

Media Relations Activity of Daerah Istimewa Yogyakarta Regional Government Public Relations in Fostering Good Relations with The Mass Media 2024

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ABSTRACT

Keywords

Early Warning System; Media Relations;
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The Special Region of Yogyakarta (DIY) Regional Government is the example of a unique case in handling media relations. Different structures of governance may have an impact on the media relations that are run by the Special Region of Yogyakarta Regional Government Public Relation. Nevertheless, seeing how open the government public relations team is in catering the media needs, the author is interested to learn more about how the Public Relations activities of the DIY Regional Government establish and maintain effective media relations to foster positive public perception and ensure the successful dissemination of information. This study examines the media relations activities of the Daerah Istimewa Yogyakarta (DIY) Regional Government's Public Relations division in fostering good relationships with the mass media in 2024. In the modern era, where transparency and information sharing are vital, establishing strong media relations is essential for the government to effectively communicate policies and initiatives to the public. The research aims to identify how the DIY Public Relations department navigates media relations, focusing on strategies that are used to maintain positive relationships with journalists and media outlets. This research was conducted by qualitative methods, including interviews with DIY regional government public relations staff and media representatives, the study explores how the regional government maintains good media relations practices while ensuring that the activities carried are aligned with public relations concepts. According to the findings, the DIY Public Relations department takes a proactive and open approach, not only a personal approach but also an institutional approach. They also make sure journalists have easy access to information by developing an Early Warning System (EWS). In conclusion, the Yogyakarta Special Region Provincial Government's Public Relations team utilizes both personal and institutional approaches to foster positive media relations. Their proactive strategies, including the development of an Early Warning System, ensure effective communication and transparency with the media, supporting a strong public perception.

1. Introduction

One of the primary communication factors behind government programs and the citizen or stakeholder is public relations. Public relations as a spokesperson or information source must be able to adapt to the rapid changes and difficulties of the modern world, particularly the advancement of communication, information, and technology. Government public relations have a crucial role in keeping the public informed about topics, concerns, and activities at all governmental levels, according to (Lattimore et al., 2010).

Additionally, government public relations should be able to enhance information and service management across all of its agencies and promote public involvement in ensuring the success of

various government initiatives that the general public can benefit from. In order to create an emotional bond with the community and encourage them to share more concerns and feelings of responsibility, public relations must allow the community to participate in the process.

According to (Herman & Lampe, 2024) building close relations with journalists or mass media is one of the responsibilities of public relations professionals. A positive relationship with reporters or journalists that is arranged through public relations is known as media relations or relations with the media. Involving the mass media will be an effective strategy to conduct informative activities, particularly for government organizations that demand that the public be aware of all policy-related information.

According to (Indria, 2019), communication and relations are needed that must be owned by Public Relations. That being the case, many regional government instances have already been aware of the importance of building good media relations. A research that conducted by (Retnaningsih, 2013) with the title “*Strategi Media Relations Humas Pemerintah Kabupaten Blora*” finds that the Public Relations Department of Blora Regional Government employs a media relations approach to fulfil its essential function of facilitating public access to information. The present research aims to identify the media relations approach employed by the Public Relations Office of Blora Regional Government in enhancing its publicity function. This study concludes that the Blora Regional Government Public Relations implemented a media relations plan including two types: personal and professional activities. The media relations initiatives conducted by the Blora Regional Government Office foster a harmonious interaction between public relations and various mass media, involving both personal and institutional connections.

Daerah Istimewa Yogyakarta (D.I.Y) regional government is also without an exception. The Public Information Disclosure Law seeks to promote transparency and accountability in the administration of information possessed by public entities, including the Provincial Government of Yogyakarta Special Region (DIY). In this context, specific articles of UU KIP offer explicit guidance on the execution of information disclosure. The DIY Provincial Government is endeavouring to execute the provisions outlined in the Law, specifically Article 9, which mandates that the Public Relations department of the DIY Provincial Government must furnish precise and current information regarding governmental activities, development initiatives, budgets, and regional policies that are currently in effect or will be enacted, via the official website (jogjaprovgo.id) and social media platforms including Instagram, Facebook, X, and TikTok.

Another thing that must be taken into account is that the Yogyakarta Special Region Provincial Government is an example of a unique case in handling media relations. Different structures of governance may have an impact on the media relations that run by Yogyakarta Special Region Regional Government Public Relation. The relationship with the media is based on long-term connections established with reporters. During meetings, public relations professionals build a large archive of information and connections with journalists.

Recognizing the importance of the media's role as an information bridge between the Public Relations of the DIY Regional Government and the public, this research is focused on examining the media relations activities of the DIY Regional Government's Public Relations in fostering good relationships with the media in 2024. It also seeks to understand how the PR activities are carried out, whether they align with established public relations concepts, or if there are other practices that deviate from the public relations code of ethics. This study will provide a more thorough description of the actions taken by the DIY Provincial Government public relations department in fostering good relations with the mass media 2024.

2. Method

This research uses qualitative methods with a descriptive approach. (Haryoko, 2020) in his book divides qualitative methods into several more specific methods. One of the methods is a case study research model is a kind of research in which a case object, whose unit of analysis is individual, is the subject of a thorough data analysis procedure. Case study research, a particular kind of

idiographic qualitative research paradigm, focuses its unit of analysis on elements that are distinct and unusual. Making generalizations is not the goal of using this case study research technique in qualitative psychology research. In this study, the case by the researcher is the implementation of media relations carried out by the Public Relations of the Daerah Istimewa Yogyakarta Regional Government. So, this case study approach is used with the aim to see how the Public Relations of the Daerah Istimewa Yogyakarta Regional Government carries out media relations activities.

Researchers used data collection techniques through interview with purposive sampling, according to Notoatmodjo (2010), that was cited by (Kumara, 2018), purposive sampling is a sampling strategy that is founded on a consideration, such as the traits or attributes of a population. The quantity of samples or individuals examined has no bearing on qualitative research; instead, what is evident is that the subjects are highly interested in the issues we bring up, and we make an effort to "extract" as much detailed information as we can from them.

To gather the primary data, the author conducts interviews as well as prepares and customize questions related to media relations activities carried out by related parties such as DIY Regional Government Public Relations Substance Coordinator and representatives of journalists that are currently working together with DIY Regional Government. This research will take place in the DIY Regional Secretariat Public Relations Office, situated at Bale Woro, Kepatihan Complex, Jalan Malioboro, Danurejan, Yogyakarta. And also use purposive sampling to gather additional data from books, journal, article, website, and documents from DIY Regional Government Public Relations department concerning media relations. For example, information regarding all media relations activities, including press releases, press conferences, and press events.

3. Result and Discussion

In order to maximize its public function, the Public Relations of DIY regional government use media relations as its strategy to strengthen good relations with the mass media because it can optimize the use of online media as a means of information sharing. According to Grunig & Hunt (Grunig & Hunt, 1984) in their book *Managing Public Relations* state that media relations is a public relations function that uses media to achieve communication goals. Media relations foster communication between parties that benefits the agency and media. The strategy implemented by the Public Relations of DIY regional government is based on an approach that is not only institutional, but also personal. By prioritizing openness of information and making the media like a co-worker.

This is seen in the way journalists cover news stories about problems or issues involving the DIY Regional Government, explaining things to the public and trying to make them understand in order to calm the public. The media also get their news coverage from journalistic activities like covering the governor agenda or getting an answer or clarification from the governor on a subject that causes the news to shape public opinion. Cahnley dalam (Effendy, 1993) defines news as the most rapid reporting of facts or viewpoints that include topics that are significant or of attention to a large number of individuals. The fact that the public relations department has never been called upon by the media crew is another evidence of the effectiveness of the media relations efforts conducted by the DIY Regional Government Public Relations. The DIY Regional Government Public Relations Substance Coordinator, Mr. Ditya, also clarified that their media relations efforts could be deemed successful since they had never been contacted by the media or received contradictory media reports, including conflicting information about conflicts of interest or publication. (February 13, 2025). The high frequency of visits by fellow journalists to the Media Center provided by public relations in various situations, whether busy or idle, is also evidence that the bond between public relations and the media is not just about work, but also that there is a personal approach.

Based on the results of the interview conducted with Mr. Ditya as the Coordinator of the Substance of the DIY Regional Government Public Relations also explained that they consider media relations as one way to provide information to the public optimally, therefore a media relations strategy was created, both budgetary and non-budgetary. The Budgetary Strategy in question is like

making paid news or advertorials in print and online news. This is often done by the DIY Regional Government Public Relations to convey the successes of the DIY Regional Government in governmental aspects. Then, there is also a Press Tour with fellow journalists who often gather at the Kepatihan Media Center to go out of the region in order to jointly report comparative studies of the successes of other regions that have the potential to be applied in the DIY Regional Government. In 2024, the DIY Regional Government Public Relations together with several fellow journalists conducted a Press Tour to Bali in order to learn how the Balinese government maintains Subak which has previously received cultural heritage status from UNESCO so that the DIY Regional Government can implement it to the Philosophy Axis which in 2023 received cultural heritage status from UNESCO. And finally, the Press Conference which is a means of mutualism between public relations and the media. (Ardianto, 2011), where the media gets news material, and public relations can disseminate news to the public more. Press conference activities carried out by the DIY Regional Government are carried out to convey information that is important for the public to know. Like in 2024, the DIY Regional Government Public Relations held several press conferences such as the DIY Regional Government Readiness Press Conference for the 2024 Christmas and 2025 New Year Holidays, the Monitoring Results Press Conference Ahead of the 2024 Idul adha HBKN, the DIY RKPD Musrenbang Press Conference, and the Jogja World Heritage Festival (JWHF) "Gebayanan" 2024 Press Conference.

In the non-budgetary strategy, the DIY Regional Government Public Relations establishes informal relationships with fellow journalists. Mr. Ditya explained that they consider fellow journalists who often come to the Media Center as partners who share with each other when they need coverage materials such as materials, videos or photos to complete their news. In addition, they also provide coffee stations and wifi that can be accessed by journalists in the media center to facilitate journalists in the speed of information dissemination. This is certainly done by the DIY Regional Government Public Relations so that journalists feel comfortable in the Media Center and that communication is more open and freer with each other.

This explanation is supported by a statement from Yvesta Putu Ayu, a journalist from Suara.com and Koran Bernas who has been working with the DIY Regional Government Public Relations since 2019, explaining that there has been progress made by the DIY Regional Government Public Relations in 2024 in terms of openness of information and communication that is better for the media and has no limits. In the past, getting clarification or information about the governor agenda was quite time-consuming and was not directly conveyed by the public relations team, whereas now it has been made easier with the existence of Whatsapp groups which are often used to provide information or the governor agenda schedule to each other. Public relations also helps journalists if they need a doorstep with sources that journalists do not have access to, such as the regional secretary or others. DIY Local Government Public Relations uses online media more because of the accuracy and speed that is more optimal than other conventional media such as radio, television, and print media which require more time in preparing information and delivering it to the public. Online media that are often used by DIY Regional Government Public Relations are Suara.com, Kompas.com, Detikcom, IDN Times, Disway.id, TV Online, Kumparan, KR Online, Antara, CNN Online, Bernas.id, RRI Online, and KBR Online. The print media that cooperate with the DIY Regional Government are Harian Kompas, SK Kedaulatan Rakyat, Radar Jogja, Tribun Jogja, Harian Jogja, and Republika. Not only online and print media, DIY Regional Government Public Relations also cooperates with TV stations such as TVRI, JI TV, RB TV, Jogja TV, TV One, SCTV, MNC TV, TA TV, SeaToday, Net TV, Antara TV, Metro TV, and Radio such as RRI, RB, Elshinta, and KBR Radio.

Based on the results of interview that the research conducted, DIY Regional Government Public Relations has met the criteria by carrying out indicators of good media relations from Frank Jefkins's theory (Jefkins, 2003) that is providing assistance to the media, establishing a reputation for dependability, providing quality information, cooperate in providing materials, providing verifications facilities, and building personal relationship with the media. DIY Regional Government Public Relations itself interprets media relations as a strategy in building networks with media friends

in order to synergize together in carrying out publications. DIY Regional Government Public Relations uses the media as a tool for publication because they can convey information to the public quickly and accurately.

A good media relations can be seen from how they manage the few indicators. The following are the main principles for fostering good media relations according to Frank Jefkins carried out by DIY Regional Government Public Relations:

1. DIY Regional Government Public Relations provides services, materials and facilities to the media.

So far, the public relations of the DIY Regional Government has provided good services to the media, built cooperation with the media, mutually understood what the media needed, and created a reciprocal relationship with the media. Public Relations of the DIY Regional Government serves the media by providing information materials, preparing supporting data and documentation such as releases, photos, and videos needed by the media. According to Frazier (Moore, 2006) to attain objectives in facilitating the success of an agency or organization, public relations must execute its responsibilities, including issuing press releases, composing news pieces, and providing photographs and background information for writers and editors regarding industrial activities. Although there is still a need for editing according to the criteria of each media, at least the releases and documentation such as photos and videos provided by the public relations of the DIY Regional Government have fulfilled journalistic principles which are quite helpful for journalists who do not have time to cover directly. The release provided also contains 5W + 1H elements so that it is worth publishing.

The relationship between public relations and the media also needs each other. Where public relations need the media to communicate the activities they carry out and the policies made by the DIY Regional Government. On the other hand, they also have an Early Warning System for DIY Regional Government Public Relations when a crisis will occur. EWS is also a tool used by public relations through the media to see and measure the extent of the possibilities that occur if they carry out a policy. In addition, the media also needs information from DIY Local Government Public Relations to be published.

However, in terms of providing materials, not all information needed by the media can be provided by public relations. Because the duties and functions carried out affect the services provided by public relations. This is not an issue for the media, as they all understand well about their own duties and authorities. In line with the statement of Riyana Ekawati, a journalist from SK Kedaulatan Rakyat who has worked with public relations for 8 years, that the existence of a closed agenda that cannot be reported by the media is not a big problem, because the DIY Regional Government Public Relations continues to help facilitate and provide opportunities for the media through doorstep. For the news material, it all depends on journalists who are more proactive and creative in processing and searching for information. But outside of that, Riyana and other journalists consider public relations to be very open about information that is indeed allowed to be covered (Ferbruary 13, 2025).

When it comes to issues or activities that cannot be reported by public relations, the media will seek information on their own. Even so, public relations still try to assist the media by carrying out its role, namely providing verification and validation facilities to the media, which when the media is looking for information on its own, public relations still helps in providing access to the sources needed. In this regard the media have a high understanding of the public relations limitations in providing materials. Although sometimes public relations have not been able to meet the needs of the media completely, overall the communication and services that exist between public relations and the media are good.

DIY Regional Government Public Relations provides verification facilities to the media. Facilities such as press conferences, press releases, and press interviews have been provided to the media. When the media needs sources, PR helps bridge or direct and provide access. The media also understands that not all information can be published by public relations. There are limits to public information disclosure. PR filters which information can

be reported, what information should be kept, and what information is postponed for publication.

On the other hand, facilities or accommodations to support the publication of coverage have also been provided by public relations. Facilities such as journalist rooms and the internet are provided by public relations to be utilized by journalists. This is also one of the PR strategies in fostering good relations with the media in order to create a comfortable work culture.

2. DIY Regional Government PR builds personal relationships with the media.

In addition to institutional relationships, public relations of the DIY Regional Government also manage personal relationships. It is often seen that there is communication interaction between public relations officers and the media and casual meals and coffee together in the Media Centre, Bale Woro Office, Kepatihan Complex. The closeness they have outside the realm of work is important to foster a relationship to maintain a sense of trust. DIY Public Relations staff and the media know each other personally. Not only is there an institutional relationship between PR and the media, but there is also often a non-formal bonding relationship. Treating the media as partners or colleagues makes the relationship tighter but still relaxing.

However, the closeness between the DIY Regional Government Public Relations and journalists does not affect the news produced by the media. The news produced by media journalists still prioritizes the facts that occur, so that even though there are bad things related to the DIY Regional Government, journalists will still report as they are. Like the relocation that occurred at Teras Malioboro 2 which had an impact on traders. Traders who did not accept the relocation held a demonstration and made this a hot topic of discussion among the DIY community. In this case, the media plays a role in asking for clarification or responses from the DIY Leaders or Governor, then disseminating information about what happened. Riyana, as one of the media who at that time covered what happened, said that as journalists, they helped to calm down the issue that occurred before providing clarification. He said that although "Good News is Bad News" applies in the realm of journalism, he still wants the news that is done not only to be interesting, but also to have balance and provide enlightenment or responses from the government so that the public can find out other points of view besides those of the demonstrators and not immediately judge.

4. Conclusion

The results of the research, the Daerah Istimewa Yogyakarta Regional Government's PR department has successfully put into practice a thorough and planned media relations strategy that adheres with standard public relations principles. The DIY PR team has established a strong, win-win relationship with the media by integrating professional and personal tactics, encouraging transparency, confidence, and effective information sharing. They have created mutual benefits with the media, where the media needs information from PR, and PR uses the media as their Early Warning System (EWS) in ensuring and measuring how far something happens if they do or don't do something. Not only that, but the PR staff also promotes accessibility and openness by combining non-budgetary initiatives like informal communication, individual contact, and the establishment of media-friendly facilities with budgetary measures like conferences, press releases, and press tours. This strategy fosters personal relationships with journalists in addition to strengthening institutional relationships, resulting in a collaborative and encouraging media environment. This was proven to be a more effective way to communicate with the media compared to the past.

Based on the findings of this research, the PR staff ensures responsible communication practices by delivering only verified and publishable content, upholding journalistic ethics and public information regulations while maintaining an open and service-oriented approach. Most importantly, neither media independence nor reporting integrity are jeopardized by the cooperative character of the connection between PR specialists and journalists. Even if sometimes the PR can't fully disclose some information to the media, but because the strong relations and mutual respect that they have, the media can respect that limitation and search other way to gain information to be confirmed later on by the PR department. That is why the PR approach of the DIY Regional Government is a model

for successful media relations in public administration, demonstrating how skilfully controlled communication can advance openness, cultivate public confidence, and assist the democratic process by providing accurate and easily accessible information.

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