

MEDIA RELATIONS STRATEGY OF JOMBANG DISTRICT GOVERNMENT PR IN IMPLEMENTING PUBLICITY DURING THE COVID-19 PANDEMIC

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Abstract

Building a media relations strategy to achieve agency publicity is carried out by the Jombang Regency Government Public Relations to carry out cooperative relationships with the mass media, especially during the COVID-19 pandemic. The public needs to know information about COVID-19 updates and government programs in order to get accurate and reliable information from the source. This study aims to determine the media relations strategy of the Jombang Regency Government Public Relations in carrying out publicity during the pandemic. This research method uses qualitative research with descriptive analysis. The technique used in data collection is in two ways, namely in-depth interviews, and documentation. The results of this study explain that the Jombang Regency Government Public Relations during the COVID-19 pandemic has attempted to disseminate and convey information to the public, but its implementation is still not optimal, because there are obstacles such as: (a) Limited information in accessing technology in some areas. the Jombang community. (b) There are media that take advantage of the news of the COVID-19 pandemic situation. Therefore, the Public Relations of the Jombang Regency Government set a special strategy in conducting media relations, namely managing relationships, develop strategy and develop networks. The purpose of this strategy is to support the public relations tasks of the Jombang Regency Government Public Relations in reaching out to the entire community.

Keywords: *Government Public Relations, Media Relations, Strategy, Publicity, COVID-19*

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1. INTRODUCTION

In the era of globalization or modern as it is today the development of information, communication, and technology is progressing increasingly which makes the role of the mass media more effective in disseminating information. Mass media is used as a means of communication aimed at the public in bulk for the delivery of information. According to Cangara, mass media is a means of communicating between communicators and communicants through various media such as newspapers, films, radio, and television, and so on are used to convey information to audiences or the public (Cangara, 2010: 123, 126).

Mass media acts as a means of communication technology consisting of (1) print media (newspapers, magazines, and tabloids). (2) Electronic media (radio, television, film). (3) Online media (websites, social media, browsing through the internet). Therefore, the means of communication through mass media takes place quickly, and can reach the wider community, and is not limited to region or culture. It is called a message multiplier (message multiplier in communication) (Moerdijati, 2016: 184-185).

The mass media has the power to influence public opinion on the message conveyed and can create an image on the parties reported through the mass media, both positive and negative images. Because the mass media has an important role for the sustainability of an organization/institution/institution/company.

The mass media serves as an intermediary or communication tool to the wider community and the general public (stakeholders) which aims to publish information. For this reason, every organization/agency/institution/company needs to optimize the role of public relations or public relations. In addition, the mass media is also a control medium or the party that determines whether an information about an organization is credible or not to be reported, because the media can choose information sourced from public relations practitioners, where the type of information contains messages that are useful or not useful in an organization. news (Supa & Zoch, 2009).

Public relations or public relations is a practitioner or representative of an organization/institution/institution/company that has the aim of creating and maintaining a good reputation and relationship between internal parties and external parties, as well as acting as a party that has an impact on the achievement, success or even failure. for an organization/agency/institution/company (Cutlip, Center & Broom (in Kriyantono, 2008). In addition, the notion of public relations in the opinion of Grunig & Hunt (in Kriyantono, 2008) is the organizer of communication between the agency and the public. With the existence of public

relations practitioners aiming for effective communication, then a public relations officer must understand what is needed by the public.

Research on public relations activities describes the implementation of tasks, public relations has several roles in carrying out tasks, namely as follows: (1) Explanation (consultant workers who are tasked with defining problems, recommending suggestions, and monitoring policy implementation). (2) Communication facilitator (worker assigned to an organization/institution/company/agencies whose job is to carry out two-way communication and maintain good relations between the internal and external public). (3) Problem solving facilitators (workers who work with seniors in identifying and solving problems that occur in an organization/institution/company/agencies) (Lattimore, 2010).

Talking about the role of public relations as a communication facilitator, it is very important to carry out two-way communication in maintaining well-established relationships between internal and external publics. This is important for the sustainability of an organization/institution/company/agencies in carrying out their duties as a public relations practitioner. So that as a public relations practitioner, he has several tasks, including: (1) Conveying information or publishing his activities to the public. (2) Convince, gain sympathy and attract public attention to something. So that as a strong public relations practitioner, they can provide services in the form of credible information or can be trusted by the public and as a counterweight to the flow of information for the public. One of them is the field of public relations in government.

Based on the understanding according to the General Guidelines for Public Relations Governance in Government Agencies, the Ministry of Empowerment of State Apparatus and Bureaucratic Reform in 2011 explains that government public relations (PR) is a public relations practitioner in government agencies whose task is to carry out good management in the field of communication and information, both effectively, efficiently, and persuasively. This is in order to maintain good relations between agencies and their publics, so that the main objectives of government public relations can be achieved, namely to maintain good relations with the public and create a positive image for the agency.

As for the understanding of government public relations according to Sari (2012), he explained that government public relations was formed by government agencies to carry out publications or disseminate information about activities, programs, and policies of government agencies. So it is important to convey this information regularly and regularly to the public. Of course, the reaction from the public regarding the need for this information made the government public relations party also take part in providing input and suggestions for agency

leaders to quickly follow up on important information needed for the community. Public relations itself has a very important function in government, one of which is government at the district level.

The Jombang Regency Government Public Relations and Protocol are part of the Jombang Regency Government agencies, with the main tasks written based on the Jombang Regent Regulation Number 62 of 2018 concerning the Main Duties, Functions and Work Procedures of the Jombang Regency Regional Secretariat in the reporting and reporting subsection, which is tasked with preparing and prepare materials for coordinating the implementation of services as well as the delivery of information and communication through publications (print media), radio, television, and films as well as press releases for the activities of regional heads and deputy regional heads to clarify the delivery of information regarding regional government programs for the local community. This is done as an effort to maintain a positive image of the institution.

Public Relations of the Jombang Regency Government in maintaining its positive image and reputation requires good cooperation efforts between the PR and the mass media, where the role of delivering information through the mass media is very strategic in supporting public relations tasks. It aims to be able to use the mass media to build a positive reputation or image for the Jombang Regency Government. Of course, this includes being a communication facilitator, which is one of the roles of public relations, where it is important to carry out two-way communication in maintaining good cooperative relationships as a transmitter of information.

Submission of information carried out by Public Relations of the Jombang Regency Government through the mass media is very useful in conveying credible and appropriate information through one of the public relations activities called media relations, namely relations with the media. So that it will increase the benefits for the public relations and the media and can facilitate the goals to be achieved between the two parties

The definition of media relations according to the definition of Frank Jeffkins, defines the notion of media relations as an activity or public relations activity that aims to disseminate information or publications to the maximum and can create public services in an understanding, so that people can recognize information well (Ruslan, 2007: 168). In other words, media relations is a communication activity as an effort to maintain and foster or establish cooperative relationships carried out by public relations parties with the mass media in order to carry out effective publicity.

Understanding publicity according to Lesly's definition, he defines that publicity is to disseminate information through the media determined in a plan to achieve certain goals or interests of an organization/institution/company/institution concerned without certain payments to the media. So that the implementation of publicity through media relations activities can take place well and it is hoped that a successful publication of a good work program will be created (Heryanto & Rumaru, 2013).

The importance of publicity in media relations is one of them when the Public Relations of the Jombang Regency Government has a work program that will be implemented and must be announced. So the Public Relations of the Jombang Regency Government must design a strategy to convey information quickly, precisely, and accurately through media relations activities. This is because media relations as a form of communication and public relations partners of the Jombang Regency Government to open up space for access to information needed by the Jombang community. Moreover, definite and reliable information is needed by the people of Jombang during the COVID-19 pandemic.

The phenomenon of the COVID-19 pandemic is very surprising for Indonesian citizens and the world. The first appearance of the COVID-19 virus in Wuhan, China at the end of 2019. Wuhan, China is known as the first country to be affected by a dangerous and even deadly virus, which shocked the whole world. The virus was designated by the WHO (World Health Organization) to be named Coronavirus disease and the abbreviation for the name COVID-19 was designated as a global pandemic..

The pandemic affected all aspects of people's lives and almost all sectors were affected, including the government sector, especially the Jombang Regency Government. Quoted from the Jombangkab.go.id page, at the beginning of the emergence of the COVID-19 pandemic in Jombang Regency, East Java, it was declared an emergency status against the COVID-19 pandemic outbreak. The emergency status took effect on March 26, 2020 and was determined by the Regent of Jombang, Mundjidah Wahab. Meanwhile, on July 18, 2021, Jombang Regency was in the red zone (the level of an area that has a high risk of transmitting the spread of COVID-19).

In addition, according to data from the Jombang District Health Office on July 18, 2021 at 15.00 WIB, there were 7,133 people who were positive for the COVID-19 virus. Seeing that the number of victims of COVID-19 has increased, of course the role of Public Relations of the Jombang Regency Government is very much needed during the pandemic. This is because government public relations has a strategic role in building public communication, especially to convey information and policies from government agencies to the local community. The

submission of information by the Public Relations of the Jombang Regency Government during the COVID-19 pandemic was related to two contents of news publications, namely: (1) Information, containing messages that presented about regional conditions, zone categories, the development of the number of victims exposed to COVID-19, as well as activities, government programs and policies. (2) Education, containing appeals that educate the public about the importance of implementing health protocols. This information needs to be conveyed to the people of Jombang as an effort to reduce the impact on the rate of additional victims from the COVID-19 pandemic and as a conduit of information about the development of COVID-19 which is very much needed by the community. Facing the COVID-19 pandemic conditions and the lack of face-to-face activities, the Jombang Regency Government Public Relations carried out some of its activities through online media. According to Ron Jones (2009), one of the categories of online media, namely social media, is a form of electronic communication for social networking through internet network access.

In addition, of the total population of Jombang based on the 2020 census of 1,318,062 people, there are still people who do not understand technology and do not have internet access, especially people who live in several areas where there is no signal network or internet access, so they are not aware of the existence of the internet. information on the internet. However, there are also people who understand technology and have internet access. Through these things, there can be limited information for some Jombang people, especially people living in rural areas who still need information about COVID-19 updates and government programs. Due to the limited information, so that the delivery of information is felt to have not reached the community as a whole.

Facing these conditions, the Public Relations of the Jombang Regency Government carried out media relations or good cooperative relations with the media, namely by transparently transmitting information, especially during the COVID-19 pandemic. Based on temporary observations, there are about 60 media that work with the Jombang Regency Government Public Relations. These media include local mass media (print media, electronic media) and online mass media (social media, websites, etc.), including Radar Jombang, East Java Post Newspaper, Jombang Tv, Bhirawa, Memorandum, RCTI, Tvone, and others. etc. Efforts to establish a cooperative relationship with the mass media during the COVID-19 pandemic are considered to be able to maintain a relationship that is already well established and is sufficient to help the Public Relations of the Jombang Regency Government to publish various information to the entire Jombang community.

The media relations activities include press conferences (press conferences), press tours (press tours), press gatherings (press banquets), press briefings (press briefings). Public Relations of the Jombang Regency Government held one of these activities, namely a press conference. A press conference or what is called a press conference is a special meeting held by the head of the agency to officially broadcast important statements through the media to cover news organized by public relations. This was as was done by the Public Relations of the Jombang Regency Government when holding a press conference regarding the implementation of emergency community activity restrictions (PPKM) in Jombang Regency during the COVID-19 pandemic. The press conference was delivered by the Regent of Jombang, namely Mundjidah Wahab. He emphasized and appealed to the public not to ignore the application of health protocols, because with the emergence of new virus variants (Delta) the rate of transmission and malignancy of the virus was very high. The Regent also asked for toga toma support to participate in supporting and socializing the implementation of Emergency PPKM and complying with the Instructions of the Minister of Home Affairs Number 15, 16, 17 of 2021 concerning Emergency PPKM. Thursday (8/7/2021) (Mamduh, Rojiful, 2021: radarjombang.jawapos.com).

The existence of credible information aims to ensure that the public gets certainty, accuracy, and adequacy in receiving information. Of course, the people of Jombang need information about COVID-19 updates and government programs during the pandemic. This is due to the high need for information in handling COVID-19 which requires public communication to be more intense in delivering information through the media. For this reason, the Jombang Regency Government Public Relations must have a strategy in reaching all Jombang people, both those who do not understand technology and do not have internet access or those who understand technology and have internet access. The strategy is related to public relations activities, namely media relations or establishing cooperative relationships with the media, where the media become partners in delivering information to the public. Thus, the Public Relations of the Jombang Regency Government is more trying to carry out a strategy on cooperative relations with the media (media relations) in carrying out publicity during the COVID-19 pandemic.

The first media relations strategy carried out by Public Relations of the Jombang Regency Government was to manage relations. The first thing is to build good relations or relationships with the media, both with mass media institutions and journalist workers. It is important to do this in cooperating with different professions, because the two fields of work in these professions need each other. So that in establishing and maintaining good relations, especially during the pandemic, it requires more intensive communication between public relations and the

mass media in carrying out their respective main tasks to build closer cooperative relations. Therefore, it is very important to carry out a strategy in managing good relations with the mass media to support the tasks of the Jombang Regency Government Public Relations.

The second strategy is to develop a strategy. Public Relations of the Jombang Regency Government carried out several strategies which were basically used as policies for planning and explanations of the strategies used in achieving the goals of government agencies. In addition, there are things that must be considered in developing a strategy, namely the availability of resources in the organization and also the technical dimension or good service. The reason is to consider the advantages and disadvantages of the Jombang Regency Public Relations regarding the available resources in carrying out media relations activities.

The third strategy is to develop the network. The Public Relations of the Jombang Regency Government has developed a network with various parties concerned, which is a key aspect in collaborating with the media. In developing the network, the Public Relations of the Jombang Regency Government already has contacts or relationships with various professional organizations. The goal is to expand the network or network with the media and the mass world. So it is very important to have good relations with various professional organizations to develop networks in order to achieve the goals of Public Relations of the Jombang Regency Government.

The first previous research as a literature review to support this research, using research from Dian & Meinati (2019) entitled "The Strategy of Public Relations of the Ministry of Social Affairs of the Republic of Indonesia on Priority Programs". This study aims to analyze the media relations strategy carried out by the Indonesian Ministry of Social Affairs to increase publicity in the mass media, due to the importance of doing media relations as a means of communication in establishing and developing good relations with the mass media. The concept used in this study uses the concept of Frank Jefkins, namely general principles in implementing media relations.

The results related to the previous research explained that the Public Relations of the Ministry of Social Affairs of the Republic of Indonesia had implemented a media relations strategy using Frank Jefkins' concept of general principles in implementing media relations. However, in implementing the media relations strategy there are still many shortcomings, so it is necessary to improve the return strategy. The Ministry of Social Affairs of the Republic of Indonesia needs to improve its media relations strategy in terms of providing verification facilities and in terms of building strong personal relationships with the media.

The difference between the previous research and this research lies in the concept of researching and analyzing media relations strategy. But there are similarities with this research, namely as a public relations officer, it is important to make efforts to establish and develop relationships with the mass media, so as to increase publicity through the mass media.

The second previous research as a literature review to support this research, using research from Putri, Atjep & Abdul (2018) entitled "The Role of Media Relations in Publicizing Service Programs through an Informal Approach". The aim is to find out about the media relations process through the concept of the media relations process, namely planning, implementation and evaluation (Yosal Iriantara, 2011).

The results related to previous research explain that the efforts made by the Purwakarta Regional Government by using the concept of the media relations process aim to achieve success in the purpose of publication through an informal approach effectively, but it is deemed inefficient, because there is a lack of time that cannot be determined in the media relations process. .

The difference between the previous research and this research lies in the concept of researching and analyzing media relations strategy. But there are similarities with this research, namely media relations activities are useful for government public relations to support success in achieving publications through mass media.

In this study, the formulation of the problem to be studied by researchers is how is the Jombang Regency Government's PR media relations strategy in carrying out publicity during the COVID-19 pandemic?. So the purpose of this research is to find out and analyze the media relations strategy of the Jombang Regency Government Public Relations in carrying out publicity during the COVID-19 pandemic using the concept of media relations strategy according to Yosol Iriantara (2008: 90-91), which consists of: (1) Manage relationships. (2) Develop strategy. (3) Develop network.

2. RESEARCH METHODS

This research was conducted by researchers using qualitative research methods with descriptive analysis. Because qualitative research is techniques in the scientific method logically to obtain the truth of data with the intention of being able to find, develop, and prove with specific information, it tends to be used as understanding, solving, and anticipating problems (Sugiyono, 2011). Qualitative research is used to determine the characteristics of several things about the part of behavior, attitudes, reactions, conclusions, and desires and intentions.

Therefore, this qualitative research requires several significant efforts, such as asking questions, methods, collecting explicit information from informants and analyzing information inductively from specific topics to general topics, as well as interpreting the meaning of the information collected.

On the other hand, descriptive analysis is used to explain various kinds of situations, circumstances or events against social reality in the public eye. So that the picture can be the object of research in a study, and draw the reality into part of the components, attitudes, depictions of events (Bungin, 2007).

The purpose of the researcher is to use qualitative research with descriptive analysis, because to be able to get detailed and in-depth information from the sources and ask questions in detail, and with the reason that researchers can describe situations, conditions, and events related to media relations strategies (relationships with the media).) for the Public Relations of the Jombang Regency Government in carrying out publicity during the COVID-19 pandemic.

Researchers used qualitative research methods with descriptive analysis in this study, because the method aims to gain an in-depth understanding of a problem about social phenomena and people's lives. Qualitative research is usually also used to solve problems about the reality of work, both regarding working life in an organization/institution/company/institution. So it is very good to be used as an approach that can be done for the common good (Gunawan, 2013: 85).

Researchers conducted this study based on data analysis conducted through data collection techniques, namely in-depth interviews and documentation. So the researchers used descriptive data collection techniques with the aim of describing the current conditions and various information from informants obtained through research data based on public communication of government public relations to the public or the wider community. Analysis of the data used to review this research according to the concept and purpose of this study.

3. RESULTS AND DISCUSSION

The media relations strategy in the Public Relations of the Jombang Regency Government is carried out as an effort to implement policies and plans in order to achieve good cooperative relations with the mass media, which have been determined to achieve certain goals from government agencies. For this reason, the efforts made by the Public Relations of the Jombang Regency Government to carry out a media relations strategy aimed at carrying out effective publicity during the COVID-19 pandemic. So the researchers analyzed the data in this study

based on the concept of media relations strategy according to Yosol Iriantara (2008: 90-91) relating to the Public Relations of the Jombang Regency Government, namely as follows:

The first strategy when carrying out a media relations strategy is managing relationships. The Public Relations of the Jombang Regency Government maintains a relationship with media workers, especially with journalists and editor-in-chief. However, closer relationships are often established, namely with journalists. This is because intensive communication continues to be carried out between the Public Relations of the Jombang Regency Government and journalists for cooperation in the implementation of news publications, especially during the COVID-19 pandemic, where high information needs require that communication be more intense in delivering information through the media. The public relations party always invites journalists in terms of managing relationships when holding press conferences or other events and don't forget to keep implementing health protocols. The journalists who were invited were from various institutions, both from print media, electronic media, and online media that have collaborated with public relations parties.

Public Relations of the Jombang Regency Government has made various efforts with the media in order to manage relations, which are continuously being carried out so that relations with the media can take place well and more optimally during the COVID-19 pandemic. One of them is by publishing information on COVID-19 updates and government programs. So that every activity of the Regent that requires publication from the public relations party must call the media, but in a limited number, considering that they have to keep their distance during the COVID-19 pandemic. The public relations party also informs the media concerned about the form of the Regent's activities that will be covered and reported. So that through collaboration with the media it really helps the Jombang Regency Government in publishing its policies and government programs so that they can run smoothly during the COVID-19 pandemic

All staff from the Public Relations of the Jombang Regency Government always try to serve well the media, especially the journalists, and are willing to help whatever journalists need in carrying out their duties. The relationship built by the Jombang Regency Government Public Relations with the media, especially journalists, is based on the relationship between human beings and the relationship that exists between the two. The relationship that exists between the Public Relations of the Jombang Regency Government and the media in the sense of helping each other and cooperating with each other according to their respective duties. In addition, the Jombang Regency Government Public Relations has considered the media as a close partner. If there are formal or informal events at the Jombang Regency Government, workers from various media are always invited to participate. In addition, apart from other government activities,

media workers and public relations parties also often chat, have fun together, and carry out joint activities. So because of the familiarity that makes the two sides often communicate. Of course, in order to establish good cooperation and mutual respect for each other's work.

The second strategy when carrying out a media relations strategy is to develop a strategy. Public Relations of the Jombang Regency Government continues to strive to develop a media relations strategy and implement its strategy to disseminate information through collaboration with the media during the COVID-19 pandemic, especially regarding policies, government programs, COVID-19 updates, regional zone conditions, vaccine distribution, and educating about the importance of implementing health protocols to the community. These cases will be developed into the implementation of publicity for the internal media relations strategy carried out by the Jombang Regency Government Public Relations during the COVID-19 pandemic. It aims to reach the entire community of Jombang in order to obtain sufficient information. So in developing the strategy, the Public Relations of the Jombang Regency Government carried out several working principles in media relations, namely: (a) understanding and serving the media. (b) build a reputation as an organization that the media can trust. (c) provide adequate and accurate copies of the information. (d) cooperate in providing information materials. (e) provide verification facilities. (f) build a strong personal relationship with the media.

The third strategy when conducting a media relations strategy is to develop a network. Public Relations of the Jombang Regency Government has developed a network (network). Network development will also be used in determining the criteria for conducting media relations at the Jombang Regency Government Public Relations. Media relations is always related to having good relations with organizations or institutions of the journalistic profession, which is very necessary to develop and expand networks or relationships with various parties from the mass media and different professions who come from outside the Jombang Regency Government agencies to carry out and support their tasks. an important task of the Jombang Regency Government.

Basically by developing and expanding the network is part of the efforts of the Public Relations of the Jombang Regency Government in conducting good media relations with the mass media. Especially during the COVID-19 pandemic, the Jombang Regency Government must publish various information developments to the public. Developing and expanding the network is also important as a strategic step to support the success of the Jombang Regency Government agencies in carrying out their policies. The policies that it implements are also social capital (social capital) of public relations in carrying out their duties properly. Therefore, the Public Relations of the Jombang Regency Government also continues to make efforts to

increase cooperation with various media, especially during the COVID-19 pandemic, because to reach the people of Jombang Regency as a whole, both those who do not understand technology and do not have internet access or who understand technology and have internet access.

In this study, researchers obtained data based on in-depth interviews with informants. However, the Public Relations of the Jombang Regency Government encountered several obstacles in its implementation. The following are some of the obstacles that occur, namely:

The first obstacle, there is limited information in accessing technology for some people in Jombang Regency. Because so far in disseminating information to the public, Public Relations of the Jombang Regency Government has maximized the use of media, both through media managed by the PR itself and through mass media that developed in the community. In the process of disseminating information, the PR party encountered several obstacles. These obstacles are that there are some people who do not know the information conveyed through the mass media. Some of them are caused by the lack of access to information through mass media that occurs in some people in Jombang, causing limited information, because there are people who do not understand technology and have not yet reached signal and internet access in certain areas, and people's purchasing power is lacking in purchasing media. Print media such as newspapers, magazines and also the distribution of print media has not been evenly distributed to all areas in Jombang Regency. This is as conveyed by Satria Agung Wijaya as Head of the Sub Division of Public Relations Protocol of the Jombang Regency Government.

Based on the results of research by researchers regarding the lack of access to information in some Jombang people, because there are still people who are less interested in reading and also the lack of public sensitivity to information development in Jombang Regency. This is one of the factors in the obstacles to the implementation of information publication by the Public Relations of the Jombang Regency Government through the mass media.

The second obstacle, there is the media that takes advantage of the news of the situation during the COVID-19 pandemic. So it is undeniable that there are many people who want to take advantage of the situation just for personal gain, as happened with several media outlets that made false news about the Jombang Regency Government. So that the media "take advantage of the situation" to make news information worthy of being sold, even though not all news is true and good to read. This is as conveyed by Satria Agung Wijaya as Head of the Sub Division of Public Relations Protocol of the Jombang Regency Government.

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The Public Relations of the Jombang Regency Government has made an effort to provide true and accurate news information, because the government needs news to educate the public with correct information. But there are still media who want to take advantage of the situation. Meanwhile the media also benefit from the dissemination of this information.

Public Relations of the Jombang Regency Government has carried out media relations activities based on the concept of media relations strategy according to Yosol Iriantara. Although the process of implementing cooperation with the media is still not optimal and there are obstacles. So the Public Relations of the Jombang Regency Government made efforts based on the concept of media relations strategy according to Yosol Iriantara (2008: 90-91). Thus, the results of this study prove the importance of conducting media relations, in order to build cooperative relationships with the media that are carried out properly and consistently. This is because news related to the Jombang Regency Government can be published and conveyed properly to the public.

4. CONCLUSION

Building a media relations strategy to carry out publicity was carried out by the Jombang Regency Government Public Relations during the COVID-19 pandemic to convey information that the public needed to know, especially during the COVID-19 pandemic. The implementation of publicity is carried out as a step and effort to disseminate information through collaboration with various mass media. Information disseminated is about policies, government programs, COVID-19 updates, regional zone conditions, vaccine distribution, and educating the public about the importance of implementing health protocols. This is due to the high need for information in handling COVID-19 which requires more intensive communication to the public.

So that during the COVID-19 pandemic, information publicity was needed by the Public Relations of the Jombang Regency Government. So that by carrying out a media relations strategy, the media becomes a working partner or cooperation partner in carrying out the information publicity process for the Jombang Regency Government Public Relations activities in conveying information to the Jombang community. This is because the influence of the news published can be a force in shaping public opinion in a short time.

So that it can be a step to solve existing problems or obstacles, such as: (a) Limited information on technology with signal access and internet networks for some people in Jombang Regency. (b) There are media that take advantage of the news of the COVID-19 pandemic situation. Thus, it is important to create a good image for the Jombang Regency Government in the community. However, it also requires more intensive public communication in discussing, discussing problems to find joint solutions, and regarding the responsibilities of each of them, as well as continuing to provide education about a knowledge to the community, so that it can convey a positive understanding and be understood by the community. . This is a solution for the Public Relations of the Jombang Regency Government in media relations activities in carrying out information publicity

In addition, it is also important to develop and improve strategies for Public Relations of the Jombang Regency Government in conducting media relations. Because it can maintain a good image of the agency in a cooperative relationship and can create quality in relationships that have been well established with the mass media. In addition, the Jombang Regency Government Public Relations must maintain a positive publicity. Thus, the Public Relations of the Jombang Regency Government must be more dynamic and active in providing important messages or information in detail to journalists, and monitoring a news report, and is expected to continue to maintain good relations with the media. So that by carrying out good and positive publicity, the goals to be achieved by the Jombang Regency Government can be achieved.

5. SUGGESTION .

For future researchers, it is hoped that this research can be used as a reference to develop further research on media relations, publication of information, or researching the relations of the Government of Jombang Regency, such as mass media editors or others so that they can be used as research respondents about establishing relationships with the media (media). relations) will be very diverse.

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