

ABSTRACT

News is a report about an event that is happening or as a container of information for the public. A company or institution needs news for information needs related to daily developments that occur in the community. In addition to requiring information for the development needs of companies or institutions, news is also needed to find out the perspective of the community or to find out information relating to the company or institution. Companies or institutions need to conduct Media Monitoring that is useful to find out the extent of positive or negative news reported by the media. This study is entitled "Bank Indonesia Media Monitoring Strategy as Preventive Spread of Counterfeit Money". The object of this study is Bank Indonesia of West Java Province. This study aims to determine the strategy of Bank Indonesia Media Monitoring as a preventive measure for the spread of counterfeit rupiah currency. The method used in This research is a qualitative method with a total of 4 speakers who are Bank Indonesia Public Relations of West Java province. The research paradigm used in this study is constructivism. The data collection used in this study is primary data that contains in-depth interviews and observation techniques and secondary data where getting data through other people's intermediaries or documents. The conclusion in this study is that Media Monitoring used by Bank Indonesia is infographics and CIKUR (Characteristics of the authenticity of rupiah currency) to analyze the news reporting about Bank Indonesia, and CIKUR as a form of socialization and education to the public for the distribution of counterfeit money.

Keywords: *Media Monitoring, Public Relations, Spread of Counterfeit Money.*