

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Politik**

**Departemen Ilmu Komunikasi**

**Konsentrasi Public Relations**

**Rahnilawati**

**Aktivitas Media Relations Humas Polda D.I.Yogyakarta Periode 2011-2012  
(Studi Kasus Aktivitas Media Relations Dalam Mensosialisasikan Program  
Dan Kebijakan Pasca Disahkan UU No.14 Tahun 2008 Tentang Keterbukaan  
Informasi Publik)**

**Tahun Skripsi: 2013 ix: +101**

**Daftar Pustaka: Buku 20 + Internet 9**

Penelitian ini membahas tentang aktivitas *media relations* Humas Polda D.I.Yogyakarta dalam mensosialisasikan program dan kebijakan Polda D.I. Yogyakarta pada periode 2011-2012, pasca disahkan Undang-Undang no.14 tahun 2008 tentang Keterbukaan Informasi Publik. Penelitian ini menggunakan pendekatan kualitatif dan bersifat deskriptif. Metode pengumpulan data yang digunakan adalah wawancara mendalam dan studi pustaka. Teknik pengumpulan data dilakukan melalui wawancara mendalam dengan Kepala Bidang Humas Polda D.I. Yogyakarta, Kepala Urusan Penerangan Umum Bidang Humas Polda D.I. Yogyakarta, dan tiga wartawan dari beberapa media massa sebagai observasi terhadap pelaksanaan kegiatan yang dilakukan.

Hasil penelitian menunjukkan bahwa Humas Polda D.I. Yogyakarta telah melaksanakan aktivitas *media relations* dengan baik untuk mendukung sosialisasi program dan kebijakan Polda D.I. Yogyakarta. Aktivitas *media relations* yang dilaksanakan adalah konferensi pers, taklimat pers, penyebaran rilis, *press tour*, keterangan pers, peliputan kegiatan, konfirmasi berita, wawancara pers dan resepsi pers. Dalam menjalankan aktivitas *media relations* tersebut Humas berperan sebagai teknisi komunikasi dan fasilitator komunikasi.

Keterbukaan akses informasi di Polda D.I. Yogyakarta pasca disahkan UU No.14 Tahun 2008 tentang Keterbukaan Informasi Publik menjadi pendukung utama dalam pelaksanaan *media relations* yang baik di Polda D.I. Yogyakarta. Humas menyadari bahwa peran media massa sangat penting untuk menyebarluaskan informasi mengenai program dan kebijakan Polda D.I. Yogyakarta. Namun, pelaksanaan *media relations* belum dinilai maksimal sebab Humas masih mengalami beberapa hambatan karena keterbatasan SDM, fasilitas dan anggaran, serta kurangnya pemahaman akan pentingnya *media relations* dari unit kerja lain.

**Kata Kunci:** *Media Relations*, Humas, Polisi, Wartawan

## **ABSTRACT**

**University of Muhammadiyah Yogyakarta**

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**Media Relations Activity in Public Relation Police of D.I.Yogyakarta on 2011-2012 (Study Case the Media Relations Activities in Socializing the Program and Policy After was Legalized Law No.14 of 2008 About Public Disclosure)**

**Year Research: 2013 ix: +101**

**Bibliography: Book 20 + Internet 9**

This research discuss about media relations activities in Public Relations police of D.I. Yogyakarta to socializing the program and the policy on 2011-2012, after was legalized the Law no.14 of 2008 about Public Disclosure. This research used a qualitative approach and descriptive. Data collection method used is in-depth interviews and literature study. Data collection techniques performed through in-depth interviews with Head of Public Relations, Head of General illumination of Public Relations police of D.I. Yogyakarta, and three journalists from some mass media as observations on the implementation of the activities undertaken.

The results showed that the Public Relations police of D.I. Yogyakarta has implement the media relations activities well, to support the socialization of Public Relations police of D.I. Yogyakarta program and policy. Media relations activities that has undertaken are pers conference, press briefing, deployment releases, press tours, press releases, reporting events, confirming the news, press interviews and press reception. In running of media relations activities, Public Relations acts as communication technician and communication facilitator.

Disclosure of information access in Police of D.I. Yogyakarta after legalized the Law No. 14 of 2008 about Public Disclosure became main support in good media relation implementation at Police of D.I. Yogyakarta. Public Relation aware that the importance of Public Relation to disseminate information about the program and policy Police of D.I. Yogyakarta. However, media relations implementation yet assessed maximum caused the Public Relation having some obstacles like limited of human Resource, facilities and budgets, and lack of understanding about the importance of media relations compared to another working unit.

**Key words: Media Relations, Public Relations, Police, Journalist**