

Etiquette and Protocol in Public Relations Activities

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ABSTRACT

Background. Etiquette and protocols play an important role in the practice of public relations activities, ensuring effective communication and harmonious relationships with various related parties. Understanding and applying these principles not only affects the reputation of the organization, but also reflects the professionalism of a PR practitioner.

Purpose. The study aims to explore an in-depth understanding of the importance of etiquette and protocol in the practice of public relations activities, as well as to provide practical guidance for public relations professionals in strengthening their communication strategies.

Method. Pendekatan yang digunakan adalah tinjauan literatur, dengan mengidentifikasi, mengevaluasi, dan mensintesis literatur dari berbagai sumber seperti buku, jurnal, dan artikel ilmiah yang relevan dengan tema etiket dan protokol dalam konteks humas.

Results. Analisis literatur mengungkapkan bahwa etiket dan protokol berperan krusial dalam membentuk citra organisasi, mengelola krisis, dan membangun hubungan yang positif dengan berbagai pemangku kepentingan. Penerapan yang tepat dari etiket dan protokol tidak hanya meningkatkan efektivitas komunikasi, tetapi juga meminimalkan risiko kesalahpahaman dan konflik.

Conclusion. Pentingnya memahami dan mengimplementasikan etiket serta protokol dalam kegiatan humas tidak dapat diragukan lagi. Profesional humas perlu mempertimbangkan aspek-etika dan nilai-nilai budaya dalam berkomunikasi, serta menjaga konsistensi dalam penerapan protokol untuk membangun hubungan yang berkelanjutan dan saling menguntungkan dengan publik, klien, dan pemangku kepentingan lainnya. Kesimpulan ini menggarisbawahi perlunya pendekatan yang holistik dan strategis dalam mengelola reputasi dan komunikasi organisasi melalui penggunaan etiket dan protokol yang bijak dalam setiap interaksi.

KEYWORDS

Etiquette, Protocols, Public Relations Activities

INTRODUCTION

Etiquette and protocol in public relations activities are vital components that underlie professional, courteous and effective interactions between an organization and its publics. In the world of public relations, etiquette encompasses the rules of polite and appropriate behavior in various situations, while protocol refers to a set of

Citation: Alfina, Alfina., Mayasari, D. A., & Fitriani, R. B. (2024). Etiquette and Protocol in Public Relations Activities. *Journal of Humanities Research Sustainability*, 1(1), 41–48. <https://doi.org/10.70177/jhrs.v1i1.1002>

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Received: June 08, 2024

Accepted: June 10, 2024

Published: June 15, 2024



official procedures that must be followed in formal events or communications. Both aspects play an important role in building and maintaining a positive image of the organization, as well as facilitating harmonious relationships with various stakeholders (Simamora dkk., 2022).

Good etiquette allows PR practitioners to interact with confidence and respect in a variety of situations, both formal and informal. Proper protocol, on the other hand, ensures that all activities and events run smoothly and as expected. For example, in the organization of press conferences, business meetings, or corporate events, the correct application of protocol is essential to create a professional and organized impression (Fadlilah, 2023).

Understanding and applying good etiquette and protocol not only helps in preventing misunderstandings and conflicts, but also enhances the effectiveness of communication and messages delivered to the public. Therefore, good etiquette and protocol are essential skills that every PR professional must possess to achieve success in their tasks (Fakhirah & Hernawati, 2022).

Understanding and applying good etiquette and protocol is crucial for public relations (PR) professionals as they navigate the complexities of interpersonal and organizational communication. In the dynamic and often high-stakes world of PR, where relationships with clients, media, stakeholders, and the public are paramount, the way professionals conduct themselves can significantly impact their effectiveness. Etiquette encompasses the norms of behavior that govern interactions, while protocol dictates the formalities and procedures observed in various situations. Together, they create a framework that ensures professionalism, respect, and clarity in communication, which are essential for building trust and fostering positive relationships (Permini & Atmaja, 2022).

One key aspect of good etiquette in PR is respect for cultural sensitivities and diversity. PR professionals often work with diverse audiences globally or within multicultural societies, making it essential to understand and navigate differing cultural norms (Nurdiansyah, 2023). By demonstrating cultural competence and sensitivity, PR professionals can avoid inadvertent misunderstandings or offenses that could damage relationships or tarnish reputations. Moreover, adhering to protocol ensures consistency and reliability in PR efforts, whether it involves media relations, crisis management, or corporate communications. Following established procedures not only demonstrates professionalism but also enhances efficiency and effectiveness in delivering messages and managing campaigns (Imran, t.t.).

Furthermore, good etiquette and protocol contribute to the credibility and trustworthiness of PR professionals and their organizations. Consistently applying these principles helps establish a positive reputation and reinforces the integrity of the messages conveyed (Alfatsyah, 2020). Whether interacting with clients, journalists, or the public, PR professionals who exemplify good etiquette are more likely to be perceived as competent and reliable partners. This perception is invaluable in an industry where reputation and relationships can determine the success of campaigns and the longevity of client partnerships (Oktavianti & Tamburian, 2021).

In conclusion, mastering the art of good etiquette and protocol is indispensable for PR professionals striving for success in their roles. By understanding and applying these principles effectively, professionals can navigate the complexities of communication with confidence and integrity. Ultimately, good etiquette and protocol not only prevent misunderstandings and conflicts but also enhance the impact and effectiveness of PR efforts, ensuring that messages are delivered clearly and received positively by the intended audience. Thus, investing in these essential skills is crucial for any PR professional aiming to excel in their field and achieve long-term success.

One area of research that underscores the importance of good etiquette and protocol in PR is the study of communication effectiveness and stakeholder perceptions. Research has shown that

stakeholders, including clients, media representatives, and the general public, respond more positively to organizations and individuals who demonstrate respectful and professional conduct. Understanding how etiquette and protocol influence stakeholder perceptions can provide valuable insights into improving communication strategies and relationship management in PR. By exploring these dynamics, researchers aim to uncover best practices that not only enhance organizational reputation but also contribute to achieving strategic communication objectives effectively. Thus, ongoing research in this area is essential for PR professionals seeking to refine their skills and maintain competitive advantage in the rapidly evolving field of public relations.

RESEARCH METHODOLOGY

The method we used in writing this article is a literature review or an approach used in research to identify, evaluate, and synthesize literature from sources (books, journals, and articles). This method aims to explore a deeper understanding of the problem being investigated by collecting and analyzing various existing literature sources and the results are presented in this article (Bavaresco, 2020; Bolaños, 2023).

Through the literature review method employed in this article, a thorough analysis was conducted to deepen the understanding of etiquette and protocol in the realm of public relations (PR). The first phase of the analysis involved identifying and selecting pertinent literature that addressed the roles, definitions, and applications of etiquette and protocol in PR. This process included gathering scholarly articles, books, and reputable journals that discussed various aspects of interpersonal communication, organizational behavior, and cultural sensitivity within PR contexts. By systematically reviewing and synthesizing these sources, the article established a foundation of knowledge regarding the significance and implications of etiquette and protocol for PR professionals (Atarama-Rojas, 2022; Kostagiolas, 2021).

Subsequently, the analysis focused on evaluating the findings and insights extracted from the literature to uncover patterns, trends, and practical implications. Key themes emerged through this process, such as the impact of effective communication protocols on relationship management, crisis resolution, and reputation management in PR. The review highlighted the importance of etiquette in fostering positive interactions with stakeholders, enhancing credibility, and ensuring messages are conveyed with clarity and sensitivity. Additionally, the analysis explored how cultural nuances and ethical considerations influence the application of etiquette and protocol in global PR practices. By examining case studies and empirical research, the article provided evidence-based recommendations for PR practitioners seeking to optimize their strategies through a refined understanding of etiquette and protocol dynamics.

In conclusion, the literature review method not only facilitated a comprehensive exploration of etiquette and protocol in PR but also underscored their strategic relevance in achieving communication objectives. By synthesizing diverse perspectives and scholarly contributions, this analysis aimed to equip PR professionals with actionable insights to navigate complex communication landscapes effectively. Moreover, the findings contribute to advancing theoretical knowledge and guiding future research directions in the evolving field of PR ethics and practice.

RESULT AND DISCUSSION

Definition of Ethics

The definition of ethics (etymology) comes from the Greek language, namely *ethos* which means the limit of decency or custom (custom) ethics is usually closely related to the word moral

which is a term from Latin, namely *mos* and in its plural form *mores*, which means there is a habit or way of life of a person by doing good deeds (decency) and avoiding bad things.

Ethics is the study of "right or wrong" in human behavior or actions (right or wrong in human conduct). Moral is almost the same meaning, but in daily activities there is a difference. Moral or morality is used for the assessment of actions performed, while ethics is used for the study of the prevailing value system.

In Islam, ethics is called morals. *Akhlaq* is the jama' form of *khuluq*, meaning character, temperament, behavior or character. The word morals indicates a number of natural traits in humans and a number of traits that are cultivated, so it is as if this moral nature has two forms, namely: The first is *dzahiriah* which is manifested in behavior and the second is *batiniyah* (psychology). Morals are a state of the soul in humans that can cause actions or behavior without going through thinking and considerations that are applied directly in the form of daily behavior and attitudes. This means that morals are a reflection of the state of one's soul, if the soul is good, then the behavior or morals are also good and vice versa, if the soul is bad then the morals are also bad or bad.

For humans, morals or ethics play a major role in human life, especially for organizers. Success in achieving a goal is greatly influenced by morals or ethics. Especially for a public relations practitioner, in its implementation prioritizing morals or ethics, it will become a character value that has an influence on the achievement of a goal. There are at least 5 morals or ethics of public relations in Islam which are the basic foundation, as in the character of the Prophet Muhammad, namely *Shiddiq*, *Istiqamah*, *Fathonah*, *Amanah*, *Tabligh* or abbreviated as *SIFAT*.

The Relationship between Ethics and Image in Public Relations Activities

The term ethics is defined as a standard of conduct that leads individuals, ethics is a study of the lawful and right and moral actions that a person does.¹ Ethics and image in public relations activities have a close relationship and influence each other. Here's the explanation:

Ethics as the Basis of Public Relations Operations

Ethics in public relations refers to the moral principles that guide professional behavior. This includes transparency, honesty, responsibility, and integrity. The application of strict ethics ensures that the information presented to the public is true and not misleading, which in turn builds trust and credibility.

The Influence of Ethics on Image

The image of an organization is greatly influenced by the public perception of the integrity and honesty of the organization. When an organization practices high ethics in its communication and interactions, it creates a positive image in the eyes of the public. Conversely, ethical violations, such as the dissemination of misinformation or manipulatively, can damage public image and trust.

Crisis Management and Ethics

In a crisis situation, an ethical approach is essential. A transparent and honest response can reduce negative impacts and help restore the organization's image. Crises that are handled unethically often exacerbate situations and damage long-term reputations.

Ethics and Long-Term Relationships

Ethical PR practices help build long-term relationships with various stakeholders, including customers, investors, and the general public. Relationships based on this trust are essential for the continuity and success of the organization.

The Importance of the Professional Code of Ethics

Many public relations organizations have a code of ethics that their professionals must follow. This code serves as a guide to maintain ethical standards in all public relations activities. Adhering to this code of conduct helps ensure that all public relations actions support the creation and maintenance of a positive image of the organization.

Overall, ethics and image in public relations are two elements that cannot be separated. Consistent application of ethics not only helps to build and maintain a positive image, but also strengthens the organization's trust and credibility in the eyes of the public.

The success of public relations activities does not only depend on the services produced, but also a positive image. Image is the way others perceive a company, a person, a committee, or an activity. In general, image is defined as the impression of a person or individual about something that appears as a result of his knowledge and experience. Images are formed based on the knowledge and information that a person receives. Public relations is described as input-output, the internal process in this model is image formation, while input is the stimulus given and the output is a specific response or behavior. The image itself is described through perception-cognition-motivation-attitude. The four components of perception-cognition-motivation-attitude are interpreted as the individual's image of the stimulus.

A positive image is very important to be built by public relations so that it can be attached both in the eyes of the public and in the eyes of the government. In an effort to build a positive image, communication and openness are important. In building a positive image, public relations can take advantage of the help of the media. The form of media utilization to channel the flow of information can be done through several types of media, namely print media, for example, newspapers and magazines, electronic media, for example, radio and television, and new media, for example, the internet. Especially in this era of globalization where technological developments are becoming more and more rapid so that the flow of information flows quickly and makes people can easily access information.

Precedence Guidelines

Describing precedence comes from the French language, which in English is called precedence, which means order or place, in the sense of order based on priority. Precedence can also be interpreted as rules or norms that apply in the seating arrangement of officials, which are generally sorted based on the position of state obedience of the officials concerned, administrative or structural positions, and social positions. Some precedence groups are grouped as follows:

Very Important Person (VIP), the party is prioritized based on their position or position.

Very Important Citizen (VIC), the party is prioritized based on their social status.

Pedoman Precedence:

Basic rules of precedence

The party that is considered the most important, who has the top priority.

If people are in a sitting position or standing in a parallel position, the most important party is on the right side.

General rules of precedence

If the sitting position is facing the table, then the most prioritized party sits facing the exit, and the party with the last priority is in the position near the door.

In the order of the position in line, the preferred party is on the outer right side or in the middle position, depending on the situation.

Seating rules

The first priority is the highest seat.

Next, it is arranged in order based on the location of the main next place, the right is the order of number three, the left is the order of number three.

Vehicle entry rules

Vehicle entry rules for official or state invitations must be attention and require special handling and careful planning. The type of vehicle also affects the rule. In addition, drivers must also know the protocol, including adjusting.

Appearance.

Aircraft: the first priority party will enter the plane last, while when disembarking, the priority will go down first.

Ships: priority will go up and down first.

Car or train: priority will go up and down before the others, depending on the situation.

The position of the vehicle should be faced to the left, which means that the vehicle will go to the left position of priority.

Priority is given to the sitting position on the right.

When the vehicle arrives at the destination and device, it is recommended that the vehicle is faced to the right, making it easier to get off first.

If the car is ridden by three people and sits in the back, then the priority is positioned to sit on the right, then the second priority sits on the left, and the next party sits in the middle.

If the car is possible to be occupied by more than 5 or 6 people, because there is an additional trunk in the middle, then the middle trunk is occupied by the person in the lowest position, the higher one occupies on the right and left.

Fashion.

State Preasence

Préseance or also interpreted as a protocol is a guideline of behavior or official rules involving the government and the state and its representatives. In Law Number 9 of 2010, guidelines for state events or official events that include venue arrangements, ceremonies, and respect arrangements are a form of respect for a person in accordance with his position and/or position in the state, government, or society. The order of seating in Indonesia is regulated in presidential decree Number 265 of 1968 (Public Relations of the Ministry of Foreign Affairs of the Republic of Indonesia, 2017).

Ethical Violations in Public Relations Activities

When compared to other public relations activities, many factors affect Violations in public relations activities can occur when a person who works as a public relations does not comply with the ethical standards that have been set. Here are some examples of ethical violations in human activities:

Defamation of Agencies:

In the research on Ferdy Sambo, it was found that violations of the code of ethics of the public relations profession had defamed the institution of the National Police.

Damage to Image and Reputation:

Violations of the code of ethics of the public relations profession can also damage the image and reputation of agencies that lie. An example of this can be seen in the case of Ferdy Sambo, where violations of the code of ethics have damaged the image and reputation of the National Police.

Spreading Incorrect Information:

In some cases, humans can spread false or floating information, such as in the case of the Lapindo Brantas Mud, where PT Lapindo Brantas covered up the existing facts in various ways.

Deviating from the Norms of Professional Behavior:

In some cases, public relations can violate the professional code of ethics, such as in the case of Eva of PT KAI Commuter Line, where she gave a one-sided statement emphasizing that the public should be more careful, and not respect the interests and self-esteem of the general public.

Using Media to Spread Incorrect Information: In some cases, humans can use the media to spread incorrect information, such as in the case of KAI Commuter's Twitter, where the public relations of PT KAI Commuter Line gave dishonest and unprofessional statements.

Ethical violations in humanitarian activities can have far-reaching negative impacts, such as damaging the image and reputation of the agency, harming society, and disrupting the public interest. Therefore, it is imperative for mankind to adhere to established ethical standards and to maintain the dignity and good name of their company, nation and country.

CONCLUSION

Ethics is the study of "right or wrong" in human behavior or deeds (*right or wrong in human conduct*). The definition of ethics in Islam is called morality, which is a reflection of the state of a person's soul, if the soul is good, then the behavior or morals are also good and vice versa, if the soul is bad, then the morals are also bad or bad. Ethics and image in public relations activities (public relations) have a close relationship and influence each other. As is the case in Ethics as the basis of public relations operations, the influence of ethics on image, crisis management and ethics, Ethics and long-term relationships, The importance of professional codes of ethics. Overall, ethics and image in public relations are two elements that cannot be separated. Consistent application of ethics not only helps to build and maintain a positive image, but also strengthens the organization's trust and credibility in the eyes of the public. Precession can also be interpreted as rules or norms that apply in the seating arrangement of officials, which are generally sorted based on the position of state obedience of the officials concerned, administrative or structural positions, and social positions. Several precession groups are grouped such as Very Important Person (VIP), Very Important Citizen (VIC). And the preaseance guidelines are the basic rules of preaseance, the general rules of preaseance, the seating rules, the rules for entering vehicles. Préseance or also interpreted as a protocol is a guideline of behavior or official rules involving the government and the state and its representatives. Ethical violations in humanitarian activities can have a wide range of negative impacts, such as damaging the image and reputation of the agency, harming the community, and interfering with the public interest. Therefore, it is very important for humanity to adhere to the ethical standards that have been set and to maintain the dignity and good name of its company, nation, and country.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

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