

**MEDIA RELATIONS STRATEGY OF PT. ANGKASA PURA II AT  
FATMAWATI SOEKARNO BENGKULU AIRPORT**

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**ABSTRACT**

*The research aims to determine the media relations strategy carried out by PT Angkasa Pura II at Fatmawati Bengkulu Airport in building good relations with the media. This research utilizes the Four-step Public Relations Process theory by adopting six media PR strategies proposed by Frank Jefkins. This research is qualitative in nature, using data collection techniques such as observation, in-depth interviews, and documentation. The results of this research can be summarized that PT. Angkasa Pura II at Fatmawati Bengkulu Airport in fostering good relations with the media involves various activities such as inviting media coverage at the airport terminal, media visits, and providing WIFI networks for the media. Additionally, there are obstacles such as the difficulty for many media outlets to attend the organized activities.*

***Keywords: Strategy, Media Relations, Public Relations, Fatmawati Bengkulu Airport***

