

ABSTRACT

This research was conducted to find out media monitoring activities through online media at the Public Relations Bureau Ministry of Trade Republic of Indonesia. The purpose of this study was to determine the objectives, activities, and strategies of public relations carried out by the Public Relations Bureau Ministry of Trade Republic of Indonesia. This study uses qualitative methods with a case study approach. Data retrieval is done through data triangulation. Researchers conducted in-depth interviews using the snowballs method, conducting observations, and documentation. In this study, researchers used three informants consisting of one main informant and two supporting informants from the Public Relations Bureau of the Ministry of Trade Republic of Indonesia.

Based on the results of the research, the purpose of holding media monitoring is to find out news about the Ministry of Trade Republic of Indonesia. The strategy used refers to the four-step public relations process which consists of defining the problem, planning and program, action and communication, and evaluation. The conclusion of this study is the Public Relations Bureau of the Ministry of Trade of the Republic of Indonesia has monitored the media through online media well.

Keywords: Public Relations, Media Monitoring, Online Media, Ministry of Trade