

# Public Relations

Prepared by : Shinta D Fajarica, M.Si.

## *Understanding Public Relations*

### ◎ What is Public Relations (PR) ?

The Art

Social Science

### *Why it is called the art and social science :*

Because PR analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest in a 'pretty' method.



**Inside PR**

## Kinds of PR Definition :

- John. E. Marston :  
*“PR is planned, persuasive communication designed to influence significant public”*
- Marston also give his great explanation about PR :  
*“PR is an art to make your corporate become grace and admirable by the employee, customer, and supplier”*
- Harlow (in Grunig, James E, 1984: 7), give the definition by combining several elements from other definitions :  
*“Public Relations is the distinctive management functions which helps establish and maintain mutual line of communication, acceptance and cooperation between an organization and its public; involves the management of problems and issues; helps management to keep informed on and responsive to public opinion.....”*  
(Public Relations adalah fungsi manajemen yang membantu mendirikan dan memelihara hubungan komunikasi yang saling menguntungkan, keterbukaan dan kerjasama antara organisasi dan publiknya, melibatkan manajemen problem dan isu, membantu manajemen untuk tetap terinformasi dan *responsive* terhadap publik).

# PR FUNCTION :

- Liaison (penghubung)
- Keep the good image (menjaga citra positif)
- To ascertain and evaluate public opinion as relates to organization (mengetahui secara pasti dan mengevaluasi pendapat umum yang berkaitan dengan organisasinya)
- To counsel executive on ways of dealing with public opinion as it exists (menasehati para eksekutif mengenai cara-cara menangani pendapat umum yang timbul)
- To use communication to influence public opinion (menggunakan komunikasi untuk mempengaruhi pendapat umum)
- Interlace relationship with the media, league, etc (menjalin hubungan dengan media, lembaga, dll)

Doing PR Activity ✖ Manage PR Activity

PR Professional Skilled

Manager Skilled

- Management of PR needs both of those skills , why ???



# CONSTRAINT OF PUBLIC RELATIONS :

- ◎ Execute one of Management function by carry out planned communication, directed, and ongoing concern.

means that :

1. PR only focused on problems and issues.
2. PR helps the management to be sensitive with public opinion.
3. Helps management in serving the public.
4. Helps management in anticipate on public negative attitude.
5. Helps management in benefitted research output and communication techniques in order to reach the corporate purpose.

# PR ACTIVITY SCOPE DEPENDS ON SEVERAL THINGS :

- ⦿ Finance needs & conditions in an organization
- ⦿ Client & opinion situation which is live in certain circle
- ⦿ How's the client interpret a problem.



That's why PR Activity scope has a lot of variety, generally in a level :

- ◎ As a decision maker  
( in this section as a consultant)
- ◎ Opinion leader group  
( making a long term planning for organization activity )



# PR Position in Management usually as a part of Top Management, and the job are :

- Programming
- Relationships
- Writing
- Editing
- Information
- Production
- Special Events
- Speaking
- Research
- Evaluation



- ◉ Programming :

Making activity schedule, stake out the activity, balancing the activity with it finance, making check list in stake out the schedule.

- ◉ Relationship :

Keep the relationship with public, media and all the people that connected to organization.

- ◉ Writing :

Making out publicity through the news that made by PR.

- ◉ Editing :

PR had to has an ability to making lay out and check their publicity with their own character .

- Information :

PR supposed to be agent between public and organization or corporate.

- Production :

PR has to create their publication in order to promote the corporate for it's public.

- Special Events :

PR involvement on several events in a corporate such a good way to know how deep the people know about the corporate.

- Speaking :

PR has to be public speaker for organization's public and media, it is important to be the key person for selected the information.

## ◎ Research :

Basically, research is one of the way to get the information from public, internal or external to understand the problem in an organization. It has to be faced with a good accuracy and scientific method.

## ◎ Evaluation :

A form of step to determine the program's value include the management, output, and impact from a problem. Through evaluation, PR will know a lot of failure or success factors in a program, so that PR will know what is the next step that supposed to do.

THANK YOU

