

## ***ABSTRACT***

*Government agencies have an obligation to fulfill the information needs of the public, in this case press conferences are a tactic carried out by the West Java Provincial Government in carrying out massive information dissemination through the help of media publications. West Java Has Information (Japri) is a form of press conference managed by the Administrative Bureau of the Regional Secretariat of the West Java Provincial Government, formed in September 2018 and plays an important role in disseminating information by the West Java Provincial Government. This research aims to determine the management of press conference activities carried out by the West Java Provincial Government Leadership Administration Bureau in disseminating information. This research uses a constructive paradigm with a descriptive qualitative research type. Research data was obtained based on observation, documentation, literature studies and from interviews conducted with the Japri Press Conference Implementation Coordinator and the Person in Charge of Japri Press Conference Talking Point Issues and Material as key informants, Young Expert Public Relations Analyst at the Public Relations Bureau of the Ministry of Environment and Forestry as an expert informant, as well as a Journalist from the People's Mind Mass Media as a supporting informant. The results of this research show that the management of Japri's press conference activities was carried out in a planned manner and became one of the tactics in the public relations strategy of the West Java Provincial Government in disseminating information.*

***Keywords: Government Agencies, Press Conference, Public Relations Strategy.***