

ABSTRACT

This study discusses one of the public relations activities in the field of PR writing, namely the creation of press releases in the public relations division of PT Dirgantara Indonesia, as the first and only airplane manufacturer in Indonesia and the Southeast Asia region. In conveying company information to the public, PTDI requires the media as an intermediary and one form of request is through a press release. This study discusses what is the background for making a relation, how to organize information through a press release by paying attention to how the process of a press release regarding an information is made, starting from how valid information data regarding an information is obtained, then how are the steps taken in packaging the information existing in the form of press release, after that how to spread the press release to the media. This study uses qualitative methods with a constructivism paradigm and a case study approach, data collection techniques using interview and observation methods. The results of this study are that the activity of making a press release is carried out in three stages, namely the information or data collection stage, the writing stage and the release delivery stage. Researchers also found information that the background for making this press release was information distribution and avoiding information ambiguity, increasing employee pride and building PTDI's image and reputation.

Keywords : organization information, press release, ,PR Writing , public relation.