

## INTISARI

Pembentukan *brand image Yogyakarta International Airport* (YIA) sebagai bandara baru yang menginterpretasikan budaya lokal Yogyakarta perlu dibangun, guna menciptakan karakter yang dinamis. *Brand image* terhadap YIA tentu tidak selamanya positif, ada saatnya muncul isu negatif sehingga dapat mencoreng citra YIA dikalangan masyarakat. *Corporate Communication* PT Angkasa Pura I (Persero) dalam pembentukan *brand image* YIA dilakukan salah satunya melalui program *media monitoring*. Tujuan penulisan tugas akhir ini adalah untuk mengetahui tahapan *media monitoring* yang dilakukan oleh *Corporate Communication* PT Angkasa Pura I (Persero) serta untuk mengetahui evaluasi pembentukan *brand image* YIA melalui program *media monitoring* yang dijalankan. Jenis penelitian yang digunakan adalah metode penelitian kualitatif evaluatif. Teknik pengumpulan data yang digunakan adalah teknik wawancara, observasi, dan dokumentasi. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer dikumpulkan melalui wawancara semi terstruktur serta observasi langsung di PT Angkasa Pura I (Persero), sedangkan data sekunder diperoleh dari literatur, dokumentasi, dan arsip data PT Angkasa Pura I (Persero). Berdasarkan hasil penelitian menunjukkan bahwa proses penyusunan *media monitoring* belum dilakukan secara keseluruhan menyangkut lima tahapan yakni pencarian berita (*search*); pemantauan berita (*monitor*); penyaringan berita (*filter*); analisis konten berita (*analyze*); dan penyebaran hasil *media monitoring* (*report*). Pembentukan *brand image* YIA belum diukur secara masif mengenai kekuatan, keunggulan, dan keunikan yang dimiliki YIA. Evaluasi terhadap program *media monitoring* juga belum diukur secara signifikan berlandaskan perubahan opini publik, perubahan sikap, perubahan perilaku dan budaya terhadap *Yogyakarta International Airport* (YIA).

**Kata Kunci :** *Brand Image, Corporate Communication, Media Monitoring, Yogyakarta International Airport*

## ABSTRACT

*The establishment of Yogyakarta International Airport (YIA) brand image as a new airport that interprets the local culture of Yogyakarta needs to be built, in order to create a dynamic character. The brand image of YIA is certainly not always positive, there are times when negative issues strike so that it can damage YIA's image among the public. Corporate Communication of PT Angkasa Pura I (Persero) in forming the YIA brand image was carried out through the media monitoring program. The purpose of writing this final assignment is to find out the stages of media monitoring carried out by Corporate Communication of PT Angkasa Pura I (Persero) as well as to find out the evaluation of the establishment of the YIA brand image through the media monitoring program that is run. This type of research is a qualitative evaluative research method. Data collection techniques used were interview, observation, and documentation. The type of data used is primary data and secondary data. Primary data was collected through semi-structured interviews and direct observation at PT Angkasa Pura I (Persero), while secondary data was obtained from literature, documentation, and data files of PT Angkasa Pura I (Persero). Based on the results of the study showed that the process of preparing the monitoring media has not been carried out as a whole involving the five stages, namely the search for news (search); news monitoring (monitor); filtering news (filter); news content analysis (analyze); and dissemination of results (report). The formation of the YIA brand image has not been massively measured regarding YIA's strengths, excellence, and uniqueness. The evaluation of the media monitoring program has also not been significantly measured based on changes in public opinion, changes in attitude, changes in behavior and culture towards Yogyakarta International Airport (YIA).*

**Keywords:** *Brand Image, Corporate Communication, Media Monitoring, Yogyakarta International Airport*