COMMUNICATION MEDIA PUBLIC RELATIONS UNIT WORK SPECIAL EXECUTOR UPSTREAM OIL AND GAS ACTIVITIES IN SUPPORTS THE 1 MILLION BARREL OIL PER DAY 2030 PROGRAM

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ABSTRACT

Objective: The aim of this research is to define the role of media relations implementation at SKK Migas, Public Relations plays more of a role as a communication technician and facilitator. As a communications technician, Public Relations plays the role of creating and implementing Media Relations activities, where Public Relations is not placed as a source of information in Media Relations activities.

Method: The research method used is a case study method, because this research aims to observe real events that occurred in media relations carried out by the Special Task Force for Upstream Oil and Gas Activities to realize the program for handling oil reserves with stakeholders in Indonesia. The things examined in this research are related to the data and facts contained in the implementation of the Special Oil and Gas Working Unit program, a single 1 Million BPOD program. This research provides a relatively complete picture of what happened when the research was conducted.

Results: The results of research on the program implementation process in operational activities in the upstream oil and gas industry are known to often encounter obstacles. Various problems in the operational activities of the upstream oil and gas industry have resulted in two broad outlines that are relevant to the function of public relations. Negative reporting in the media, relations with local media and local journalism organizations are examples of the main focus of all discussions in the Media and Publications section.

Keywords: skk migas, media relations, 1 million barrel per day program.

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COMUNICAÇÃO MÍDIA RELAÇÕES PÚBLICAS UNIDADE DE TRABALHO EXECUTOR ESPECIAL UPSTREAM DE PETRÓLEO E GÁS ATIVIDADES EM APOIO AO PROGRAMA 1 MILHÃO DE BARRIS DE PETRÓLEO POR DIA 2030

RESUMO

Objetivo: O objetivo desta pesquisa é definir o papel da implementação de relações de mídia na SKK Migas, Relações Públicas desempenha mais um papel como técnico de comunicação e facilitador. Como técnico de comunicação, Relações Públicas desempenha o papel de criar e implementar atividades de Relações com a Mídia, onde Relações Públicas não são colocadas como uma fonte de informação em atividades de Relações com a Mídia.

Método: O método de pesquisa utilizado é um método de estudo de caso, porque esta pesquisa visa observar eventos reais que ocorreram nas relações de mídia realizadas pela Força-Tarefa Especial para Atividades de Petróleo e Gás a Montante para realizar o programa para lidar com reservas de petróleo e gás que as partes interessadas na Indonésia. As coisas examinadas nesta pesquisa estão relacionadas aos dados e fatos contidos na implementação do programa da Unidade Especial de Trabalho de Petróleo e Gás, um único programa de 1 milhão de BPOD. A pesquisa fornece um quadro relativamente completo do que aconteceu quando a pesquisa foi realizada.

Resultados: É sabido que os resultados da investigação sobre o processo de execução do programa em atividades operacionais na indústria a montante do petróleo e do gás se deparam frequentemente com obstáculos. Vários problemas nas atividades operacionais da indústria a montante do petróleo e do gás resultaram em duas grandes linhas que são relevantes para a função das relações públicas. Reportagens negativas na mídia, relações com a mídia local e organizações de jornalismo local são exemplos do foco principal de todas as discussões na seção de Mídia e Publicações.

Palavras-chave: skk migas, relações com a mídia, programa de 1 milhão de barris por dia.

1 INTRODUCTION

Activity media relations is one of very important thing for something institutions, because the media will help spread information about activities, policies or things importance made by the institution. Policies and programs created by institutions no will spread in a way wide to public without exists help from the media.

Iriantara say that media relations is A activity communication in relate with the media directly Good. A number of media relations activities are press conference, press room, media center, press tour, press release to press gathering. This also happened _ awareness from SKK Migas that activity Media relations is important for done in support various SKK Migas activities and programs.
Industry upstream oil and natural gas (Migas) in Indonesia is moderate face a challenge that is not easy. In one side, industry upstream oil and gas face decline production every year. On the other hand, image industry upstream oil and gas in the eyes public Not yet awakened with Good. Still many parties who have not understand role and function of SKK Migas nor efforts and achievements which has done Contractor Contract Cooperation (KKKS) for increase production oil and gas national.

Program and Communications Division Keep going do as well as socialize the 1 Million Barrel Oil and 12 BSCFD Gas Program, collectively continue, through various channels or channel information held by SKK Migas, including social media, bulletins, mainstream media, segmented media and activities carried out offline with KKKS (contractor Cooperation Contract), as well as online, with involve from print media, online, television nor radio, no only done at SKK Migas office center but also in the 5 representatives owned by SKK Migas.

Oil and gas sector is vital and strategic sectors for Indonesia because concerning desire life many people. Sadly moment This investment upstream oil and gas Still not optimal, in fact Keep going decline since 2013 and 2014 which is peak investment upstream oil and gas One decade final. In the Directorate Performance Report General Oil and Gas 2018 shows, in 2013 investment _ upstream oil and gas reached US$ 20.384 billion and in 2014 it amounted to US$ 20.380 billion. That number down away at the end 2018. At the end 2018 realization _ investment upstream oil and gas only amounting to US$ 11.99 billion. Temporary a year before, realization investment upstream oil and gas the only US$ 9.33 billion. Unit Work Special Executor Upstream Oil and Gas Business Activities (SKK Migas) also noted realization investment upstream oil and gas semester I of 2019 reached US$ 5.21 billion. It means realization investment upstream oil and gas only 35 % of the 2019 target of US$ 14.79 billion.

Since launching the program to reach 1 million BOPD in 2018 2030, Program and communications division do Lots activities and steps strategic for assisting the operations division and other divisions for socialize exploration and exploitation programs To use look for source new oil _ or well development. In meetings Work Upstream Oil and Gas Communication on December 14 2021 which was attended by practitioners public relations between SKK Migas and KKKS, stated in plan Communication Hulumigas 2021-2024, discussing a number of important public relations program agendas that must be done jointly by SKK Migas and KKKS. Discuss issue-su important public relations
that supports the program of 1 million \textit{barrels of oil per day} and 12 billion cubic feet of gas by 2030.

The most important thing on the agenda are the strategies and narratives used for support the SKK Migas program, besides that in plan communication that was also done. A narrative large used by SKK Migas and Oil Companies operating in Indonesia or (KKKS). In the formulation design Work communication, the 2020 – 2021 period is a full period challenge where the Covid-19 pandemic affects all sector life humans, including sector upstream oil and gas. Apart from that, production targets upstream oil and gas in Indonesia must fulfilled in period short intermediate nor long, including \textit{lifting, realization} projects, state revenues, all at once escort \textit{cost recovery}.

In the process of transformation bureaucracy, Unit Work Special Oil and Gas need always communicate with holder interest organization, esp after IOG 4.0 was launched for the first time on December 2-4 2020. Remembering that this IOG 4.0 intended for become point beginning discussion about industry upstream more oil and gas wide as well as deep, plan integrated and comprehensive communication has developed for ensure harmony with holder interest. IOG 4.0 developed with hope for creating a multidirectional dialogue that can give benefit for all over industry through transparent input from perpetrator industry. The creation of multidirectional dialogue will also build environment more industry collaborative and forming synergistic involvement between diverse holder interest. Indonesia Oil and Gas 4.0. In fulfillment mandated duties and functions, Unit Work Special Oil and Gas is at in center dynamics The industry is surrounded by diverse holder interest with strong influence. Stakeholder interest This can categorized as to in two parts, namely Internal Unit Work Special Oil and Gas and Stakeholders Interest Main External. Unit internal environment Work Special Upstream Oil and Gas Executive consists on Head, Technical Deputy, Secretary, Head of Division and Department, as well staff throughout order organization. By external, stakeholders interest main Unit Work Special Executor Upstream Oil and Gas Activities includes the Supervisory Board organizations, People's Representative Council (DPR), Regional Government (Pemda), Ministries, Operators, Investors, Associations Industry and KKKS (Contractors Contract Collaboration. (www.skkmigas.go.id)
Table 1. Communication Roadmap For Stakeholder SKK Migas interests

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Communication Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKK Migas</td>
<td>Kick off Transformation</td>
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<tr>
<td></td>
<td>BAKERN</td>
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<tr>
<td>Oil and Gas</td>
<td>Kick off Transformation</td>
</tr>
<tr>
<td>Task Force</td>
<td>BAKERN</td>
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<tr>
<td>Operator</td>
<td>Paketan Strategi</td>
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<td></td>
<td>Teknik Strategi</td>
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<td></td>
<td>Pelatihan Ahli &amp; Disain</td>
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<td></td>
<td>Roundtable FGD Regional</td>
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<td></td>
<td>Senyapasa Roundtable FGD</td>
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<td>Media Relations</td>
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<td></td>
<td>Senyapasa Roundtable FGD</td>
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<tr>
<td></td>
<td>Forum Teknik Tim</td>
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<td></td>
<td>Komunikasi Sosial</td>
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<tr>
<td></td>
<td>Kunjungan sebagai Proyek Pertambangan</td>
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<tr>
<td></td>
<td>Kunjungan ke Perangin Tinggi (sangatan)</td>
</tr>
</tbody>
</table>

The table above shows a detailed communications roadmap designed with a variety of messages and communication channels to serve various stakeholder needs. The differences in each communication channel are aimed at improving and building stronger, closer and more sustainable relationships between the Oil and Gas Special Task Force and each of its stakeholders. This will greatly support the realization of IOG 4.0 targets and the ambitions of Indonesia's upstream oil and gas industry. One of them is by conducting media relations by SKK Migas Public Relations. The limitations of government public relations in reaching such communities wide the make role media mass so important in frame support activity communication Which done A institution government to society. Mass media can be said to be a gatekeeper or filters through which public relations practitioners reach the general public and other groups whose support is needed (Latimore et al., 2010, p.200). Therefore, government public relations needs to establish good relations with the mass media, or others normal known with term media relations. According to Frank Jeffkins (2004), activity intertwine connection Good with media mass or pers is an effort to achieve maximum publication or broadcast of something message or information public relations in frame create knowledge And understanding for the audience of the organization or company concerned.

Problems news about industry upstream neither does oil and gas free from news lie. The most effective way possible done is with more Lots disseminate news positive for consumed public. Various efforts done with packing news in form text, images and
also videos. Actually matter This reflected in the communication media strategy planned by SKK Migas, as illustrated as following:

Table 2. Communications Strategy Framework

![Table Image]

Source: SKK Migas Communication Strategy, 2021 – 2023

Study This use approach studies case. Yin (Yin, 2002) define studies case as a research strategy where in it researcher investigate in a way carefully a program, event, activity, process, or group individual. Cases _ limited by time and activities, and researchers gather information in a way complete with use various procedure based data collection time that has been determined.

Significance of Research in study This This is the theme raised currently warm discussed both in the media and in society. Study This become reference and learning for the readers for can see and analyze an ongoing program walk and see behavior communication Unit Work Special Executor Upstream Oil and Gas activities and its stakeholders in operate the success of the program.

Study This corroborated by research previous with title "Media relations program planning Pertamina Soccer School January December 2013, Media relations program. Study This aim for complete draft about communication strategy in a way Specific that is using internal media support the program.

Research result previous show that use of internal media introduce the program to public wide. Use of media as one of the communication strategies is step strategic First in frame introduce the Pertamina program and become more known in a way widespread in time relatively short.

Specificity study is the Road To 1 Million BOPD 2030 program One One its a program in Indonesia that is determined and implemented by the Unit Work Special Executor Activity Upstream Oil and Gas For realize resilience energy and reducing oil imports.
2 PROBLEM STATEMENT

Study This constructed based on background behind problems found _ become a number of questions, namely:

1. How implementation media relations in the communication program being built in support Road To 1 Million BOPD 2030 by SKK Migas?
2. How control media relations in support Road To 1 Million Program BOPD 2030 by SKK Migas?

3 BASE THEORETICAL

3.1 CONSTRUCTION THEORY SOCIAL REALITY

Construction social has a broad meaning in knowledge social. This matter usually linked to influence social in experience life individual. Assumption basically on “reality is construction social” from Berger and Luckmann. According to Berger and Luckmann in his book (The Social Construction of Reality). Reality social is thing that happened in externalization (of covered side), objectivity (p That become reality), and internalization from reality That in instruction and education.

Berger and Luckmann explain reality social with separate understanding of "reality " and " knowledge ". They define “reality” as the quality contained within _ realities, which are acknowledged own existence (being) that is not depends on will We Alone. Meanwhile, knowledge interpreted as certainty that realities That real (real) and have characteristics in a way Specific. In reality, reality no can stand Alone without exists someone, well inside _ or outside _ reality the.

3.2 OVERVIEW ABOUT PUBLIC RELATIONS

Lovenia (2012) stated that practitioner public relations no can avoid his position in the internal public as well as external. Therefore _ that, as stated _ Ardianto (2013) that practitioner public relations at the agency government must capable intertwine good relationship _ to internal (internal) as well as outside (external) agency with task main ie serve information policy public and services. Ruslan (2008, quoted from Sari, 2012) suggests that exists difference between functions and duties for a practitioner public relations in the agency government with non-government is no exists element commercial although practitioner public relations government do the same thing in activity publication, promotions, as well advertising. Strengthened from statement Sari (2012)
also said practitioner public relations at the agency government more emphasizes service to

In facing the problem now, function Public Relations own role important for build image positive about industry upstream oil and gas. Public Relations No Again face constraints / demands For do nature practices _ curative when appear problem or simply build relation with holder interest. Public Relations own role important in support smoothness business and not only simply operate function supporting. Public Relations become the part that doesn't inseparable in business processes in industry upstream oil and gas which is run by KKKS and supervised by SKK Migas.

3.3 MILLION BARREL OIL PROGRAM

Currently, the government is through the Special Task Force for Upstream Oil and Gas Business Activities (SKK Migas), an institution formed by the Government of the Republic of Indonesia through Presidential Regulation (Perpres) Number 9 of 2013, concerning the Implementation of Management of Upstream Oil and Gas Business Activities, echoing his great desire to return to the golden age of oil production in the theme One Million Barrel oil per day.

This program certainly deserves to be appreciated amidst the emerging idea that the oil and gas industry has entered the industrial sunset or industrial sunrise phase debate, and this opinion cannot be denied when looking at the reality that the oil lifting target from year to year appears to be decreasing. Compared to 2019 and 2020, it has decreased. In the 2020 State Budget and Revenue and Expenditure Draft (RAPBN), the government targets oil lifting at 734 thousand barrels per day, 5.29% lower than the previous year's target (2019 APBN) of 775 thousand barrels per day.

4 METHOD

This research uses a case study method, because this research aims to observe real events that occurred in media relations carried out by the Special Task Force for Upstream Oil and Gas Activities to realize a program to address oil reserves with stakeholders in Indonesia. The things observed in this research are related to data and facts found in the implementation of the Special Oil and Gas Working Unit program, the 1 Million BPOD single program. This research provides a relatively complete picture of what happened when the research was conducted.
5 RESULT AND DISCUSSION

5.1 IMPLEMENTATION OF SKK MIGAS MEDIA RELATIONS

Based on interview Which done to 12 informant, researcher found several interesting findings, which the researchers then grouped into in themes following This.

5.2 UNDERSTANDING ABOUT FUNCTION MEDIA RELATIONS IN SKK MIGAS INSTITUTE

Knowledge informant to function media relations in institution government is a very important thing for researchers to know analyze more deeply the informants’ views regarding media relations in SKK Migas.

When asked about the function of media relations at the SKK Migas institution, all informants generally have the same view that the relationship media in government institutions is a very important thing. According to informant 1 as a public relations practitioner for SKK Migas, the function of media relations is very important important in help public relations convey program And policy SKK Migas to society. Without the help of journalists and media, programs and policies aimed at society will not be possible to public.

Can be concluded basically, all informants see the function of media relations in government institutions as one thing the important one. However 'important' What is meant is by each informant own context Which different.

Migas media relations strategy can includes:

a. Communication with re-coverage media;

in matter This is communication corporation responsible answer for respond or answer various questions asked by the media. Companies should too participate in media interviews. This is done Because company responsible answer to the media who have give information to internal and external public.

b. Visit to location of the organization's media or journalist

Inviting journalist or media as part from the coaching program purposeful relationship _ for introduce the company background. Apart from that, SKK Migas Indonesia held jobsite visit as program efforts to introducing the 1 million barrels per day program throughout Indonesia.

SKK Migas Publication Objectives about the 1 million barrels per day program
Purpose of publication in implementation of the SKK Migas Program. This for spread information to public about all efforts and commitment of SKK Migas Indonesia in the 1 Million Barrel per day Program with objective end for get understanding and attitude positive from all stakeholders and businesses get support public from the program. Public Relations of SKK Migas Indonesia try increase awareness society, understanding community, and support public about how SKK Migas Indonesia implements and realizes this program play role important in development Indonesian economy and social affairs. With media publications, building perception positive for audience about activities / activities of 1 million barrels per day SKK Migas Indonesia so that the community know role social in build Indonesian society. Publication media used as tools communication for spread vision and mission company as well as give information complete and interesting possible about these programs. Not this one just a good business strategy, but we also want to become inhabitant good corporation. We document activity not quite enough answer our social is deep various print and electronic media. This is our efforts to prove that SKK Migas Indonesia is helping build environment where we operate through infrastructure and empowerment programs man. We optimize tool the communications we have had and continue to have innovate for balance all media disapproval of SKK Migas Indonesia.

For convey order 1 million barrels per day program, Public Relations SKK Migas Indonesia use approach including:

5.3 ARGUMENTATION STRATEGY

This strategy usually used for anticipate news negative, or news negative, then make news counterpoint put forward argument rational for guard opinion public in profitable position. In situation like This, strong public relations skills required for convey clear and logical facts for change opinion public through news or published statement.

For special events, this is, Public Relations of SKK Migas Indonesia give service start from concept, planning and handling of events as well service For interact with the media, incl prepare concept and format of media invitations, press releases, later packed in press kit form. Public Relations of SKK Migas Indonesia is expected besides can establish and maintain connection with the media too publish product publication.
One of the strategies for SKK Migas Indonesia's public relations media relations activities is do jobsite media visits. Visit This is part from the coaching program purposeful relationship for introduce Company history and background behind the 1 million barrels per day program. The media has chance for see in a way direct implementation activity in supports the 1 million barrels per day SKK Migas Indonesia program.

Journalist will document visit the in news main after finished. Expected results from management and promotion good media relations will produce positive image, so perception about the 1 million barrels per day program is increasing positive.

5.4 STRATEGY OF IMAGE

Formation strategy positive news in publication for guard image of the Institution. For example no only displays facet publication of programs but How create publication non-commercial with displays concern to environmental and social (humanity relations and social marketing) benefits image institution or organization in a way overall (corporate image). Activity the can seen in activity tree.

Based on results findings research that has been researcher collect it, researcher review that There is a Social Construction process for the 1 million barrels per day program among SKK Migas stakeholders.

“Public Relations according to Canfield that is philosophy and function expressed management through policies and activities For serve interest public, do activity communication for the public For create understanding and goodwill of the public.” (Yulianita, 2007)

So Public Relations as function management can create good understanding and goodwill from public through diverse activities and wisdom that can be done insured answer in a way institutional and directed For objective serve interest public through good communication for public. Then deep case of 1 Million Barrels per SKK Migas public relations do a number of effort socialization through media relations for get understanding and goodwill of stakeholders about 1 million barrels per day. For create, maintain, and improve image company will achieved If operate its function with Good.

Leave from effort media relations carried out by SKK Migas public relations as form externalization, stakeholders try express self through build reality his world Alone For confirmed existence self in society through externalization. This process can
interpreted as a process of understanding individual see reality social. Peter L Berger and Luckmann say Externalization is must anthropological, existence individual No Possible taking place in something environment closed and devoid of theory motion. its existence must continously pour out his presence in form action. (Berger and Luckmann, 2013:75)

At stage externalization Then objectivation public formed become primary socialization, where chance individual endeavor for create and achieve place in public. Community (stakeholders) in case make something unity meaning, then experience also feel unity meaning That Alone. With stages objectivation This public become something reality objective. Can be seen from a number of informants who have feel that 1 Million barrels per day This is A possible needs felt benefits in life daily. View public the based on experience personal and acquired knowledge. _ So from it's on stage externalization SKK Migas jumas organize several events that provide chance for public (stakeholders) experience in equate perception regarding the SKK Migas program This.

In the process of externalization This The role of SKK Migas Public Relations is also important thing _ Because own task for intertwine connection with Stakeholders. SKK Migas as one of the State-Owned Enterprise (BUMN) and the only company moving state company in petroleum. Then deep matter the Public Relations of SKK Migas own task for intertwine connection Good with the media. Stage internalisation in study This researcher find reality subjective the community / stakeholders view program This it turns out vary every individual, and is influenced by the process of objectivation that has been they go through.

In Construction Process This Of course public relations practices play a role big, because in the construction process social This there is containing activities interaction social nature not end (never ending process). Quoted from Kriyantono in book Practical Techniques for Communication Research which assumes that “a program Program public relations must started from study about need public and organizations, incl construction social issues that exist in society about organization, and at the end with also research (evaluate). Evaluation result this also happened base creating advanced programs”

Rachmat Kriyantono (2006:210) in his book mention that “One containing activities construction organization and its public. Not easy for organization For make it happen the construction as knowledge that is "taken for granted" for the public. Development technology possible discourse increasingly public _ wide, so influence
attitude public to construction organization.” Construction social This push individual for behave doubt and criticize construction about the world that exists during this, for example criticize something long _ This considered as A accepted reality _ so just.

Then no A little existing stakeholders _ Not yet accept and know about the 1 million program barrels per day. Therefore _ it's about socialization knowledge about 1 million barrels per day must more expanded Rachmat Kriyantono (2006:211) in his book mentions also “Knowledge as results construction social correlated with behavior. If for example, organization construct role employee as a “tool look for profit” only, then Can predicted If employee only treated as source Power economics, that is requested Keep going increase productivity his work. On the other hand, employees constructed as.”

So role media in the construction process this plays a big role important as an internalization process to environment around, many stakeholders know and finally support in the 1 million program barrels per day.

Table 3. Program Media 2022-2024

<table>
<thead>
<tr>
<th>NO</th>
<th>KEGIATAN</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
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<tbody>
<tr>
<td>1</td>
<td>Slaran Pers</td>
<td>X X X X X X X X</td>
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<tr>
<td>2</td>
<td>Media Gathering</td>
<td>X X X X X X X X</td>
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<td>3</td>
<td>Media Visit Ke Lapangan</td>
<td>X X X X X X X X</td>
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<td>4</td>
<td>Media Workshop / Edukasi</td>
<td>X X X X X X X X</td>
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<td>5</td>
<td>Media Placement</td>
<td>X X X X X X X X</td>
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<tr>
<td>6</td>
<td>Media Conference</td>
<td>X X X X X X X X</td>
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<td>7</td>
<td>Media Research</td>
<td>X X X X X X X X</td>
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<tr>
<td>8</td>
<td>Media Award/ Kompetisi Jurnalistik</td>
<td>X X X X X X X X</td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>Daftar Kontak Media</td>
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<td>10</td>
<td>Optimalisasi Media Sosial/Digital</td>
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<td></td>
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<tr>
<td>11</td>
<td>Kamus Hulu Migas (Pojok Edukasi di Website SKK Migas)</td>
<td>X X X X X X X X</td>
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<td></td>
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<tr>
<td>12</td>
<td>Media Monitoring Bersama</td>
<td>X X X X X X X X</td>
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<tr>
<td>13</td>
<td>Evaluasi program Bersama</td>
<td>X X X X X X X X</td>
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Source: Based on mapping media planning by SKK Migas seen that in a way whole all planning about media relations has accomplished with Good.

5.5 IMPLEMENTATION OF SKK MIGAS PUBLIC RELATIONS MEDIA RELATIONS IN SUPPORTS THE 1 MILLION BARREL PER DAY PROGRAM

Based on study conducted by the author, that SKK Migas try for build and maintain good and effective relationships _ with mass media for help in realization of the 1 Million Barrel Per Day program.
Head the public relations department of SKK Migas, said that the media plays very important role in support achievement of this program. Public Relations of SKK Migas try to keep going intertwine connection good and effective with the media because with make lots activity for introducing the 1 Million Barrel program so that can known and understood by stakeholders and the public general.

Connection with various media will support success activities and programs a organization /institution. Media relations is activity from inside Public Relations do communication for delivery order the 1 million barrels per day SKK Migas program that is necessary published through Work The same with media mass for push creation understanding together about the program (Ruslan, 2006:146).

Research result show that there is a number of form activity media relations carried out by SKK Migas. A number of activity the is make press release. Writing press release has meaning for spread information form activities, policies made by the government and SKK Migas about the 1 million barrel program. SKK Migas and KKNS always make broadcast given press to the media about related activities with a program of 1 million barrels per day. With this means that SKK Migas stakeholders have same understanding will the importance of the 1 million barrels per day program. Writing it also informs or clarify related problems with a program of 1 million barrels per day.


Based on SKK Migas Public Relations activities through Media Relations yang done can depicted as following:
6 CONCLUSION

Based on period monitoring during October – December 2022, news about the Target of One Million Barrels of Oil per Day and 12 BSCFD of Gas in 2030 is dominated by sentiment positive show that this program in the eyes of the media is monitored Good.

News around the Target of One Million Barrels of Oil per Day and 12 BSCFD of Gas in 2030 is monitored spread widely across various media platforms with domination online media. Temporary If seen based media reach, reach public with quite massive. This matter can seen from dominance of tier 1 and national media that reviews issue or news related to the target of one million barrels of oil per day and 12 BSCFD of gas by 2030.

While in period This found 3 news negative regarding the process of achieving the target of one million barrels of oil per day and 12 BSCFD of gas in 2030 critics from Member of the Republic of Indonesia DPR. However, based on movement sentiment charts, issues negative the gradually subsides and doesn't until to crisis stage.

The process of implementing programs in activities operation industry upstream oil and gas known often get constraint. Various problems in activities operation industry upstream oil and gas, produces two relevant outlines with function public relations. News negative in the media, relationships with local media and organizations journalism local become example focus main from that's all discussion in the Media and Publications section.

Become strategic industry, sector _ industry upstream oil and gas involved connection with Lots party. Participating Interest (PI) Scheme, distribution of Profit
Sharing Funds (DBH), Social Responsibility (TJS), energy Work local, practice illegal tapping and illegal drilling is a number of description from focus majoring in Relationships Institutions and Social Responsibility.

Between _ findings issues during the program implementation process, industry upstream oil and gas own other tasks viz for transform become more well, industry upstream oil and gas need voice existence and results his efforts in donate country's economy.

Therefore _ that, solution programs discussed for assist with the operation process industry upstream oil and gas. Presented in the SKK Migas Public Relations Forum, apart from speed up the operational process carried out by KKKS, the programs that are built expected capable strengthen synergy industry between SKK Migas with KKKS.
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