

## INTISARI

*Website* Portal Pemerintah Provinsi Daerah Istimewa Yogyakarta merupakan salah satu wujud dari pelaksanaan egovernment di Indonesia, khususnya di pemerintah provinsi DIY. Website dalam pemerintahan merupakan salah satu ranah kerja humas atau public relations. Saat ini kerja humas tidak lagi terbatas pada media konvensional, melainkan melalui media *online*, seperti melalui *website* pemerintah. Humas Pemprov. DIY. Kerja humas melalui media internet itulah yang disebut sebagai *electronic public relations*. Pemerintah Provinsi DIY berusaha mencapai para stakeholdernya melalui konten yang ada pada *website* portal Pemprov. DIY. Melalui analisis isi, penelitian ini berusaha mengeksplor konten-konten yang terdapat pada *website* portal pemerintah provinsi DIY untuk dapat memahami bagaimana fungsi public relations, yaitu publikasi, relationship, dan citra kelembagaan berjalan melalui *website* tersebut.

**Kata Kunci:** *Website* Pemerintah, *Electronic Public Relations*, *Media online*

## ABSTRACT

*The Website Portal of The Government of Yogyakarta Province is one form of execution e-government in Indonesia, especially in Yogyakarta province government. Websites in government is one realm of public relations or public relations work. Currently public relations work is no longer limited to the conventional media, but through online media, such as through the website of government. Government public relations of Yogyakarta province, public relations work through the medium of the Internet's called electronic public relations. The Government of Yogyakarta Province tried to reach their stakeholders through the existing content on the website portal of the The Government of Yogyakarta Province. Through content analysis, this study seeks to explore content that is contained on the website of Yogyakarta Province to be able to understand how the public relations function, namely publications, relationship, and the institutional image goes through the government website.*

**Keywords:** *Government Website, Electronic Public Relations, Online Media*