

Tugas akhir ini bertujuan untuk membahas profil Divisi Humas Pemerintah Daerah Daerah Istimewa Yogyakarta dan proses pelaporan berita Divisi Hubungan Masyarakat Pemerintah Daerah Daerah Istimewa Yogyakarta. Penulis melakukan studi lapangan dan studi pustaka sebagai metode pengumpulan data. Studi lapangan termasuk observasi partisipan dan wawancara selama penulis magang penulis mulai dari 13 Januari hingga 16 Maret 2020. Data yang dikumpulkan kemudian dianalisis menggunakan metode kualitatif. Semua data diklasifikasikan berdasarkan relevansinya dengan tujuan penulisan tugas akhir sebelum disajikan dalam bahasa Inggris. Pada akhirnya, data disajikan secara deskriptif. Berdasarkan penelitian, Divisi Humas Pemerintah Daerah Daerah Istimewa Yogyakarta merupakan humas pemerintah. Mereka menjalankan beberapa fungsi untuk melakukan tugas, salah satunya adalah mengorganisasikan pelaporan berita kegiatan Pemerintah Daerah. Produk dari pelaporan berita adalah rilis berita sebagai media untuk menyebarkan informasi publik. Proses pelaporan berita dibagi menjadi 3 (tiga) bagian, yaitu pra-acara, selama acara, dan pasca-acara. Untuk pra-acara, kegiatannya adalah mengatur jadwal, menghubungi wartawan, membentuk tim pelaporan berita, dan menyiapkan peralatan. Selama acara, kegiatannya adalah mengambil gambar, merekam video, dan merekam pidato. Sedangkan untuk pasca-acara, kegiatannya adalah memindahkan data, mengembalikan peralatan, menulis rilis berita, mengedit gambar, mengedit video, merilis berita, dan membagikan berita ke media sosial.

Kata Kunci: Pelaporan Berita, Divisi Hubungan Masyarakat Pemerintah Daerah Daerah Istimewa Yogyakarta, Pemerintah, Humas, Yogyakarta

ABSTRACT

This final paper aims to discuss the profile of Public Relations Division of Regional Government of Special Region of Yogyakarta along with the news reporting process in Public Relations Division of Regional Government of Special Region of Yogyakarta. The writer conducted a field study and library study as a method of collecting the data. The field study including participant observation and interview during the writer's internship from January 13th to March 16th, 2020. The data collected were analyzed using the qualitative method. All the data were classified based on their relevance to the objectives before being presented in English. In the end, all the data were presented descriptively. Based on the research, the Public Relations Division of the Regional Government of Special Region of Yogyakarta is considered government public relations. Public Relations Division performs several functions to carry out the task, one of which is organizing news reporting of the Regional Government's activities. The product of the news reporting is a news release as a medium to disseminate public information. The news reporting process is divided into 3 (three) parts, which are the pre-event, during the event, and post-event. For the pre-event, the activities are arranging schedules, contacting journalists, forming a news reporting team, and preparing equipment. During the event, the activities are taking pictures, shooting videos, and speech recording. While for the post-event, the activities are moving the data, returning the equipment, writing the news release, editing pictures, editing the video, releasing the news, and sharing the news to social media.

Keywords: News Reporting, Public Relations Division of Regional Government of Special Region of Yogyakarta, Government, Public Relations, Yogyakarta