

## **ABSTRACT**

*Media relations activities are generally carried out by public relations practitioners in non-media companies. The existence of research on media relations activities from the side of this media company, makes researchers create their own novelties by examining research topics that are still minimally carried out. This research was conducted to determine media relations activities at local media companies. The research was conducted using descriptive qualitative methods so that it can provide an overview of a process, situation, and phenomenon that has occurred. The research was conducted by referring to the theory of Media Relations Activities by Ardianto (2011), namely press briefings, news releases, special events, and press interviews. The conclusion obtained in this study is that the implementation of media relations activities has been carried out well, such as the implementation of press briefings, namely by providing accurate information and providing opportunities for questions and answers to the media. Second, the implementation of news releases is carried out with proper writing and visual imagery as material for publication. Third, the implementation of special events is carried out by meeting the interests of the local community. Finally, the press interview was conducted by a competent spokesperson so as to provide a more detailed understanding to the media.*

*Keywords: local community; local media; media relations; publication*