

The Essence of Public Relations

Afrida Naila Azmi¹ , Ajeng Sista Kusuma² , Raska Pradana³ , Rihma Qoshdatus Salma⁴ , Khusnul Khotimah⁵ 

^{1,2,3,4,5}Universitas Islam Negri Sayyid Ali Rahmatullah
Tulungagung, Indonesia

ABSTRACT

Background. Public relations is the art of creating better public understanding so as to deepen public trust in individuals/organizations. Public relations conveys various important information, both in the context of government, companies and offices. The basic function of public relations is as a transmitter of information and public relations as an information seeker.

Purpose. Basically, public relations itself is a modern and structured management tool which is an integral part of an organization or company so that public relations is not a function that is separate from institutional or organizational functions and companies but is attached to company management.

Method. This research uses qualitative methods with a focus on natural phenomena without manipulation. Data was collected in depth through library research by reviewing related writings and library sources. Data collection techniques use a literature approach with relevant material. Data sources come from research, writings and published books. Analysis is carried out through reading, investigating and reviewing these sources.

Results. Public relations is planned communication between an organization and the public to achieve common goals through understanding and support from the community. Its functions include conveying and searching for information, fostering positive relationships, supporting management, and shaping the organization's image. Public relations works through two-way communication, both internally and externally, with the aim of creating cooperation and understanding. The role of public relations includes being a liaison, relationship builder, management supporter, and image shaper. Public relations also functions to maintain relationships with internal and external parties of the organization.

Conclusion. Public Relations (Public Relations) is planned communication in good faith through the media to gain public recognition, acceptance and support in order to achieve common goals. Its basic functions include conveying and seeking information about organizations and public opinion. The goal of public relations is to create mutual understanding, trust, and cooperation between organizations and the public. His main roles include being a liaison, building positive relationships, supporting management, and shaping the company's image. Public relations also carries out mutual communication, managing the organization's internal and external relations as part of its inherent management function.

KEYWORDS

Communication, Image, Public Relations

INTRODUCTION

Public Relations is a management function held to assess and summarize public attitudes, adjust agency or

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Correspondence:

Afrida Naila Azmi,
afridanaila22@gmail.com

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agency policies and procedures an organization with a public interest, running a program to gain public understanding and support (Ahmed, 2021). Public Relations seeks to develop positive public opinion towards an institution/agency (Grassi, 2020). The public must be given information regarding their interests, so that understanding and suggestions will emerge from it which must be taken into account by the institution concerned (Ettinger, 2021). The basic elements of public relations are that public relations is a social management philosophy, public relations is part of the philosophy in decision making, public relations is action as a result of decision making, public relations is two-way communication that supports the creation of policies, is informative, defends and promotes to the public so that they gain understanding and goodwill (Chen, 2021).

Public Relations in all activities and techniques/tips used by organizations or individuals to create or maintain a good attitude and response from external parties towards their existence and actions (Ghai, 2020). Public relations is the overall effort carried out in a planned and continuous manner in order to create and maintain goodwill and mutual understanding between an organization and all audiences (Jung, 2019). (public relations) is a management function that typically supports the development and maintenance of a common path between an organization and its publics regarding communication, understanding, acceptance and cooperation, involves implementation and response in relation to public opinion, establishes and emphasizes management's responsibility to serve the public interest, supports management in keeping up with and utilizing change effectively, acting as an early warning system in assisting trends, and using research and sound and ethical communication techniques as primary tools (Alhayani, 2022).

Public relations management means planning, implementing, organizing and evaluating communication activities supported by an organization, from small group meetings to international press conferences via satellite, from making brochures to national campaigns via multimedia, from organizing open house events to political campaigns, from public service announcements to handling crisis management cases (Ali, 2020).

RESEARCH METHODOLOGY

This research uses a qualitative method that explains a phenomenon and collects data in as much depth as possible in order to clearly provide the data being studied (Guo, 2020). Qualitative research is carried out on natural objects, namely objects that develop as they are, are not manipulated by the researcher and the presence of the researcher does not influence the dynamics of the research object (Alon-Barkat, 2020). Data analysis is more focused on library research, researchers analyze using reading, investigating and reviewing written sources related to the issue to be discussed (Ettinger, 2021). The data collection technique used is a literary technique by collecting library materials related to the object of discussion under study. The data sources used in this research are research results or writings by researchers as well as books written and published by the author.

RESULT AND DISCUSSION

Definition of Public Relations

Understanding Public Relations: According to Haris Munandar, Frank Jefkins' definition of public relations, namely 'public relations is something that summarizes all planned communication,

both internal and external, between an organization and all its audiences in order to achieve specific goals based on mutual understanding' (Niu, 2021). Meanwhile, R. Sudiro Muntahar defines 'public relations as a planned business activity involving good faith, sympathy, mutual understanding, to obtain recognition, acceptance and support from the community through communication and other means (mass media) to achieve mutual benefits and agreements' from The two statements of these experts can be taken as the bottom line that Public Relations is planned communication in good faith using the media to gain recognition, acceptance and support from the community with the aim of creating common goals or institutional goals.

Basic Elements of Public Relations

Public relations is a social management philosophy and part of the philosophy in decision making. The basic functions of public relations are: 1. Public relations as a conveyor of information. Here, public relations is tasked with conveying all important information about the organization to the public. By conveying this information, it is hoped that the public can understand the organization's point of view regarding a particular issue or problem. 2. Public relations as an information seeker. Here, public relations is tasked with seeking all information relating to public opinion (opinions, complaints, thoughts, criticism, praise, satisfaction, etc.) about the organization (Kumar, 2023).

By knowing public opinion for certain, public relations can provide input to the organization based on that opinion so that it is hoped that the organization will not make wrong decisions that will harm the position of the organization itself. Judging from the two basic functions of public relations, it is not an exaggeration if many parties analogize the function of public relations as a bridge that seeks to connect two parties in a balanced and solid manner. As a bridge, it is also understandable that public relations is actually a profession that seeks to serve two different interests, which can be brought together as much as possible without disappointing either party.

Public relations is two-way communication that supports policy creation, information, maintenance and promotion to the public so as to gain understanding and goodwill (Cuocolo, 2021). Basically, public relations itself is a modern and structured management tool which is an integral part of an organization or company so that public relations is not a function that is separate from institutional or organizational and company functions but is attached to company management. This allows public relations to carry out reciprocal two-way communication between the company or agency it represents and the public (Larsen, 2021). According to the role played, it also determines the success or failure of the vision, mission and goals of the company or agency. So the general role of public relations in the management of a company can be seen from the main activities of public relations, namely, evaluating public attitudes or opinions, identifying policies and procedures of the organization, company or agency, planning and implementing public relations activities.

Goals and Functions of Public Relations

Meanwhile, the objectives of public relations according to Frida Kusumastuti formulate the objectives of public relations as follows: a. Maintaining mutual understanding b. Maintain and form mutual trust c. Maintaining and creating cooperation So it can be concluded from this understanding that the aim of public relations is to create and maintain relationships of mutual trust in order to create good cooperation with the public or between agencies.

The function of public relations according to Irving Smith Kogan in his article Public Relations states that the main function of public relations includes the function of management as a researcher and assessor of people's tastes and attitudes, aligning organizational policies with the public interest, and formulating and implementing a work program to gain public support and trust.

The Role of Public Relations

There are four main roles in public relations explained by Rosady Ruslan: 1. As a communicator or liaison between the organization or institution represented and the public. 2. Building relationships, namely trying to build positive and mutually beneficial relationships with the public. 3. The role of back up management, namely as a supporter in the management function of an organization or company. 4. Forming a corporate image, meaning that the role of public relations seeks to create an image for the organization or institution. From the opinion above, we can narrow down the definition of the function of public relations as a means of good liaison between the public and corporations or institutions with the aim of forming a good opinion of the public towards the institution (Ji, 2022). From the role of public relations itself, it can be underlined that public relations is a communicator who provides information or news to communicants or recipients of information in the hope of getting a good opinion from the institution/agency. Public relations as a coach is meant in this context to build good relations between the public or between collaborating institutions. whereas in back up management here it is usually known as the public relations process, namely fact finding, planning, communicating and evaluating. and the last is the aim of the role of public relations, namely as forming a good image or view of society (corporate image).

Scope of Public Relations

The scope of public relations in its activities, public relations seeks to organize reciprocal communication (two-way communication) between companies or institutions and the public with the aim of creating mutual understanding and support for the achievement of certain goals, policies, activities for the production of goods or services and so on, for the progress of the company or a positive image for the institution concerned (Ou, 2021). The implementation of communication activities in practice cannot be separated from the relationship with the public outside the institution/agency. This is because the public relations strategy activities aim to obtain and maintain good relations with the public. According to Rahmat in his book 'School Public Relations Management', he explains that the scope of public relations management in an educational institution includes internal public relations and external public relations (Pang, 2019).

Internal Public Relations

Internal public relations are people who are or are covered by institutions/agencies, all employees from staff to subordinate employees. In internal public relations, there are several aspects that need to be considered, namely: (1) Internal communication, which is one of the important aspects in internal education public relations management. Good internal communication can increase work effectiveness and strengthen relationships between members of educational institutions. (2) Good leadership can influence the quality of communication and performance of members of educational institutions. Effective leadership can motivate members of educational institutions to work better. (3) A positive organizational culture can create a harmonious and

productive work environment. A good organizational culture can also improve the quality of communication between members of educational institutions.

Internal public relations includes the first, namely employee relations, namely maintaining a special relationship between management and teachers in formal staffing. For example, regarding placement, transfer, promotion, dismissal, retirement and so on. Human relations maintains special relationships between fellow citizens in the school informally, as humans (humanely). Interaction between humans, not as a formal human relationship (Daoui, 2022). Labor relations maintains the relationship between the principal and the committee and participates in resolving problems that arise, taking preventive actions to prevent difficulties that arise. Stockholder relations industrial relations. In accordance with the nature and needs of the school, namely establishing relationships with shareholders (Geng, 2021). External public relations External public relations are people outside the organization or company who seek to create a positive image about the organization or company. External public relations are very important in determining the success of an organization or company's public relations activities.

Relations with the government (government relations) are relations in managing and maintaining relations with the government, both central and regional governments, as well as official institutions related to school activities. Relations with the community (community relations) are relationships in managing and maintaining relationships with the local community. If there is no community participation, it will be difficult for educational institutions to develop, so there is a great need for a relationship between the institution and the community. Supplier relations organizes and maintains relationships with dealers (contractors), suppliers so that all the agency's needs can be received regularly (Aly, 2019). Relationships with customers (customer relations) are relationships in managing and maintaining relationships with customers (in this case parents), so that the relationship is always in the situation that the customer really needs education, not the other way around (Domaradzki, 2021).

Difference between Public Relations and Public Relations

Public relations as a science and skill, in its activities often carries out management functions. Public relations is attached to the existence of management, it cannot be separated from management (Zeng, 2020). Consequently, where there is management there is public relations, and vice versa, where there is public relations there must be management. Therefore, public relations is often said to be inherently related to management. The term public relations (public relations) is another term for public relations (Larsen, 2021). This term is not appropriate to use as a translation of public relations because the term public in public relations is not appropriate when interpreted as society because the concept of public in this case is different from society (Fung, 2020). Public are people who are involved or interdependent with the organization/company. The public is a group of people who have the same interests or concerns. So, public is narrower in nature than society which usually has a broader meaning, meaning it is a forum for all social relations with all their networks in a general sense without any particular boundaries.

However, because people are already familiar with the term Public Relations and it is very difficult to straighten it out even though efforts in that direction already exist, the term Public Relations still exists even in government agencies or private companies in general. This is reasonable because if we observe the public relations activities carried out in Indonesia, the

orientation still tends to be towards fostering relations with the external public, while there is still much that has not been touched on with the internal public. This situation also causes the term public relations to be in principle the same as public relations. For this reason, theorists must understand this, and then the term public relations is considered as a substitute term for public relations, not as a translation, provided that the application is expected to be carried out correctly.

The definition of human relations is one of the studies in the field of communication science. According to the origin of the word, human means human, relations means relationship. The human relations referred to here are human relations, human relations in which there are communicative-persuasive-suggestive activities and both parties feel satisfied, which are the human aspects of human relations (Zulkifley, 2019). The communicative, persuasive and suggestive activities mentioned above are when we interact with other people or communicate with other people, we must always explain as clearly as possible the message we are conveying, and provide understanding to the person we are talking to, regarding the message we are conveying (Banu, 2020). so that we have the same perception of the meaning of the message conveyed, sometimes misunderstandings or what is usually called miscommunication between one individual and another individual often occur due to differences in perception between the communicator and the person being communicated with (Jain, 2022). Persuasive means that when communicating you need to be persuasive or persuade and convince the communicant so that they want to do what the communicator wants. Suggestive is an encouragement for the communicant to do what the communicator wants.

Public relations and human relations from different perspectives The description of public relations and human relations above is a communication perspective (Azam, 2021). There are two differences in relationships between people within an organization, namely human relations for relationships with people within the organization (internal relations) and public relations for organizational relationships with parties outside the organization (external relations). If we look again at the meaning of public relations from a communication perspective, the opinion of Sondang P. Siagian is very different. From an administrative perspective, Siagian says that public relations is an organization's relationship with parties outside the organization. Meanwhile, in public relations from a communication perspective, the public in public relations is divided into two, namely: internal public and external public (Gilder, 2019).

Internal public are all elements that are within the control of the organization, such as managers, employees, shareholders, employee families, etc. External public are all elements that are outside the control of the organization, such as consumers, government, banks, suppliers/partners, distributors, observer groups, mass media, surrounding communities (community public), and others (Dineen, 2019). Public relations from a communication science perspective does not only build external relations or relationships with parties outside the organization. But also with parties within the organization or with the internal public (Imran, 2021). For example, when an employee strike occurs due to a desire for a salary increase, the job of a public relations person is to mediate between the leadership and the demonstrating employees. Public relations provides information about employee desires to leaders, and vice versa, PR provides information about the company's financial condition to employees who are demonstrating. This is what is said to be a two way communication activity which is the function and role of public relations. This is reasonable because if we observe the public relations activities carried out in Indonesia, the orientation still

tends to be towards fostering relations with the external public, while there is still much that has not been touched on with the internal public.

CONCLUSION

Public Relations (Public Relations) is planned communication in good faith through the media to gain recognition, acceptance and support from the community. The basic function of public relations includes conveying important organizational information to the public as well as seeking information related to public opinion towards the organization. The aim of public relations, as explained by Frida Kusumastuti, is to maintain mutual understanding, build trust, and create good cooperation between organizations and the public. In its role, public relations functions as a communicator, relationship builder, management supporter, and company or institution image shaper.

The scope of public relations involves reciprocal communication between companies or institutions and the public to achieve certain goals, such as company policies or activities. Public relations is also attached to the management function because where there is management, there is public relations. The term public relations is often used as a translation of public relations, although conceptually 'public' in public relations is different from 'society.' Public relations is a science that carries out management functions and plays an important role in maintaining good relations between internal and external publics.

AUTHORS' CONTRIBUTION

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

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

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

Author 5: Supervision; Validation.

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