

PENGARUH KEGIATAN *MEDIA RELATIONS* HUMAS PEMERINTAH KOTA TANGERANG SELATAN TERHADAP PEMULIHAN CITRA INTANSI OLEH MASYARAKAT (SURVEY PADA WARGA PERUMAHAN PAMULANG PERMAI)

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Abstrak

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kegiatan *Media Relations* terhadap pemulihan citra instansi oleh masyarakat. Teori yang digunakan komunikasi organisasi, humas (hubungan masyarakat), humas pemerintahan, *Media Relations*, *Press Conference*, *Press Release*, *Press Gathering*, citra. Jenis penelitian eksplanatif, metode survei dengan pendekatan kuantitatif. Populasi dalam penelitian warga perumahan pamulang permai 5.289. Teknik sampling menggunakan *Purposif Sampling* dan jumlah sampel sebanyak 98 responden. Hasil uji korelasi, nilai r sebesar 0,940 terdapat hubungan yang kuat. Uji regresi menunjukkan bahwa nilai positif sebesar 1,104 jika Kegiatan *Media Relations* mengalami kenaikan 1 poin maka Citra Instansi akan mengalami kenaikan sebesar 1,125. Jika dilihat dari uji hipotesis dimana nilai t hitung sebesar $27,000 >$ dari t tabel 1,9850 ($n-2 = 98-2 = 96$ dengan tingkat signifikan 5% adalah 1,9850) maka H_0 ditolak dan H_a diterima, artinya semakin tinggi pengaruh Kegiatan *Media Relations* semakin besar terhadap Pembentukan Citra Instansi. Hendaknya antara Humas Pemerintah Kota Tangerang Selatan dengan para wartawan khususnya media mingguan dan harian lebih *instens* dalam menjalankan kegiatan *Media Relations*, serta pihak Humas terus melakukan evaluasi, dengan cara memonitor kinerja para wartawan agar selalu memberitakan hasil dari kegiatan *Media Relations* tersebut.

Kata Kunci : Kegiatan *Media Relations*, Pembentukan Citra Instansi

INFLUENCE THE MEDIA CENTER GOVERMENT RELATIONS PUBLIC RELATIONS SOUTH TANGERANG ON THE RECOVERY OF INSTITUTION IMAGE BY THECOMMUNITY (SURVEY IN THE HOUSING PAMULANG PERMAI)

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Abstract

This study was conducted to understand how big the influence of media relations activities on the recovery of agencies image by the community. The theory used communication organization, public relations (public relations), government public relations, media relations, press conference, press release, press gathering, image. The kind of research eksplanatif, a method of surveying with a quantitative approach. The population in research housing residents pamulang permai 5.289. The sampling method of using techniques purposif of sampling and the total sample as many as 98 respondents. Testing shows a correlation, the value of r as much as 0,940 there are strong relationship. Regression suggests that test positive value of 1,104 if the media center relations increased 1 points the image of agencies would rise of 1,125 .When viewed from the hypothesis where the value of t count of 27,000 > from t table 1,9850 ($n-2 = 98-2 = 96$ with a significant 5 % is 1,9850s) so H_0 turned down and H_a accepted , this means that the higher influence the media center relations bigger on the establishment of the image . Should public relations between the south tangerang with national reporters especially weekly media and daily more instens in running the media center relations, and the public relations continue to evaluate, by means of monitor performance reporters to be shared result of the media center the relations.

Key Word: Event Media Relations, Image Establishment of Institutions