

## ABSTRACT

*This research is motivated by the phenomenon of media monitoring that occurs in the public relations of PT. Dirgantara Indonesia, which has experienced a change in media monitoring methods from conventional to digital due to state-owned policies on media monitoring and corporate publicity. This study aims to (1) find out how public relations utilize monitoring media for publicity and (2) find out how PTDI's public relations meet publicity needs in accordance with state-owned monitoring media. This research uses descriptive qualitative research methods with data collection using interviews, observation, and documentation methods . This study uses the concept of media monitoring by (Broom & Sha, 2013) which consists of: defining problems, planning and programming, taking action and communicating, and evaluating the program. Based on the results of research (1) it is known that PTDI has been using media monitoring since 2015 by producing a clipping as a monthly media monitoring report and after joining a state-owned enterprise, media monitoring reports are adjusted to state-owned policies, namely in a digital form called scoring soe. 2) After joining BUMN, PTDI uses media monitoring as a tool to fulfill the publicity obligations of every BUMN company. It is also known that media monitoring carried out by PTDI is required to be updated every day, this is because BUMN has an assessment in the form of "scoring" to assess public relations performance in BUMN companies conducting media monitoring*

*.Keyword :media monitoring, publicity, PT.Dirgantara Indonesia*