

ABSTRACT

**Universitas Muhammadiyah Yogyakarta
Faculty of Social and Political Sciences
Communication Sciences Department / Public Relations
Amelinda Dyah Anesty (20120530103)
Media Relations Activities of Public Relations in Yogyakarta Government to
Establish A Good Relation with Mass Media During the Leadership
Yogyakarta Mayor (Case Studies Media Relations Activities in Yogyakarta
Government During 2013-2015)
Year of Thesis: 2016
References: 24 Books, 3 Journals, 6 Official Website**

This study aimed to describe the activities performed media relations of Public Relations and Information Yogyakarta government during the leadership of the Mayor of Yogyakarta period 2011-2016, by analyzing the activities done by the Public Relations and Information in establishing good relations with the mass media, the research background to know what strategy to use the Public Relations and Information in the attachment to the news media that are present in the mass media experienced a positive increase.

The theoretical framework used in this research is the activity of media relations at the Government Public Relations, processes and strategies undertaken of Public Relations and Information. The methodology used is descriptive qualitative, where researchers describe the object of research based facts about the Public Relations and Information in performing activities of media relations. Data was collected through interviews and document study. the steps that are used in the data analysis techniques are data reduction, data presentation, data presentation, draw conclusions and validity of the data.

The study shows that the media relations activities conducted by Public Relations and Information to establishing good relations with the mass media either national or local is still in accordance with the code of ethics of public relations which has always been a reference. By the various activities that conducted by Public Relations division, The mass media and the public are satisfied with the performance because informing various things about the scope of the Yogyakarta government is open and transparent.

Keywords: activities of media relations, mass media, the Mayor of Yogyakarta, Yogyakarta City Government