

## ABSTRAK

Perkembangan teknologi informasi menuntut Pemerintah untuk berinovasi serta beradaptasi dengan cepat. Tantangan Humas Pemerintah adalah meraih kepercayaan publik. Humas dituntut memberikan informasi cepat dan akurat untuk menjelaskan kebijakan dan program. *Government Public Relations* berperan aktif dalam membangun reputasi pemerintah. *Government Public Relations* Kabupaten Gunungkidul dikelola oleh Dinas Komunikasi dan Informatika merupakan salah satu instansi yang menggunakan media sosial *Instagram, Facebook, dan Youtube* dalam proses *public relations*. Tujuan penelitian ini untuk menemukan model *Government Public Relations* Kabupaten Gunungkidul. Teori dan konsep yang digunakan dalam penelitian ini yaitu, *Government Public Relations, Teori Excellent Public Relations Grunig & Hunt, Proses Public Relations, citra identitas reputasi, media sosial*. Jenis penelitian ini kualitatif dengan metode fenomenologi. Objek penelitian ini adalah model *government public relations* Kabupaten Gunungkidul dalam meningkatkan reputasi melalui media sosial. Proses *public relations* dalam meningkatkan reputasi melalui media sosial, *Government Public Relations* Kabupaten Gunungkidul yaitu *Fact Finding, Programming, Taking Action & Communicating* dan *Evaluating*. Hasil penelitian menemukan Model *Public Relations two-way symmetrical* melalui media sosial yang memiliki nilai tambah (*value added*) mendengarkan, mengelola pesan dan interaksi untuk *Government Public Relations* Kabupaten Gunungkidul. Media sosial sebagai nilai tambah dalam proses *public relations* pemerintah didesain untuk memudahkan interaksi sosial yang interaktif. Model *public relations two way symmetrical* melalui media sosial merupakan model yang ideal untuk meningkatkan reputasi lembaga pemerintah.

Kata Kunci: *Government Public Relations, Reputasi, Media Sosial*

## **ABSTRACT**

*The development of information technology requires the Government to innovate and adapt quickly. The challenge of Government Public Relations is to gain public trust. Public relations are required to provide fast and accurate information to explain policies and programs. Government Public Relations plays an active role in building the government's reputation. Government Public Relations of Gunungkidul Regency managed by the Communication and Information Agency is one of the agencies that uses social media Instagram, Facebook, and Youtube in the public relations process. The purpose of this study was to find the Government Public Relations model of Gunungkidul Regency. The theories and concepts used in this study are, Government Public Relations, Grunig & Hunt Excellent Public Relations Theory, Public Relations Process, reputation identity image, social media. This type of research is qualitative with phenomenological methods. The object of this study is the government public relations model of Gunungkidul Regency in improving reputation through social media. The public relations process in improving reputation through social media, Government Public Relations of Gunungkidul Regency is Fact Finding, Programming, Taking Action & Communicating and Evaluating. The results of the study found a symmetrical two-way Public Relations Model through social media that has added value listening, managing messages and interactions for the Government Public Relations of Gunungkidul Regency. Social media as an added value in the government's public relations process is designed to facilitate interactive social interaction. The symmetrical two-way public relations model through social media is an ideal model to improve the reputation of government agencies.*

*Keywords: Government Public Relations, Reputation Image, Social Media*