

ABSTRAK

Intan Mustika Meilla Putri: Pengelolaan *Press Release* di *Website* Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung.

Penelitian ini mengangkat tema *public relations writing* dalam pengelolaan *press release* karena perkembangan media digital menuntut instansi pemerintah untuk menyampaikan informasi publik secara cepat, akurat, dan mudah diakses oleh masyarakat. Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Bandung dipilih sebagai objek penelitian karena secara aktif memanfaatkan *website* resmi sebagai media publikasi informasi pelayanan publik melalui *press release*. Pengelolaan *press release* penting untuk dikaji karena tidak hanya berfungsi sebagai sarana penyampaian informasi, tetapi juga sebagai bagian dari proses komunikasi publik yang mendukung keterbukaan informasi dan kredibilitas instansi pemerintah.

Penelitian ini bertujuan untuk mengetahui pengelolaan *press release* di *website* DPMPTSP Kota Bandung berdasarkan tahapan *public relations writing*. Penelitian menggunakan konsep Proses Dasar Menulis dari Rachmat Kriyantono (2008) yang meliputi perencanaan (*planning*), penulisan (*organizing & composing*), dan evaluasi (*editing & rewriting*). Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme. Data diperoleh melalui wawancara mendalam, observasi partisipasi pasif, dan dokumentasi.

Hasil penelitian menunjukkan bahwa pengelolaan *press release* di *website* DPMPTSP Kota Bandung dilakukan melalui tiga tahapan utama; 1) Tahap perencanaan meliputi mekanisme kontrol internal, penetapan tujuan publikasi, identifikasi target pembaca, penentuan substansi pesan, dan pemilihan media publikasi, 2) Tahap penulisan meliputi pengorganisasian informasi, penyusunan *draft press release*, penyesuaian gaya bahasa, serta koordinasi dan revisi naskah, 3) Tahap evaluasi meliputi penyuntingan dan pengecekan akurasi naskah, validasi sebelum publikasi, serta evaluasi respons publik terhadap *press release* yang diterbitkan.

Dapat disimpulkan bahwa pengelolaan *press release* pada *website* resmi, DPMPTSP Kota Bandung telah menunjukkan penerapan tahapan proses dasar menulis pada *public relations writing* yang dilakukan secara terstruktur mulai dari perencanaan, penulisan, hingga evaluasi. Keseluruhan tahapan yang ditemui menunjukkan upaya DPMPTSP Kota Bandung dalam menghasilkan informasi yang akurat, terstruktur, dan sesuai dengan kebutuhan masyarakat.

Kata Kunci: *Public Relations Writing, Press Release, Website Resmi, Humas Pemerintah, DPMPTSP Kota Bandung.*

ABSTRACT

Intan Mustika Meilla Putri: *Management of Press Releases on the Website of the Bandung City Investment and One-Stop Integrated Service Agency.*

This study focuses on public relations writing in the management of press releases, as the development of digital media requires government agencies to convey public information quickly, accurately, and in a manner that is easily accessible to the public. The Investment and One-Stop Integrated Service Agency (DPMPTSP) of Bandung City was selected as the research subject because it actively utilizes its official website as a medium for publishing public service information through press releases. The management of press releases is important to examine because it serves not only as a means of conveying information but also as part of the public communication process that supports information transparency and the credibility of government agencies.

This study aims to examine the management of press releases on the DPMPTSP City of Bandung website based on the stages of public relations writing. The study employs Rachmat Kriyantono's (2008) Basic Writing Process concept, which includes planning, writing (organizing & composing), and evaluation (editing & rewriting). This study employs a qualitative descriptive method within a constructivist paradigm. Data were collected through in-depth interviews, passive participant observation, and documentation.

The results of the study indicate that the management of press releases on the Bandung City DPMPTSP website is carried out through three main stages; 1) The planning stage includes internal control mechanisms, setting publication objectives, identifying the target audience, determining the substance of the message, and selecting the publication medium, 2) The writing stage includes organizing information, drafting the press release, adjusting the writing style, as well as coordinating and revising the manuscript, 3) The evaluation stage includes editing and checking the accuracy of the manuscript, validation prior to publication, and evaluating the public's response to the published press release.

It can be concluded that the management of press releases on the official website of the Bandung City DPMPTSP has demonstrated the application of the basic stages of the public relations writing process, carried out in a structured manner from planning and writing to evaluation. The overall stages observed demonstrate the Bandung City DPMPTSP's efforts to produce information that is accurate, structured, and aligned with the public's needs.

Keywords: *Public Relations Writing, Press Release, Official Website, Government Public Relations, DPMPTSP of Bandung City.*