

## IMPLEMENTATION OF MEDIA RELATIONS STRATEGY TO INCREASE COMPANY PUBLICITY

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Volume: 3  
Number: 3  
Page: 793 – 797

### Article History:

Received: 2022-09-24

Revised: 2022-10-10

Accepted: 2022-11-20

### Abstract:

Companies require the media in their efforts to develop communication with the public. There are two sides to be addressed through media relations: first, build positive relationships and connect with the mass media. Second, make the mass media partners so organizations can communicate with the public. This study aims to determine the effectiveness of the company's media relations strategy. Because creating positive or negative publicity depends on how relations with the media can be built, this type of research uses qualitative research with a case study approach. The respondents of this research are the management and employees of companies located in Jakarta. At the same time, the data collection technique used interviews, and documentation was used as secondary data derived from books, studies or previous research relevant to the objectives of the related research. The data analysis technique uses reduction, data presentation, and verification. The results of this study show that media relations strategies such as press releases, press conferences, press visits, and media meetings boost a company's image in the public consciousness and influence society's image formation. Media relations are implemented to build good media relations and obtain positive publicity. Maintaining solid media contacts also helps. So every company needs to establish good relations with the media because the company's publicity depends on how the relationship is formed. That is why, media relations are very strategic for companies to carry out their activities to increase their publicity.

**Keywords:** Strategy, Media Relations, Company Publicity.

Cite this as: INDIKA, Y.M., NAWAWI, A.D., PUTRI, A.W.A. (2022) "Implementation of Media Relations Strategy to Increase Company Publicity". *International Journal of Environmental, Sustainability, and Social Sciences*, 3 (3), 793 – 797.



## INTRODUCTION

Communication is an activity carried out by humans every day to establish relationships with each other so that all activities in human life cannot be separated from communication activities. In simple terms, communication can be interpreted as delivering messages from one party to another to create the same meaning (Ruslan, 2005). In connection with the activities of the manufacturing process to the delivery of information related to the organization, it is essential to form a part of the organization that has a special role to manage communication activities, namely public relations. For public relations practitioners and public relations officials, media relations is a must. Jerry Dalton Jr, one of the managers of corporate communications at the Aircraft Company, said that public relations are essential in establishing relations with the media (Nurudin, 2008).

The development of public relations (PR) in Indonesia is quite well developed. It is seen by the rising number of businesses that incorporate public relations within their organizational structure. It implies that public relations are now more widely acknowledged or have a role in

business. Understanding public relations' value in an organization or business is growing. Public relations serves as a mediator between the interests of the organization or business and the general public.

In establishing communication with the public, organizations need mass media, there are two sides to be reached through media relations, first, establishing good relations and communicating with the mass media. Second, make the mass media partners so organizations can communicate with the public. That is why, media relations become very strategic for the organization.

Furthermore, in communicating and establishing these relationships, organizations also use the mass media to maintain their reputation (Iriantara 2005). The most significant efforts to achieve a good form of publication, dissemination of information on various comprehensive policy programs and harmonious relations with the community can be pursued through fostering good relations with the press (Darmastuti, 2012). Publicity for business is invaluable in building credibility and awareness of your company. One example of publicity is delivering information related to the launch of the latest product to the media.

The problem in every company is the challenge of offering its products/services quickly, easily and socially acceptable to the community. The public's demand for trust causes this difficulty. Either the community trusts existing products, or it is easy to be prompted or inconsistent with consuming them in such a way that the brand position of the product for the community is determined by the brand position of the company that initiated it or vice versa.

Therefore, in order to maintain its existence, the company needs to implement a strategy where that strategy can foster trust from the public for the product or company. An effective strategy in obtaining regular customers. The strategy is publicity. Even though it is orthodox, publicity can influence how people think about the brand position of the product or company. Creating positive or negative publicity depends on how relations with the media can be built.

**Media Relations.** Media Relations is a public relations activity to convey communication messages regarding institutional, company or institutional activities, products, and activities that need to be published in collaboration with the mass media to create publicity and a positive image in the eyes of the public (Ruslan, 2005). According to Wardhani (2008), the objectives of media relations in organizations are as follows:

1. To get the broadest possible publicity regarding the activities and steps of the institution/organization that are good for the public to know.
2. To get a place in the media coverage (coverage, reports, reviews of fair, objective and balanced headlines) on matters that benefit the institution/organization.
3. To obtain feedback from the community regarding the efforts and activities of the institution/organization.
4. To complete data/information for leaders of organizational institutions to assess situations or problems that affect the company's success.
5. Create a stable and sustainable relationship based on mutual trust and respect.

**Company Publicity.** According to Kriyantono (2008), publicity is a publication that uses mass media to expand information. Publicity is a company publication published by the mass media. Publicity in the world of PR is an impact or result. Publicity then becomes a measure of PR achievement. Publicity is essential to know and measure because PR should know and monitor what appears outside the institution.

Publicity is an activity to attract customers through activities such as exhibitions, social services, sponsorship of activities, CSR (Corporate Social Responsibility) programs, and supporting or playing a role in charitable activities. Publicity is also often called public relations

(Kasmir, 2008). Publicity activities can increase the bank's prestige in customers' eyes. Therefore publicity needs to be reproduced again. The goal is for customers to get to know the bank more closely. By participating in these activities, customers will never forget the bank and are expected to attract customers (Suyanto, 2007). Publicity is a company activity designed to trigger media attention through articles, editorials and new news that are expected to maintain awareness, perspective, and image. Society toward the company remains positive (Kasmir, 2008).

Based on the description described above, the purpose of this study is to determine the implementation of media relations in increasing the company's publicity, so the author chose to conduct a study entitled "Implementation of Media Relations Strategy to Increase Company Publicity".

## METHOD

The type of research uses qualitative research with a case study approach. Qualitative research was determined because this study wanted to examine more deeply the information provided by the respondent concerned. Therefore the results of this study were closer to the quality than the quantity given. The respondents of this research are the management and employees of companies located in Jakarta. At the same time, the data collection technique used interviews, and documentation was used as secondary data derived from books, studies or previous research relevant to the objectives of the related research. Data analysis techniques use reduction, data presentation, and verification (Miles & Huberman, 1984).

## RESULTS AND DISCUSSION

A company needs mass media to build a good name or positive image so that the company can be better known by the public or even gain the public's trust, which will have an impact on increasing profits and the company's existence. Therefore, publicity activities in media relations become essential for companies when they want to market or introduce a product to the public. The company realizes awareness of the importance of publicity activities. It can be seen in the media always showing the company's publicity.

Publicity is an effort and communication to get closer to the community. This effort is realized with all aspects owned by the company, to print media, television and the internet. The aspect of creativity in exploring the essential points owned by the company makes the marketing concept and packaged in such a way that it can support communicating products or services to the company to provide information and introduce it to the public (Susetyarsi, 2012).

Concepts for company introductions that have been designed can be published through various media. One alternative that can be used is through internet media. By looking at the development of internet media, most people use various smartphones based on internet access. In addition, various internet-based social media applications have become a means for companies to publish publications. publications containing complete and detailed information can be used as a reliable source of information for consumers (Septiani, Prabawani, and Widiyanto, 2016). The advantage of using this internet media is that it can reach people with more moving targets, and the costs incurred for company publicity become more accessible and cheaper. Using this media will work better if it is done consistently and with good creativity to provide information to the public.

The media relations strategy implemented by the company to increase the company's publicity can be by continuously developing public relations materials for the mass media; using various existing media to convey messages to the public; establishing and maintaining contact with the mass media; positioning the organization as a reliable source of information for the mass

media in particular fields; positioning the organization's leadership as a spokesperson or chairman in professional associations and always coordinating with other parts of the company so that they always get the latest information (Iriantara, 2005).

The results of this study indicate that the media relations strategy carried out, such as dissemination of press releases, press conferences, press visits, and media meetings to improve the company's image in the public mind and become one of the factors that influence the formation of image in society. The importance of this strategy in using media relations and the company must run well so that the company gets positive publicity in such a way that it can improve the company's image. Publicity or publicity that is carried out on the community and the public is needed to inform about the products or services offered by government organizations, companies or individuals. One example of publicity includes releases, newsletters, magazines, journals or advertorials (Yulistiyana, 2018).

Shimp (2010) explains that brand image represents associations in consumers' memories when thinking about a particular brand. Companies are not only trying to build a positive brand image but also a specific brand image by the points in the company that will be an advantage in competing against other brands (Yohanes, Dwijayanti, and Subroto, 2021).

Based on the media relations strategy implemented by the company, it can increase awareness of the products/services offered, change attitudes from anti to neutral and from neutral to supportive of the actions taken by the company and encourage actions to support company policies. In order to gain good PR, media relations are used to build strong relationships with the media. Additionally, this is developed by keeping positive ties with the media.

So every company needs to establish good relations with the media because the company's publicity depends on how the relationship is formed. So that media relations with the company can increase the company's publicity in front of stakeholders. The success of public relations in gaining publicity can be obtained from a harmonious relationship with the media. That is why media relations are very strategic for companies to carry out their activities to increase the company's publicity.

## CONCLUSIONS

There are two sides to be reached through media relations. First, build positive relationships and communicate with the mass media in the company's efforts to develop communication with the general public. Second, make the mass media partners so organizations can communicate with the public. This study aims to determine the implementation of a media relations strategy in increasing the company's publicity because creating positive or negative publicity depends on how relations with the media can be built.

The results of this study indicate that the media relations strategy carried out, such as dissemination of press releases, press conferences, press visits, and media meetings to improve the company's image in the public mind and become one of the factors that influence the formation of image in society. Media relations are used to build positive PR to develop excellent ties with the media. Keeping positive relationships with the media is another way to do this. Therefore, any business must be able to build strong relationships with the media, as the business's publicity depends on how the relationships are created. That is why, media relations are very strategic for companies to carry out their activities to increase their publicity.

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