and Information Service when covering government activities together.

Dissemination of government programs or dissemination of information will only be realized with the cooperation of media crews. Therefore, the Madiun Regency Communication and Informatics Service has carried out various ways to social work programs with the achievement of organizational goals. One of the ways that activities are often carried out to increase public trust and build public opinion is by socializing with the mass media because, in modern society, they get a lot of information from the mass media. So the media can make it easier for people to get information to achieve the goal of media relations at the Madiun District Communication and Information Service. With the media able to provide information and public services, employees

## **Managing Relations**

In disseminating information to the wider community, the Madiun Regency Communication and Informatics Office cooperates with as many as 75 media in the Madiun Regency area. Media that has collaborated with the Madiun Regency government, print, electronic and online media. The following is the narrative of Kohin Purnomo, SH. M, Young Expert Hum as Public Relations Officer.

"Cooperation and the role of the mass media, both print and electronic, is urgently needed given the importance of their roles and functions in this modern era. Makes the District Government feel it is facilitated by collaboration with the media in Madiun. So it will also be easy to publish important information from the Regent by cooperating with around 75 members of the media throughout Madiun." Kohin Purnomo, *Interview*, 2022..

The urgency of establishing this relationship can be seen in how the relationship gets results that impact both parties. Based on its function, the Madiun Regency Communication and Information Service is one of the spokespersons for the Madiun Regency Government and the mass media, so journalists need this mutual relationship. The following is the narrative of one of the Madiun Regency SaktiTV journalists

"According to one of its functions the Madiun Regency Communication and Information Service is the spokesperson for the Regency Government and journalists so journalists really need information on the activities of the Madiun Regency Government along with strategic issues related to the work program of the Madiun Regency Government. of the issues and strategic policy information is one of the interesting news that deserves to be published and informed to the general public." Muhammad W Hasyim, *Interview*, 2022..

Several general principles for fostering good relations or relations with the press. Related to this, based on the findings of the power that the author obtained, it can be identified as follows:

### **7. By Serving The Media**

The following is the narrative of Drs. Sawing Rehtomo, MSi Head of the Madiun Regency Communication and Information Service:

"Our job is also to facilitate the media or journalists. If there are some things, we will immediately convey to journalists so they can publish to



the public. Our openness to the media is even felt by journalists whom we have considered as partners. So, when our communication is well established, the publication of the socialization of the Government's program will also be carried out well at all levels of society in Madiun."Sawung Rehtomo, *Interview*, 2022..

In many ways, the Madiun District Communication and Informatics Office has served the media well, as well as good communication with the media SaktiTV Electronic media

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"So far there is no bad or negative news about the Madiun Regency Communication and Information Service, because we serve as a reference in every performance of the Communications Service. and Informatics, Madiun Regency, and we have good relations with journalists or the public. If there is negative news, we will immediately clarify it with the media. For example, there is a PD (Regional Apparatus) activity that has been reported negatively and has spread. We will investigate it immediately."Rehtomo, *Interview*..

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## **Conclusion**

Research conducted by researchers with the title Media relations of the Madiun Regency Communication and Informatics Office in Socializing Government Work Programs obtained the results of research analysis which can be concluded as follows: Activities in the process of socializing the Madiun Regency government work program The Madiun Regency Communication and Informatics Service uses a strategic media relations includes The Media Relations of the Madiun Regency Communication and Informatics Service in Socializing Government Work Programs obtained the research analysis result, which can be concluded as follows: Managing relations by cooperating with 75 mass media and 13 social media activists in Madiun Regency. Furthermore, developing strategies and networks by utilizing the Government's social media such as Facebook, Instagram, Youtube, and websites. In implementing media relations, there are forms of media relations by the Madiun District Communication and Information Office: *Press Conferences, Press Receptions, Press Briefings, Press Gatherings, and Press Gatherings and Tours.*

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