

## **ABSTRACT**

*This study discusses the media activity of monitoring public opinion of PT Pos Indonesia (Persero). The purpose of this study is to analyze the activities carried out by the public relations department in forming good public opinion in order to create public awareness and explain the media monitoring process which is one of the public relations activities and to find out how big the role of media monitoring is in helping public relations to forming public opinion. This research uses the Robert K. Yin case study method with an exploratory approach and data collection conducted by in-depth interviews with internal informants and external informants, making observations, and studying documents. Based on the research results, found four stages in analyzing the media activities of monitoring public opinion of PT Pos Indonesia (Persero), defining the problem, planning and programming, taking action and communication, and evaluating the program to manage public opinion as an assessment of Pos Indonesia's public relations activities.*

*Keywords: Media Monitoring, Public Opinion, PT Pos Indonesia (Persero).*