ABSTRAK
Penelitian ini didasari atas fenomena bahwa segala bentuk program kerja/kegiatan Pemprop Jawa Timur selalu mendapat controlling dari pihak pers. Untuk itu diperlukan adanya kerja sama yang baik dengan pers. Adanya perbedaan tugas dan fungsi antara pihak pers dan humas, sehingga kepentingan juga berbeda.
Dari penelitian ini diperoleh hasil tentang manajemen kegiatan kehumasan Humas Setda Propinsi Jatim dalam menjalin hubungan dengan pers. Bahwa manajemen kegiatan kehumasannya sangat terikat oleh aturan Birokrasi yang kuat sehingga segala sesuatu tergantung oleh Pimpinan, tanpa mementingkan kreativitas staf tetapi memberdayakan segala sesuatu yang ada saja. Hasil penelitian ini diharapkan bisa memberikan kontribusi bagi Humas dalam manajemen menjalin hubungan dengan pers.
ABSTRACT
This research constituted to phenomenon that all kind of work plan/activity government of province East Java getting control from the side of mass media. For the purpose is required existence of good same job with mass media. Existence of difference of duty and function of between the side of mass media and liaison, causing importance also differs in. This research executed in part of protocol and liaison at public bureau secretary of province area East Java. A problem lifted is management of public relations activity of liaison secretary of East Java province area in braiding relationship with mass media. As for purpose of this research to know and description of management of public relations activity done by liaison secretary of East Java province area in braiding relationship with mass media. This research applies qualitative descriptive research type with determination technique of its informant using purposive sampling, four people becoming research subject. Data collecting technique applies interview, observes and documentation. Data analytical technique applies domain analysis and a technique of authenticity of data applies triangulation of source. From this research obtained result about management of public relations activity of liaison secretary of East Java province in braiding relationship with mass media. That management of the public relations activity is hardly tied by strong bureaucracy order so that all something depended by leader, without making account of staff creativity but powered all things is only. Result of this research expected can give contribution to liaison in management braids relationship with mass media.

ABSTRACT
Existence of writing media of vision and mission University of Muhammadiyah Malang done by the side of University of Muhammadiyah Malang is forwarding of message of vision and mission University of Muhammadiyah Malang among University of Muhammadiyah Malang lecturer as one of effort to publicize message of vision and mission University of Muhammadiyah Malang. Communication media applied as effort to submit message of vision and mission namely through media X-banner and billboard put down in university area, through guidebook academic, internet, booklet, pamphlet, calendar of Universitas of Muhammadiyah Malang. Pass the communication media, enables messages of communicable vision and mission and socialized to be easier and close to academic person activity, the message will generate feeling to agree or disagree, so that lecturer is not only really understanding and comprehends and vision value and mission, but also makes it as commitment that must be taken care of. Purpose of main of forwarding of message is give influence to the audients (lecturer), so do with message of vision and mission which has been socialized. Therefore, problem formula lifted in this research is there influence forwarding of message of vision and mission to understanding of lecturer about vision and university mission and how big the influence. Research method applied is simple regression analysis, done to know existence of influence between independent variables (forwarding of variable message) level of understanding about vision and mission. This t test analysis done to test is all independent variables in individual can
give real influence to dependent variables. There is influence forwarding of message of vision and mission to understanding of lecturer about vision and University of Muhammadiyah Malang mission in significant. Based on calculation regression coefficient value is obtained by result 0.461 meaning that influence between forwarding of messages of vision and mission to understanding of lecturer about vision and university mission equal to 46.1%. Hypothesis from research is replied with level of confidence 95% (a = 5%) t value calculate 5.846 and t table 1.67 meaning value t calculate bigger than value t tables. So Ho refused and Ha is received. Influence forwarding of message of vision and mission to understanding of enough big, because this research done at lecturer having obligation to vision and mission as "hand" university, and lecturer as responder has got forwarding of message that is enough.