

ABSTRACT

From 2020 to 2021, there will be rampant cases of Covid-19 around the world, including in Indonesia. The Covid-19 disease outbreak has also hit provinces in Indonesia, one of which is West Java Province. In addition, the issue of the Covid-19 virus outbreak is often found to be less valid (hoax). Therefore, related to this problem, the West Java Provincial Government, especially the West Java Provincial Government on Department of Public Relations, carried out media monitoring activities as a preventive measure for the spread of hoax news about Covid-19. Media monitoring activities carried out are assisted by a media tool called IMM (Intelligence Media Management). This research focuses on the media strategy of monitoring the West Java Provincial on Department of Public Relations on the news of Covid-19 as a preventive measure for the spread of hoax news in online media. This research is descriptive qualitative and uses the constructivism paradigm. To analyze the data from the interviews, the researcher chose source triangulation. The formulation to solve this problem goes through four stages defining the problems; planning, programming, taking action communicating and evaluating the program. The concludes of this study that if negative issues or news (hoax) are found in the media monitored by the West Java Provincial on Department of Public Relations. Through its media monitoring activities, action and communication will be carried out through press conferences, releases, or the leaders will go directly to the field. It is considered to be able to prevent negative issues or news (hoax) about Covid-19 in online media.

Keyword: Public Relations, Media Monitoring, Covid-19, Hoax News