

ABSTRACT

This research discusses the publication strategy of the Majapahit Information Management Unit in conveying information on its activities during the Covid-19 pandemic. The purpose of this research is to find out and describe how the publication strategy used by the Majapahit Information Management Unit during this Pandemic period. The theory in this study uses the Four Steps Public Relations Strategy Theory from Cutlip & Center which consists of Fact Finding, Planning, Communicating and Evaluating. This study uses qualitative research methods descriptive research type. This research uses constructivism paradigm. Data collection techniques used are observation, interviews, documentation and literature study. And using data validity techniques, namely, triangulation of data sources. The results of this study indicate that the Majapahit Information Management Unit implemented a simple strategy in publishing information and its program of activities during this Covid-19 Pandemic. The strategy he implemented was to publish through the Instagram account @information.majapahit and the official channel from the East Java BPCB. The publication strategy is carried out through four stages, namely fact finding (finding facts and problems that occurred before the pandemic and during the Covid-19 pandemic), planning (performing situation analysis, social observations, and adjusting to policies and regulations from the government). communicating (implementing the publication of activities and information in accordance with the strategies that have been made and their output targets, as well as collaborating with various parties so that the publications carried out can be reached by the wider community.), and evaluating (evaluating using data obtained from the field and from feedback provided by the community).

Keywords:*publication, public relations, publication strategy.*