



## Application of Media Relations in Maintaining the Image in Diskominfo DIY

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### ABSTRACT

The role of media relations and public relations at Diskominfo DIY is quite important, where the role is to publish information quickly, either directly or through websites and other social media. This research uses several indicators in maintaining the image at Diskominfo DIY from Frank Jefkins' theory of serving the media, services provided by public relations by providing press releases, researchers have made observations, where public relations provides services to the media in the form of press releases which are useful for answering and also responding to planned or unplanned events, this proves that Diskominfo DIY public relations practitioners apply by serving the media, where the services provided by public relations to the media are in accordance with what is needed by the media in any situation.

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## **INTRODUCTION**

Public relations play an important role in an organization, where the role of public relations is to create, maintain, and enhance the positive image of the organization in the eyes of the public. The task of a public relations professional is to provide information or a message in accordance with the company's objectives to the general public and to receive public opinions based on the interests of an organization. By creating or enhancing a positive image, public relations activities can achieve this by using media relations, one of which is media relations. By conducting good media relations, the public and media will view the company in a positive light. The media also helps public relations practitioners to communicate with their public.

The role of public relations is crucial because it helps maintain the identity of an institution that communicates information to the public so that the public can place trust in the institution and understand it. Most importantly, a public relations professional must be able to maintain the positive image of the institution. Media relations is the relationship that is built and developed with the media to reach the public in order to enhance the image, trust, and achieve the goals of individuals, organizations, or companies (Dewi, 2012).

Media relations is an external relationship with the media conducted by a public relations practitioner within an organization with the aim of ensuring that the company maintains its name and image well in the eyes of the public (Rahayu, 2013). The relationship between the company's image and public trust is very close. The more effectively an organization maintains public trust through various public relations activities, the more positive the company's image will be. Public trust can also be strengthened through the provision of honest and accurate information through appropriate channels, which will form a positive image in the eyes of the public (Fahri, 2017). Organizations must maintain and preserve their image because an image is an important and valuable asset that must be continuously built and protected. The benefits of a good image are significant, such as organizations with a well-maintained image being able to easily receive forgiveness from the public for mistakes and easily gaining public support.

Media relations are essential in an organization to maintain and build its image. Media relations are part of public relations in government, including social media, websites, and media relations activities. These three are interconnected in delivering information to maintain an image and control information to the public. The main purpose of media relations is for Jogja TV. The role of media relations and public relations in the DIY Communication and Information Office (Diskominfo DIY) is very important, as it plays a role in publishing information quickly, both directly and through websites and other social media platforms. Therefore, the researcher is interested in further investigating how a public relations professional maintains the image of Diskominfo DIY, particularly in the implementation of media relations. The problem in this research is how the implementation of media relations helps maintain the image of Diskominfo DIY, with the aim of obtaining a more detailed

understanding of how media relations are applied to maintain the image of Diskominfo DIY.

The Ministry of Communication and Information (Kominfo) has an important task in assisting the Governor to carry out government affairs in the field of communication and information, as well as managing public information services. Therefore, the Ministry of Communication and Information of DIY plays a crucial role in government to maintain the image of the DIY government and control information to the public. Almost all parties need mass media, like Kominfo, which uses media space as the main communication channel. Thus, the Ministry of Communication and Information of DIY requires mass media due to its role in affecting how we collect or receive information. Diskominfo DIY publishes news very quickly every day, including the latest news and press releases that can be viewed directly on the website or through other social media platforms. Many achievements of Diskominfo DIY include being ranked first in public information transparency of public bodies in DIY on October 25, 2017, and on October 31, 2023, Kominfo DIY won four trophies at the public relations media award ceremony. In addition, the public relations division of the Ministry of Communication and Information of DIY conducts interactive dialogue activities that are broadcast live.

## LITERATURE REVIEW

Image is the impression, feeling, and self-image of the public towards a company. An organization must maintain and protect its image because it is an important and valuable asset that must continuously be built and safeguarded (Canton, 2016). The benefits of a positive image are significant, such as organizations with a well-maintained image finding it easier to gain public forgiveness for mistakes and more easily receiving support from the public. The image of an institution can influence public opinion and increase trust in the institution. A positive image has a very positive impact on the institution and the effectiveness of its performance in achieving its goals, and it can attract the attention of the public. Moreover, when an institution makes a mistake or negligence, the public may forgive the error and provide positive encouragement. On the contrary, if an institution's image is negative, it can reduce public trust, which will negatively affect the institution's ability to carry out its tasks. Therefore, it is essential for an institution to maintain a positive image.

In the context of this research, the researcher uses a theory from Frank Jefkins, where media relations is an effort to achieve maximum publicity or broadcasting of a public relations message or information in order to create knowledge and understanding for the public regarding the concerned organization or company. There are six general principles that can serve as the basis for PR strategies in building media relations, which are (Frank Jefkins, 2003):

1. By Serving The Media

Service to the media, both in the professional and non-professional fields, is a common practice in serving the needs of mass media. Providing written responses to journalists is beneficial in maintaining the focus on the public relations presentation of the company, ensuring mutual understanding and preventing misunderstandings that could tarnish the company's image. Furthermore, quick responses are essential in maintaining the company's image. Public relations professionals should always be prepared to serve the media with press releases, even in challenging situations. It is crucial for PR to offer this service to support the needs of their clients. Attention given to the press and media is very important. Another form of service that public relations must provide is by offering press releases (Lestari, 2019). Service to the media, a key component of public relations, involves utilizing various forms of communication to promote a company or organization. This may include traditional media such as television, newspapers, and magazines, as well as new digital platforms like social media and blogs. The goal of media service is to create a positive image and increase public awareness of the company or organization, while effectively responding to any negative publicity that may arise.

2. By Establishing a Reputation For Reliability

In this era of unlimited public information, it is very difficult to conceal or alter facts, so the information must align with reality and not distort the truth. Providing transparent information is necessary. Although misunderstandings may arise between the company and the media or journalists, the company can still use public relations officers to convey its perspective. Additionally, one way to build a reputation is by providing timely and accurate support to the public based on the issues they face. This will positively impact the company's reputation when the media reports on it. This communication strategy must be trusted by the media to engage in activities that enhance the image. Public relations professionals also offer greater access to the company so that the media can verify published data accurately. Honest and open information helps build trust, as well as the ability to overcome challenges or crises. A reliable company demonstrates its ability to manage and address situations professionally and transparently. By incorporating these traits, a company can build and maintain a reputation that is trustworthy in the eyes of the public.

3. By Supplying Good Copy

Providing or delivering information to the media based on its needs is one way to build a positive relationship with the media. This can be done in the form of news or direct features. Crafting a press release is essential and should be done with consideration for the company's needs and its appropriateness for public consumption through media coverage. Although the media typically revises the release, press releases issued by the public relations team are always verified to ensure accurate data and information. The function of providing good copy is to present high-quality material to the media. This includes providing interesting, relevant content that meets the media's needs. The aim is for the media to easily use the material to create news or articles that engage their readers. By providing quality copy, the public relations team or the responsible party increases the likelihood that the information will be selected and published by the media. Good material includes clear facts, compelling narratives, and writing styles that meet journalistic standards. Thus, this function helps build a positive image of the company or organization in the public's eyes through positive media coverage.

4. By Cooperation In Providing Material

Typically, this format takes the form of advertising or promotion, where the company prepares news content about a specific topic that is then written and reported by journalists from media organizations. This is not news in the traditional sense, but rather an advertisement with an editorial concept provided by the public relations team of the organization or company in question. After writing, the content is evaluated and approved before being published, with agreed-upon payment.

Public relations' role in collaborating to provide information involves several key aspects that support effective communication between the organization and the media. The main functions of PR in this context include providing quality information, where PR is responsible for presenting quality information to the media. This includes presenting accurate facts, interesting stories, and material relevant to the media's interests. PR can also collaborate with the media in designing news or article materials. This includes providing access to journalists for additional information, clarification, or interviews with key sources from the organization. There is also a cooperative editorial approach where PR adopts a cooperative stance with the media, understanding editorial needs, and providing ideas or materials that fit the media's editorial context. Finally, openness and responsiveness are crucial, where PR ensures openness and responsiveness to media requests. This includes providing quick responses to journalists' questions and granting access to sufficient information (Ali, 2017).

5. By Providing Verification Facilities

Providing the necessary facilities for journalists when seeking news is a good step to support the smoothness of the coverage process. These facilities involve various elements that help journalists carry out their tasks efficiently, such as providing press rooms, which are spaces provided by the company or organization for journalists to work, type, or conduct interviews. Press rooms are typically equipped with facilities like computers, printers, and internet access. Providing fast and reliable internet access is crucial for journalists to gather information, send stories, and communicate with editorial staff. Additionally, providing field facilities like transportation and accommodation allowances helps support the efficiency of news coverage. By providing these facilities, the company or organization not only demonstrates responsibility towards journalists but also ensures that they can work optimally and focus on their journalistic tasks, creating an environment that supports journalists in delivering high-quality news coverage (Mahendra, 2020).

6. By Building Personal Relationships With The Media

By building personal relationships with the media, this step involves deeper communication, both directly and via media chat platforms, and more. The topics discussed are not limited to work alone but may also include personal matters, such as greetings on special occasions. This is done to ensure that the organization builds a relationship with the media, particularly to achieve maximum exposure, adequate reporting periods, positive responses, and reciprocal relationships with the mass media (Azis, 2018).

## **METHODOLOGY**

In this study, a qualitative descriptive method is used with the aim of explaining the phenomenon through data collection. It addresses a problem and describes how media relations are implemented by the public relations team at Kominfo in DIY as a means of information and publicity to maintain image and reputation as well as control public information at Kominfo DIY. This research method involves conducting in-depth interviews to facilitate understanding. The focus of this research is to gather information regarding the status of a theme, symptom, or condition that occurs at the time the research is conducted. This approach does not prioritize population size or sampling, and may even involve a limited population or sample.

## **RESEARCH RESULT AND DISCUSSION**

### **By Serving The Media**

The media service has been carried out well by the public relations practitioners at Diskominfo DIY, where they are able to provide the press releases needed by the media quickly. As stated in the interview conducted by the researcher, even in situations that are not ideal, the public relations practitioners at Diskominfo DIY are always ready to serve the media by providing press releases. The availability of press releases greatly assists the media in carrying out their duties, and the attention given to the press and media is crucial. The

researcher has made observations, where the public relations team at Diskominfo DIY provides services to the media in the form of press releases, which are useful in responding to both planned and unplanned events. Planned events refer to situations when Diskominfo DIY has a program or policy to be implemented, while unplanned events refer to issues or challenges faced by Diskominfo DIY. In these situations, press releases are used to address events related to the organization.

This proves that the public relations practitioners at Diskominfo DIY apply the principle of "serving the media," where the service provided to the media meets their needs in any situation. PR at Diskominfo DIY provides press releases to media personnel, and the public relations practitioners have successfully implemented "by serving the media," as seen in the example of a press release published in *Tribun Jogja* newspaper. In addition to providing press releases, the PR team at Diskominfo DIY also builds good relationships with journalists and media personnel by providing facilities. For instance, Diskominfo DIY provides a media center for journalists and media personnel and also invites media representatives on press tours to several locations, accompanied by local government leaders, to visit or observe locations that will be covered by the media.

According to an interview with Mr. Nugroho, a public relations officer at Diskominfo DIY, public relations practitioners at Diskominfo DIY and the media maintain a good relationship by being open to each other so that the news reported reflects what actually happens. This way, the news that reaches the public is accurate, avoiding disappointment and negative impacts. Moreover, public relations also maintains good relationships by providing current and valid information to the media. The open exchange of information benefits both parties, ensuring that the media receives accurate data and reports it well to the public, thus building a positive image in the public's eyes. As Mr. Nugroho explained, public relations at Diskominfo DIY emphasizes transparency and cooperation to maintain this good relationship with the media.

### **By Establishing a Reputation for Reliability**

Building a reputation is done by providing quick and timely support to the public in response to ongoing issues. Honest and transparent information helps build trust, as well as the ability to handle challenges or crises. By doing so, Diskominfo DIY can maintain its reputation. Diskominfo is committed to maintaining its reputation by ensuring that the information provided to the media is accurate and carefully filtered by the public relations team so that it is suitable for public consumption. Diskominfo DIY also provides a platform for the public to voice their aspirations, which is an important way to build and maintain a good reputation.

Based on the findings from the interviews, it was revealed that to maintain its reputation, the public relations practitioners at Diskominfo DIY and the media must ensure that the information shared is valid, thus helping to create a positive image among the public. There are several public relations functions, such as disseminating information to the public through various media, including electronic media, conventional media, and print media. Public relations also serves as a filter for information and ensures its legitimacy, so that the circulating information is as accurate as possible. This is an effort by Diskominfo DIY to implement the principle of "establishing a reputation for reliability," and the researcher has observed that Diskominfo DIY has successfully applied this concept.

### **By Supplying Good Copy**

One of the ways to build a good relationship with the media is by ensuring that the press releases sent are aligned with the company's needs and suitable for public consumption through media coverage. Based on the researcher's data from interviews, public relations practitioners at Diskominfo DIY have implemented this step. The public relations team is responsible for ensuring that the news and data provided to the media, including photos, are delivered promptly and with accuracy. Good material includes clear facts, engaging narratives, and writing styles that adhere to journalistic standards. As a result, the step of "supplying good copy" helps to build a positive image of Diskominfo DIY in the eyes of the public through positive media coverage. At Diskominfo DIY, it is the responsibility of the public relations officers to prepare policy drafts and analyze information related to news that will be shared with the public.

### **By Cooperation in Providing Material**

The role of public relations in collaborating to provide information involves several key aspects that support effective communication between the organization and the media. Some of the main public relations functions in this context include: supplying quality information, where PR is responsible for presenting high-quality information to the media. This includes presenting accurate facts, compelling stories, and materials relevant to the interests of the media. Additionally, there is collaboration in material preparation, where PR works with the media to draft news or articles. This includes providing journalists access to further information, clarification, or arranging interviews with key sources from the organization. Furthermore, a cooperative editorial approach is taken, where PR adopts a collaborative approach with the media, understands editorial needs, and provides ideas or materials that align with the media's editorial context. Finally, openness and responsiveness are key, where PR maintains openness and responsiveness to media requests. This includes providing prompt responses to journalists' inquiries and offering adequate access to additional information.

From the interview data obtained at Diskominfo, it was revealed that the principle of "cooperation in providing material" has been well implemented. Public relations practitioners at Diskominfo DIY provide up-to-date information on what is happening and ensure sufficient information is made available. In addition, public relations practitioners also cooperate in preparing interviews or press meetings with specific figures. Public relations provides support and preparation when there is an event or press meeting. PR adopts a cooperative approach with the media, understands editorial needs, and provides ideas or materials that are relevant to the context. This approach contributes to building positive relationships between the organization and the media to enhance its image.

### **By Providing Verification Facilities**

Public relations practitioners at Diskominfo DIY provide facilities to journalists and media personnel, such as a space for journalists, a reliable internet connection, access to computers and printers, and transport facilities when journalists need to cover events outside the office. However, some journalists or reporters do not accept the facilities even though they are provided by Diskominfo. Diskominfo also allows journalists to directly observe the facilities or conditions related to the news they are covering. This transparency helps journalists obtain accurate information quickly. Diskominfo provides journalists with information that is transparent and based on the facts, ensuring that there is no concealment of information between the journalists and the organization.

### **By Building Personal Relationships with the Media**

According to the interview data, the principle of "building personal relationships with the media" has been successfully implemented, where Diskominfo builds personal relationships with the media through closer communication, such as sending greetings on special days in chat rooms or organizing casual meetings in coffee shops. Additionally, there is openness and honesty between professionals and journalists when maintaining personal relationships with the media. However, there are some challenges that arise when journalists expect instant news, but Diskominfo cannot provide it immediately as they must first ensure the news is accurate and properly filtered. When misunderstandings occur between professionals, the steps taken are to resolve them amicably, ensuring no further misunderstandings arise. This approach helps in maintaining a better relationship moving forward.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research problem related to the application of media relations in maintaining the image of Diskominfo DIY, with Frank Jefkins' theory which has six indicators: serving the media, establishing a reputation for reliability, supplying good copy, cooperation in providing material, providing verification facilities, and building personal relationships with the media. The conclusion is that the service and attention given by public relations to the media play an important role in building a positive image of an organization, as is the case with Diskominfo DIY. In situations that may not be ideal, PR practitioners are still ready to serve the media by providing press releases. Observations of Diskominfo DIY's PR department show that they provide effective services to the media through press releases, both to respond to planned and unplanned events.

PR practitioners at Diskominfo DIY successfully apply the concept of "by serving the media" by providing relevant and useful information to the media. The provision of press releases on social media and cooperation with various mass media such as Radar Jogja, Republika News, Radar Jogja, Tribun Jogja, Detik Jateng, Harian Jogja, krJogja, Solopos Jogja, Yogyakarta Antara, Suara.com, Mncetriajaya.com, Gunung Kidul TV, Jogja TV, TVRI Yogyakarta, RRI, Radio JIZ Jogja are evidence of the success of this strategy. Thus, Diskominfo DIY successfully achieves the media service goal of creating and building a positive image while explaining and responding to events related to the organization effectively.

Based on the findings from interviews with Mr. Nugroho, a public relations officer at Diskominfo DIY, it can be concluded that maintaining the reputation of Diskominfo DIY involves a joint effort between PR practitioners and the media to ensure that the information conveyed is valid. In this context, the role of PR includes providing information to the public through various media, including electronic, conventional, and print media. In addition, PR serves as a filter for information and a guardian of legitimacy, ensuring that the information delivered remains true and trustworthy. PR practitioners at Diskominfo DIY have successfully implemented the concept of "by establishing a reputation for reliability," where the reliability of information is the main focus. Through these efforts, Diskominfo DIY is able to build a positive image in the eyes of the public. The observations made by the researcher show that the PR officers at Diskominfo DIY, as explained by Mr. Nugroho, have effectively carried out their role in maintaining the truth and reliability of the information conveyed.

Through the "by supplying good copy" stage, PR practitioners help build a positive image for Diskominfo DIY. Providing good quality information to the media plays an important role in shaping public perception of Diskominfo DIY. PR officers at Diskominfo DIY not only provide policy drafts but also conduct analysis of related information that will be reported, demonstrating professionalism in presenting information to the public. Thus, this stage not only supports a positive image through good media coverage but also ensures that the information presented by Diskominfo DIY is reliable, accurate, and adheres to journalistic standards. This demonstrates Diskominfo DIY's commitment to

ensuring the quality and reliability of the information conveyed to the public, thus creating a trustworthy and positive reputation.

From interviews with PR officers at Diskominfo DIY, it can be concluded that they provide complete facilities to journalists, including rooms, internet, computers, printers, and transportation. However, some journalists do not receive these facilities, as explained by Mrs. Rini, the PR officer in the IKP sector at Diskominfo DIY. The final indicator, based on the interview findings, concludes that the "by building personal relationships with the media" stage has been successfully implemented by Diskominfo DIY. They have succeeded in building personal relationships with the media through closer communication, such as offering greetings on special days. Openness and honesty between PR professionals and journalists have also developed in maintaining personal relationships. Although successful, there are challenges when journalists want instant news, while Diskominfo must filter and verify the news before it is conveyed to the media. This was revealed by Mrs. Rini, the PR officer in the IKP sector at Diskominfo. All six indicators from Frank Jefkins have been successfully applied, which has helped maintain the image of Diskominfo and further build a better image.

#### **ADVANCED RESEARCH**

Still conducting further research to find out more about Application of Media Relations in Maintaining the Image in Diskominfo DIY.

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