ABSTRACT

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MEDIA MONITORING ACTIVITIES COMMUNICATION STRATEGIST DIVISION AT THE PUBLIC INFORMATION AND COMMUNICATION BUREAU AT THE MINISTRY OF TRANSPORTATION OF THE REPUBLIC OF

When carrying out professional work activities in government agencies of the Indonesian Ministry of Transportation, the practitioner is accompanied by employees under the Bureau of Communication and Public Information. Practitioners are given the opportunity to carry out communication strategic activities where the main job of the practitioner is to carry out a series of media monitoring analysis activities. The media monitoring process is carried out in several stages such as media clipping and media content analysis. This is done in order to find out the issues circulating in the community regarding the Ministry of Transportation of the Republic of Indonesia. After that, a decision on the next activity will be made after the news analysis is carried out. The media monitoring process is carried out by the practitioner to find out the tone of positive, negative, and neutral news, which in the end will be made an in-depth analysis and suggestions that will be developed for follow-up activities. Activities from media monitoring are very useful in taking preventive steps for the Ministry of Transportation of the Republic of Indonesia when it is hit by negative issues in the mass media and online media. By carrying out a series of media monitoring activities, practitioners can hone the theoretical skills they have learned in the realm of public relations strategy and public relations writing, where evaluation and writing skills are very important when carrying out media monitoring activities. With this, the practitioner provides suggestions so that media monitoring activities carried out by the Ministry of Transportation of the Republic of Indonesia in the issue analysis process are carried out regularly, both daily, weekly, and monthly so that the next activity process can be maximized.

Keywords: media monitoring, media content analysis, kementerian perhubungan