

**ANALISIS KEGIATAN *MEDIA PARTNER* PT KERABAT DYAN UTAMA  
UNTUK *EVENT* INDONESIA FASHION WEEK 2015 DALAM KONTEKS  
*MEDIA RELATIONS***

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**ABSTRAK**

Indonesia Fashion Week 2015 merupakan ajang *fashion* terbesar di Indonesia, Indonesia Fashion Week didukung oleh banyak pihak salah satunya adalah media massa dengan menjalin kegiatan *media partner*. Namun pada pelaksanaannya di tahun 2015, beberapa rekan *partner* menyayangkan bahwa ternyata pelaksanaan di tahun sebelumnya jauh lebih baik. Salah satu dampaknya adalah terdapat berita dengan *tone* negatif atas pelaksanaan Indonesia Fashion Week 2015. Penelitian ini adalah penelitian deskriptif kualitatif yang bertujuan untuk mencari tahu kegiatan *media partner* PT Kerabat Dyan Utama dalam konteks *media relations*. Subyek penelitian ini adalah jurnalis *media partner*. Teknik pengumpulan data adalah melalui wawancara mendalam dan penelusuran dokumen dan studi pustaka. Hasil penelitian ini menunjukkan bahwa terdapat perbedaan pandangan (*gap*) antara jurnalis dan pihak Indonesia Fashion Week 2015. Jurnalis menilai berdasarkan kegiatan *media relations* yang kurang memuaskan sehingga berdampak pada pemberitaan sedangkan pihak Indonesia Fashion Week 2015 menilai berdasarkan kegiatan *media partner* yang mementingkan pada pertukaran *value* sehingga mengharapkan pemberitaan dengan *tone* positif dari rekan *media partner*.

**Kata kunci:** *media relations, media partner, jurnalis.*

**ANALYSIS OF MEDIA PARTNER ACTIVITIES PERFORMED  
BY PT KERABAT DYAN UTAMA FOR INDONESIA FASHION  
WEEK 2015 IN THE CONTEXT OF MEDIA RELATIONS**

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**ABSTRACT**

*Indonesia Fashion Week 2015 is the largest fashion event in Indonesia. This event is supported by many parties including mass media as a media partner. However in 2015, some media partners state their disappointment at the fact that last year performance was much better. The impact of media disappointments shown by writing the news with a negative tone about the performance of the Indonesia Fashion Week 2015. This research is a qualitative descriptive study aimed to find out the media partner activities performed by PT Kerabat Dyan Utama in the context of media relations. The subjects of this research is media partner journalist. Data collection method is through in-depth interviews, document searches and literature. The result of this research indicate that there are different views (gap) between the journalist and Indonesia Fashion Week 2015 parties. Journalists stated that media relations activities are less satisfactory and give an impact to the news written by them, while the Indonesia Fashion Week 2015 judged based on the media partner activities which concern on the value exchange and expect positive reports from media partner journalist.*

**Key words:** *media relations, media partner, journalist.*