

ABSTRACT

Salsabila Izah Naywa, 213106076, 2024. **The Identification of Press Release Writing Process of PT Kereta Api Indonesia (Persero) Daerah Operasi 7 Madiun.** English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

Public Relations of PT KAI Daop 7 Madiun is a department that acts as a maintainer of effective relationships between internal and external public to the company. One of the efforts of PT KAI Daop 7 Madiun Public Relations in building a good image of the company towards the external public is by disseminating positive information through press release. A good press release should have a structured and systematic writing process to improve the ability to disseminate information to the public. In the press release writing process, in the process of writing press release, there are planning, organizing and composing, and editing and rewriting. This research uses a qualitative descriptive method to find out the process of writing press releases by Public Relations Daop 7 Madiun. Descriptive qualitative method is a research step that have been carried out by narrating problem solving based on data by describing a matter through interviews and document analysis which are not expressed in numbers. Based on the results of research on the planning process, Daop 7 Madiun Public Relations applies the stages of formulating the purpose and determining the issue. Public Relations Daop 7 Madiun applies the stages of drafting, selection of the sentences, and sequencing of information presentation in the organizing and composing process, and double-checks before the press release is given to the media in the editing and rewriting process. In the planning process of making press releases, Public Relations Daop 7 Madiun does not analyze the audience and does not evaluate the distribution of press releases in the media. In the structure section, Daop 7 Madiun Public Relations writes the dateline, headline, lead, body, and leg.

Keywords: Public Relations, Press Release Writing Process, PT Kereta Api Indonesia (Persero).