

ABSTRACT

Understanding how information is spread and received by the public through media monitoring activities is crucial. For the Public Relations Bureau (Humas) of the Ministry of Environment and Forestry (LHK), media monitoring has a central role in controlling the news of environmental and forestry issues, one of which is the issue of air pollution which was widely discussed in mid-2023. The purpose of this research is to find out the media monitoring strategy of the Public Relations Bureau of the Ministry of LHK in controlling the news on the issue of air pollution. The main theory used is the theory of the public relations strategic planning process by Cutlip, Center, and Broom (2009). This research uses a qualitative approach with a case study method and data collection techniques conducted through interviews, observations, and document studies. The results showed that the Public Relations Bureau of the Ministry of Environment and Forestry has a special strategy in conducting media monitoring, namely by utilizing monitoring tools and implementing a real-time monitoring system. The media monitoring carried out by the Public Relations Bureau of the Ministry of Environment and Forestry is carried out through four stages, namely identifying existing problems, determining program objectives and steps, designing action and communication strategies, and evaluating results.

Keywords: *media monitoring, media relations, news, public relations strategy.*