

ABSTRACT

This study titled “Monitoring Media Analysis on IndiHome Product of Telkom Divre III West Java” is created by Gilda Setia Nurqolbi student of Telkom University. The reason take the tittle because the Indihome customer in Indonesia were 1.707.506 users, consisting of 200.376 customers IndiHome in west java with 65% of majority consumers coming from Bandung which has contributed 10% of IndiHome usage in Indonesia. It makes the public relations of Telkom Divre III West Java monitoring the mass media print and online to control the information about IndiHome news products in west java.

The purpose of this research is to know the purpose of monitoring media analysis IndiHome product of Telkom Divre III West Java, tools used of monitoring media analysis of IndiHome product of Telkom Divre III West Java, and process of monitoring media analysis of IndiHome product by public relations Telkom Divre III West Java. The method used is qualitative research with descriptive approach. Data collection is done through in-depth interview stage, participant observation and literature study.

The result of this research showed that the purpose of monitoring media analysis IndiHome product is to know the perception of society, media perception, and serve as material of IndiHome product publication in 2017. Tools used in monitoring media analysis that is mass media print, online newspaper, and news content IndiHome which is judged on the positive side, neutral, and negative. The process of monitoring media analysis is traditionally with the unwritten SOP, the results of monitoring media analysis IndiHome product in 2016 that there are 9 mass media print, and 11 mass media online that publish 58 positive news, 5 neutral news , and 8 negative news, the results of this analysis are then reported to top management.

Keywords: Public Relations, Monitoring Media, Analysis.