

## ABSTRAK

Leony Rindang Agusta (01041170079)

### **PELAKSANAAN *MEDIA RELATIONS* OLEH BIRO HUKUM DAN HUMAS MAHKAMAH AGUNG REPUBLIK INDONESIA DI MASA PANDEMI COVID-19**

(xiii + 85 halaman: 28 gambar; 19 lampiran)

Kata kunci: Humas Mahkamah Agung, Pandemi Covid-19, *Media relations*

*Media relations* atau hubungan media adalah tentang kolaborasi antara media dengan humas. Sebelum terjadinya pandemi *Coronavirus disease* (Covid-19), Humas Mahkamah Agung Republik Indonesia menjadi jembatan komunikasi antara media dengan Mahkamah Agung secara fisik. Semenjak Covid-19 masuk dan merambah di Indonesia, Humas Mahkamah Agung menjalani segala kegiatan secara *online*. Hal ini menjadi tantangan bagi Humas Mahkamah Agung karena harus beradaptasi dengan krisis yang terjadi saat ini terutama dalam menjalankan hubungan dengan media. Tujuan kegiatan proses kerja magang ini ialah untuk mengetahui bagaimana Humas Mahkamah Agung menjalankan kegiatan *media relations* di masa pandemi Covid-19 juga menganalisa dan mempelajari proses pelaksanaan *media relations* yang dijalankan oleh Humas Mahkamah Agung di masa pandemi Covid-19.

Terdapat 3 langkah yang dilaksanakan oleh Humas Mahkamah Agung khususnya divisi Hubungan Antar Lembaga agar tetap terjalin hubungan yang baik dengan media di masa pandemi Covid-19 yakni *live streaming* kegiatan atau *zoom meeting*, liputan media melalui telepon atau secara fisik sesuai protokol kesehatan, dan publikasi *news release* dan *press release*. Setiap kegiatan yang dilakukan oleh Humas Mahkamah Agung dengan media harus transparan.

Referensi: 20 (2002-2020)

## ABSTRACT

Leony Rindang Agusta (01041170079)

### **THE IMPLEMENTATION OF MEDIA RELATIONS BY LEGAL BUREAU AND PUBLIC RELATIONS OF THE INDONESIA SUPREME COURT DURING THE COVID-19 PANDEMIC**

(xiii + 85 pages: 28 pictures; 19 attachment)

Keywords: Supreme Court Public Relations, Covid-19 Pandemic, media relations

Media relations is about collaboration between media and public relations. Before the Coronavirus disease (Covid-19) pandemic, Supreme Court Public Relations became a communication bridges between media and Supreme Court Public Relations physically. But since Covid-19 pandemic entered and spreads in Indonesia, Supreme Court Public Relations undergoes all activities online. This is a challenge for the Supreme Court Public Relations because it has to adapt to the current crisis, especially in media relations. The purpose of this internship is to find out how the Supreme Court Public Relations conducts media relations activities during the Covid-19 pandemic.

There are several ways implemented by the Public Relations of the Indonesia Supreme Court, especially the division of Inter-Agency Relations in order to maintain a good relationship with the media during the Covid-19 pandemic such as live streaming activities or zoom meetings, media coverage by phone or physically in accordance with health protocols, and news release publications and press releases. Any activities carried out by the Supreme Court Public Relations with the media must be transparent.

Reference: 20 (2002-2020)