

ABSTRACT

Public Relations of the Bekasi City Government created the SAKER Humas website application as a form of change in meeting information needs. SAKER Humas is the implementation of information disclosure regarding the Bekasi City Government which is realized in digital form so that the public can access and obtain information easily. The focus of this research is the management strategy carried out by public relations on the website using the theory of PR strategy which contains the stages of designing a PR strategy from research to evaluation. There are several problems found by researchers such as management methods, limited human resources, publications, and also targets, so that the purpose of this research is to be a reference for managers in carrying out SAKER Humas management strategies. The researcher carried out this research using qualitative methods, case study approaches, and constructivism paradigms to make it easier for researchers to conduct research because they were considered in accordance with the discussion to be raised. The informants in this study were Public Relations of the Bekasi City Government who knew SAKER Humas. This study found that management strategies regarding publications and SAKER Humas targets need to be evaluated so that the objectives can be achieved. There needs to be optimization in managing SAKER Humas by designing several new strategies, especially in the aspect of publication and targeting.

Keywords: Management, Public Relations, Public Relations Strategy, Website.