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“Perencanaan *Public Relations* di *Media Relations* Dinas Komunikasi, Informatika dan Persandian Kota Ternate di Massa Pandemi Covid-19”

ABSTRAK

Dinas Komunikasi Informatika dan Persandian (Diskomsandi) merupakan pintu gerbang informasi pemerintah Kota Ternate yang senantiasa menyediakan informasi yang dibutuhkan oleh masyarakat baik yang berskala lokal, regional dan nasional juga sebagai dinas yang menjalin komunikasi timbal balik yang seimbang, aspiratif dan efektif. Tujuan dari penelitian ini adalah pengumpulan fakta, perumusan masalah, perencanaan program, aksii dan komunikasi, evaluasi serta faktor faktor pendukung dan faktor penghambat media relations Diskomsandi Kota Ternate di massa pandemi covid-19. Teori yang digunakan adalah teori perencanaan public relations cutlip dan center. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Sumber informasi yang didapatkan sebanyak empat orang. Teknik pengumpulan datanya menggunakan wawancara. Berdasarkan hasil penelitian menunjukkan bahwa Perencanaan public relations di Media relations Dinas komunikasi, informatika dan persandian Kota ternate ialah dengan cara melakukan pengumpulan fakta dengan menganalisis setiap media-media yang melakukan media relations. Perumusan masalah meliputi permasalahan anggaran yang dihadapi dalam media relations. Perencanaan program dengan melakukan perencanaan analisis situasi, perencanaan anggaran serta melakukan evaluasi. Aksi dan komunikasi dilakukan berdasarkan pada agenda yang telah ditentukan. Hasil evaluasi yang diperoleh dilihat dari setiap kegiatan yang dilakukan Diskomsandi selalu dimuat oleh media. Faktor penghambat yang dihadapi berupa pemberitaan negatif, dan faktor pendukung ialah media-media serta satuan gugus covid-19.

Referensi : 12 buku, 11 jurnal

Kata Kunci : Perencanaan *Public Relations* di *media relations*

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FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE

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***“Planning Public Relations in Media Relations of the Ternate City
Communication, Information and Coding Service in the Mass of the Covid-19
Pandemic”***

ABSTRACT

The Information and Encryption Communication Service (Diskomsandi) is the information gateway for the Ternate City government that always provides the information needed by the community, both on a local, regional and national scale, as well as an agency that establishes balanced, aspirational and effective reciprocal communication. The purpose of this research is to collect facts, formulate problems, program planning, action and communication, evaluation as well as supporting factors and inhibiting factors for media relations at the Ternate City Diskomsandi during the Covid-19 pandemic. The theory used in the cutlip and center public relations planning theory. This study uses a qualitative approach with a descriptive method. Sources of information obtained as many as four people. Data collection techniques using interviews. Based on the result of the study, it was shown that the planning of public relations at the media relations office of the Ternate City of Communication, Information and Coding is by collecting facts by analyzing each media that carries out media relations. The formulation of the problem includes budgetary problems encountered in media relations. Program planning by conducting situation analysis planning, budget planning, and conducting evaluation. Action and communication are carried out according to a predetermined agenda. The evaluation results obtained are seen from every activity carried out by Diskomsandi which is always published by the media. The inhibiting factor faced in the form of negative news, and the supporting factor was the media and the Covid-19 cluster unit.

Reference : 12 books, 11 journals

Keywords : Public Relations Planning in media relations

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