

ABSTRAK

Nafilah Nuraini: Aktivitas *Media monitoring* Humas PT Len Industri (Persero) pada Media Online

PT Len Industri (Persero) merupakan perusahaan yang bergerak di bidang teknologi industri dan pertahanan, sekaligus berperan sebagai induk holding industri pertahanan DEFEND ID. Sebagai perusahaan yang terlibat dalam berbagai proyek strategis nasional, PT Len Industri dan anggota Holding DEFEND ID memiliki tingkat eksposur pemberitaan yang tinggi di media online, sehingga pengelolaan reputasi menjadi salah satu aspek penting dalam aktivitas kehumasan perusahaan. Untuk mendukung pengelolaan reputasi tersebut, *unit Institutional Relations and Corporate Communication* (IRCC) melaksanakan aktivitas *media monitoring* terhadap pemberitaan PT Len Industri dan seluruh anggota *Holding DEFEND ID*, termasuk melalui pemanfaatan tools internal berbasis *Artificial Intelligence* (AI) bernama *Minds Media*.

Penelitian ini dilakukan dengan tujuan untuk mengetahui bagaimana aktivitas *media monitoring* terhadap pemberitaan PT Len Industri (Persero) di media online melalui konsep tahapan *media monitoring* yang dikemukakan oleh Iswandi Syahputra, yaitu tahap *Data Mining*, tahap pengolahan data, serta tahap analisis dan pelaporan.

Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif kualitatif. Data primer dan sekunder dikumpulkan melalui wawancara mendalam, observasi partisipatif pasif, dan studi dokumentasi, dengan tiga informan dari Unit *Institutional Relations and Corporate Communication* (IRCC) PT Len Industri (Persero) yang terlibat langsung dalam *media monitoring*.

Hasil penelitian menunjukkan *media monitoring* di PT Len Industri (Persero) dilakukan melalui tiga tahapan. Tahap *Data Mining* meliputi pengumpulan data manual dan menggunakan tools AI bernama *Minds Media*. Tahap pengolahan data meliputi kategorisasi pemberitaan, klasifikasi tonalitas, serta verifikasi dan validasi data. Tahap analisis dan pelaporan meliputi analisis kecenderungan pemberitaan dan citra perusahaan, penerapan *early warning system*, penyusunan laporan *media monitoring*, serta pemanfaatan hasilnya sebagai dasar strategi komunikasi.

Dapat disimpulkan bahwa *media monitoring* di PT Len Industri (Persero) telah dilaksanakan sesuai tahapannya dan berkembang menjadi aktivitas komunikasi strategis yang mendukung pengelolaan reputasi, evaluasi komunikasi, dan pengambilan keputusan berbasis data.

Kata Kunci: *Media monitoring*, Media Online, Humas, PT Len Industri (Persero), Iswandi Syahputra, BUMN.

ABSTRACT

Nafilah Nuraini: *Media Monitoring Activities of PT Len Industri (Persero) Public Relations on Online Media*

PT Len Industri (Persero) is a company operating in the industrial technology and defense sectors and serves as the parent company of the DEFEND ID defense industry holding. As a company involved in various national strategic projects, PT Len Industri and the member companies of DEFEND ID receive extensive media exposure in online media, making reputation management an essential aspect of the company's public relations activities. To support reputation management, the Institutional Relations and Corporate Communication (IRCC) unit conducts media monitoring of news coverage related to PT Len Industri and all DEFEND ID holding members, including through the utilization of an internal Artificial Intelligence (AI)-based monitoring tool called Minds Media.

This study aims to determine how media monitoring activities regarding news coverage of PT Len Industri (Persero) are conducted in online media, using the media monitoring stage concept proposed by Iswandi Syahputra, namely the Data Mining stage, the data processing stage, and the analysis and reporting stage.

This research employs a constructivism paradigm with a qualitative approach and a descriptive qualitative method. Primary and secondary data were collected through in-depth interviews, passive participatory observation, and documentation study, involving three informants from the Institutional Relations and Corporate Communication (IRCC) Unit of PT Len Industri (Persero) who are directly involved in media monitoring.

The research results show that media monitoring at PT Len Industri (Persero) is carried out through three stages. The Data Mining stage involves manual data collection as well as the use of an AI-based tool called Minds Media. The data processing stage involves news categorization, sentiment/tonality classification, and data verification and validation. The analysis and reporting stage involves analyzing news trends and corporate image, implementing an early warning system, preparing media monitoring reports, and utilizing the monitoring results as a basis for corporate communication strategy.

It can be concluded that media monitoring at PT Len Industri (Persero) has been implemented in accordance with its stages and has developed into a strategic communication activity that supports reputation management, communication evaluation, and data-driven decision-making.

Keywords: *Media monitoring, Online Media, Public Relations, PT Len Industri (Persero), Iswandi Syahputra, BUMN.*