

ABSTRACT

New paradigm in governance, is a system of government that leads to good governance. Good governance principle also leads to the implementation of media relations strategy. This research aims to determine how the media relations strategy to establish good governance in the Bureau of the Press, Media and Information of the Presidential Secretariat.

This research method is qualitative research which is using the case study method and based on the paradigm of social constructivism. The target of research are six (6) personnels who are representatives of the Bureau of the Press, Media and Information of the Presidential Secretariat and the Presidency Journalists. Data collected by interview and observation.

The results showed that the Bureau of the Press, Media and Information of the Presidential Secretariat also support good governance by implementing three (3) the principles of good governance: transparency, accountability and the supremacy of law.

It is recommended that the Bureau of the Press, Media and Information Secretariat of the President make a written SOP (Standard Operating Procedure) which is related to media relations strategy and establish a Web site to facilitate public access to information.

Keywords: Strategic Media Relations, Good Governance, Governance.