

ABSTRACT

PT Angkasa Pura 1 is a state-owned company that is categorized as implementing media relations activities with good performance. This is evidenced by the achievements that they achieved throughout 2022. However, there is still negative publicity regarding Angkasa Pura 1's media relations activities in support of the G20 in Indonesia which ultimately creates negative public sentiment. In this regard, the purpose of this research is to analyze Angkasa Pura 1 media relations activities in support of the G20 Presidency. This research is supported by the concepts of public relations, media relations, and new media. The method used is a qualitative approach to the type of descriptive research. Data collection techniques were carried out through online media observations, interviews, literature studies, and documentation. The interview was conducted involving Hidya Putri Ramadhina as the key informant of Angkasa Pura 1, Iman S. Nurdin as the expert informant, I Gede Putu Astana Putra Ambara, and Muhammad Rayhan Hernadi as the supporting informant. The results showed that Angkasa Pura 1 carried out two media relations activities, such as distributing press releases and holding media gatherings. To increase publicity, Angkasa Pura 1 also cooperates with the Forum Wartawan BUMN. In implementing this activity, Angkasa Pura 1 goes through three stages, starting from the planning, implementation, and evaluation. The results of the evaluation showed that the communication strategy implemented was by the communication strategy designed at the planning stage, even though the distribution of press releases was relatively low. In addition, there are several supporting and inhibiting factors in carrying out this media relations activity.

Keywords: media relations; PT Angkasa Pura 1; public relations; publication; the G20 presidency