

# The Activities Of Media Relations By PT IDC Indonesia In Maintaining The Company Image

Fitria Kholwatiandhani, Sari Ramadanty

**Abstract:** The purpose of the study is to determine the strategy of media relations conducted by PT IDC Indonesia to maintain corporate image. Challenges and solutions encountered in media relations activities. This research method with semi-structure interviews, observation, literature study, and documentation. Data analysis using reduction technique, display, and verification. The results of this research indicate that PT IDC Indonesia conducting media relations to maintain a positive image by publicize and promote the latest research from PT IDC Indonesia. Basically a media relations activities that have been done by PT IDC Indonesia need to be improved with doing other media relations activities.

**Index Terms:** Corporate Image, Media Relations, Public Relations

## 1 INTRODUCTION

THE A company carries out communication activities to interact with internal parties and external parties in an effort to achieve company goals. Communication has an important role to convey messages to the public. Public relations (PR) is one part of a company that has responsibility for communication activities between companies and the public, because the communication carried out will have an impact on the assessment and opinions of the public that will shape the company's image. Having a positive image will provide many benefits for the company, including the creation of public trust and increasing public awareness of the company. Corporate image or corporate image is the impression, description, or impression of the public psychological of various company activities that are assessed based on their knowledge and experience where the impression can be of good and bad value [1]. One of the PR efforts in maintaining a positive image is through media relations activities. Media relations is a public relations communication activity to establish good order to achieve maximum and balanced organizational publications [2]. PR must understand how to maintain good relationships with the media to obtain a positive image in the eyes of the media. One of the PR efforts in maintaining a positive image is through media relations activities. Media relations is a public relations communication activity to establish good order to achieve maximum and balanced organizational publications [2]. PR must understand how to maintain good relationships with the media to obtain a positive image in the eyes of the media. Media relations activities that can be done by PR include holding a press conference that aims to invite the media to deliver material and information, provide a press release containing written information from the company to be published to the media, hold a press briefing as a routine meeting between the company and the media.

To deliver information directly from sources from the company, hold a special event involving the media, provide the media with an opportunity to hold a press interview to obtain information from company sources, hold a press luncheon by giving journalists a lunch so that reporters can meet with top management company, and do a press tour by inviting journalists to visit the company to provide information about the company [3]. Media relations activities occupy an important position in the work of a PR because the mass media is the gatekeeper (Gatekeepers) and controls information that flows to the community in a social system [3]. PR efforts to build relations with the media are conducting media relations and PR writing activities such as press releases. Both of these aspects need to be balanced in order for media relations activities to be more efficient. PR must have the right and efficient strategy in conducting media relations. The strategy that has been created is a pattern of interaction that PR will do with journalists to work well together. The strategy was made so that the creation of a sense of mutual understanding between PR and the media / journalists in doing their respective tasks. PT IDC Indonesia is a market research company engaged in information technology (IT). The company provides consulting services, market research and events related to the IT industry such as financial technology (fintech), e-commerce, cloud computing, client devices, and so on. PT IDC always produces the latest data in each quarter. The data produced by PT IDC is the result of research conducted by analysts, the data has a high value, so the client or vendor needs to invest a certain amount of funds to get the data to support the business strategy. This research makes PT IDC Indonesia an object of research because the greater the business competition in the technology industry so that PT IDC must be able to continue to compete and make it a trusted market research company. To expand its business network, PT IDC conducts media relations activities to promote the results of the latest data and improve the existence of PT IDC Indonesia in the technology industry. The division that handles media relations activities is the PR & Events Marketing division. The media relations activity carried out by PT IDC has its own appeal, namely by providing information in the form of data obtained from IDC analysts. This information is presented in the form of PR writing such as press releases, through press conference activities, and conducting media interviews or press interviews. The activity aims to allow public relations to publish information conveyed through the media, both

- Fitria Kholwatiandhani, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480.
- Sari Ramadanty, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480. E-mail: [d4781@binus.ac.id](mailto:d4781@binus.ac.id)

print and electronic media. Based on the background described, this research will focus on activities.

#### **Benefits for Academics**

- a. The results of this study are expected to be useful in the academic field to find out how the Public Relations task in maintaining the company's positive image through media relations activities
- b. This research is expected to be used as a reference to develop further research related to the role of media relations on the positive image of the company.

#### **Benefits for Practitioners**

- a. Benefits for PT IDC Indonesia in this study to provide advice for companies in conducting media relations in the future.
- b. The benefits for PT IDC Indonesia in this study can be used as an illustration of how media relations activities are carried out to maintain the company's positive image.

#### **Benefits for the Community / General**

- a. The results of this study are expected to provide insight to the public about how Public Relations builds and maintains the company's image through media relations activities.
- b. This research is expected to be a source of information relating to media relations activities in companies to create a positive image of the company.

## **2 RESEARCH METHOD**

The research method used in this research is Descriptive Method - Qualitative. Qualitative research according to [4], is a study aimed at describing and analysing the phenomena, events, activities, social, attitudes, beliefs, perceptions, thoughts of an individual or group. Qualitative research has two main objectives, first describing and revealing (to describe and explore) and secondly describing and explaining (to describe and explain). Data in qualitative research are descriptive data and tend to use analysis with an inductive approach. Processes and meanings based on the subject's perspective are more highlighted in qualitative research. Criteria for data in qualitative research are definite data, data that occur as it is [5]. In this study using primary data collection techniques in the form of structured interviews and non-participant observation, as well as secondary data collection techniques in the form of library studies and documentation. The types of data can be grouped into two parts, namely:

#### **Primary data**

Primary data is data obtained from primary sources, namely information from first hand or resource persons [5]. In this analysis, the primary data to be obtained is the content of the communication carried out.

#### **a. Structural Procedure**

The type of interview used in this study is structured interview (Structured interview). Data collection from structured interviews is to prepare research instruments in the form of written questions and alternative answers that have been prepared. In conducting interviews, in addition to carrying a list of questions as guidelines for interviews, data collection can also use tools such as tape recorders [6].

This study uses purposive sampling to determine the sources to be interviewed by giving certain considerations that aim to obtain more representative data [6].

#### **b. Non-participant observation**

Non-participant observation is that participants are not involved with the activities of the people being observed and only independent observers. Data collection with nonparticipant observation will not get deep data, and will not reach the level of meaning. Meanings are the values behind visible, written and written behavior. [6]. Observations in this study were using non-participant observation because this study only observed how the process of media relations activities at PT IDC Indonesia took place, and noted these activities as supporting data from this study.

#### **Secondary Data**

According to Wardiyanta [5], secondary data is information obtained not directly from the sources, but from third parties. Secondary data is used as supporting data that strengthens the primary data obtained from observations and interviews. There are two events to obtain secondary data, namely:

#### **a. Literature review**

A step taken to obtain information from previous research by collecting data through various materials such as books, documents, notes, and historical stories. The information obtained is used as supporting data from the research that will be made.

#### **b. Documentation**

Documentation is one of the data collection techniques used in the methodology of social researchers to trace historical data. Most of the data is available in the form of diaries, mementos, and reports [7]. This study uses library research and documentation to obtain information as a support from the data that has been generated from interviews through bubku, notes, and reports on the results of media relations activities that have been carried out by PT IDC Indonesia.

## **3 RESULT AND DISCUSSION**

### **1. PT IDC Indonesia's media relations strategy in maintaining the company's image**

Media relations activities are included in external public relations activities which are activities focused on parties outside the company as explained by [8] that one of the external activities of public relations is a relationship with the press or media relations. Mass media is one tool that can be used by public relations to publish information and form a public point of view of the company. Based on the results of interviews with internal parties of PT IDC Indonesia, media relations is a relationship built by PR with media that aims to publish information obtained from companies to the public. The information submitted is the result of the latest research produced by analysts. This was supported by [9] in a communicator journal explaining that coordination between public relations and journalists that went well was able to help PR in overcoming the issue and produce a lot of publications in the mass media that were

able to make the company familiar with the public and creating public awareness of the existence of the company. The definition of media relations is in accordance with what was stated by Frank Jefkins [3] who thinks that media relations is an attempt to seek maximum publicity or broadcasting on a message or public relations information in order to create knowledge and understanding for the audience of the organization concerned. Based on the results of interviews with informants, the purpose of the relationship that was built by PT IDC Indonesia with the media was to disseminate information from the company to the public, because the media had a wide reach in disseminating information. This is supported by [10] in the Research Journal of the Institute for Public Relations explaining that media relations is seen as a function of the public relations strategy that aims not only to get media coverage but to develop relationships with external parties from various spectrums. PR PT IDC Indonesia uses the RACE method (Research, Action, Communication, and Evaluation) as explained by [11] in making a media relations strategy. This was supported by [12] in a vision communication journal explaining that media relations planning is problem analysis, planning, implementation, and evaluation.

#### **A. Research**

Based on the results of the interview, before deciding on the media relations activities to be carried out, PT IDC Indonesia will conduct research first, the research is used to determine the topics to be discussed during media relations activities. Topics can be determined from the results of the news monitoring because by conducting news monitoring, companies can see what topics are being discussed by the public. This was supported by [13] in the Communication Scientific Journal explaining that in the stage of understanding and serving the media, PR must be able to equate philosophy or thought with the media. Determining a topic is very important because the topic brought must be relevant in order to attract journalists to cover the information provided by PT IDC Indonesia. The topic will unite ideas between companies and the media so that media relations activities are in accordance with the expectations of journalists. The same is explained by [14] in the journal Public Relations Society of America which explains that public relations needs to understand the views of journalists before giving information because the information provided must be relevant to the information needed by the media. So that the information provided by the company has news value from journalists.

#### **B. Action**

After doing research, PR can make a strategy that will be done to reach the target. According to [11] states that information obtained from the first step will be used in making strategies to achieve goals, public targets, objectives, actions and communication. Based on the results of the interview, after determining the topic, PT IDC Indonesia will determine the right media relations activities so that information can be delivered in accordance with the specified targets. The next thing to do is make a list of laws by selecting journalists who are relevant to the information they want to convey. After choosing a journalist, PR will

begin sending invitations via e-mail and follow-up calls to confirm invitations and the presence of journalists

#### **C. Communication**

According to [11] a way to implement communication actions and tactics designed to achieve certain goals for each public in order to achieve the objectives of the program implemented. The question of this step is what the method will be and how to communicate it. After making a strategy, PR will begin to implement the strategy by submitting information to journalists. How to deliver this information will be done through various kinds of media relations activities. The selection of these activities must be adjusted to the target audience to be achieved. This is supported by [15] in the journal Procedia Social and Behavioral Sciences explaining how PR regulates the flow of information through media relations activities. The results of the study show that it is necessary to adopt the right strategy in providing personal information that fits the needs of the media, planning talks with spokespersons, business, and other notices in strategic periods of time, and assisting in obtaining media coverage and maintaining good relations with the media. However, based on the results of interviews with internal informants, PT IDC Indonesia only conducted a number of media relations activities, namely press conferences or media briefings, media interviews, and media gatherings. The activity aims to provide information from the company to the media, this is supported by an explanation from Jefkins [3] that the form of relationships built by public relations is the service of information or news provided by public relations to the media in the form of providing information, publications, and news, both written, printed and recorded.

##### **1. Press conference**

The press conference is a meeting of journalists from the mass media to get information relating to hot topics that are being discussed by the public, while the media briefing is an activity carried out by public relations practitioners to provide a brief explanation to the journalist before an activity is carried out [3]. Based on the interview results from the interviewees, PT IDC Indonesia held a press conference in each quarter or once in three months. The purpose of these activities is to provide information and publish the results of the latest research in the form of data obtained from analysts. Submission of information is carried out with presentations presented by analysts as resource persons. At the press conference, PT IDC Indonesia will provide an opportunity for journalists to conduct question and answer related information that has been given. When the press conference takes place, PT IDC Indonesia will provide a press release to the journalists who come or not present at the event. The press release made aims to make it easier for journalists to make news and help PR to publish information conveyed in the media briefing activities. The more frequent media briefing activities, the better the relationship between the company and the media will be.

## 2. Media Interview

Very often PT IDC Indonesia is used as a source of information in the media, one of which is CNN Indonesia. The topic presented by PT IDC Indonesia is of course about research in the information technology industry. Indonesian CNN reporters will cover the news delivered by analysts from PT IDC Indonesia as supporting sources. Based on the results of the interview, media interview was one of the efforts made by PT IDC Indonesia when the media wanted to find information from the sources of the company PT IDC Indonesia. The media interview activity was a means for PT IDC Indonesia to provide services to the media to conduct interviews directly with analysts from the company. The results of coverage from interviews conducted by journalists will enhance the image and publicity of the company.

## 3. Media Gathering

The media gathering activity is an activity that invites the media to gather and eat together to get closer between the company and the media. When the activity takes place, the company will discuss with journalists and conduct question and answer sessions related to information that the media wants to publish. Journalists are free to seek deeper information. This was supported by an explanation from [12] in a communication vision journal explaining that in building relationships with the media, public relations can take a personal approach by holding media gatherings regularly. The media gathering activity carried out by PT IDC was halal bihalal with the media. Halal bihalal is done after Eid al-Fitr. However, PT IDC Indonesia seldom does the media gathering because it is considered less effective.

## D. Evaluation

In the evaluation phase, PT IDC Indonesia will see how the results of media relations activities have been carried out. This was supported by a statement from [11] that the evaluation step involved the study of the preparation, implementation and impact of the program that had been made. Adjustments made when the program is implemented based on the results of the feedback evaluation on how the program works based on the results of interviews, the success of media relations activities can be seen from the number of journalists' attendance and the number of news coverage published by the media regarding information conveyed in media activities relations. The amount will be loaded into the post-event report or monthly marketing report.

### 1. Barriers to public relations in maintaining the company's image through media relations activities

Based on the results of the interview, the obstacles experienced by PT IDC Indonesia in conducting media relations activities were the topics and the number of journalists' attendance at media relations activities held by PT IDC Indonesia. Sometimes journalists are only interested in the topic of one industry, even though PT IDC has research results from various industries such as digital printing, financial technology, research on PCs / Laptops,

research on IT services and so on. The topic will also have an impact on the presence of journalists in media relations activities because interesting topics will bring many journalists to come to events held by PT IDC Indonesia and can affect the amount of publicity from the media regarding the information provided.

### 2. Solutions in overcoming obstacles faced by public relations in maintaining the company's image through media relations activities

a. Lack of interest in journalists on topics discussed in media relations activities. So that it affects the results of media coverage from the news. When many journalists are interested, the results of media coverage also increase, but if journalists are not interested in the topic discussed, coverage results will decrease. The results of media coverage will determine the activities carried out successfully or not, because media coverage affects the success of publicists. If the media coverage is generated a lot then the dissemination of information will be extensive. These obstacles can be overcome by equating the point of view between the company and the media, looking for topics that are of interest to the media.

a. Many media were not present at the activities organized by PT IDC Indonesia. This is because journalists are not interested in the topics discussed and choose to cover other news, journalist schedules that are not in accordance with the time held for media relations activities, weather and location constraints. These obstacles can be overcome by sending invitations three weeks before the event so that journalists can vacate the schedule on the day the event is held. Then follow-up calls after sending invitations to journalists. This was done to confirm that the journalist had accepted the invitation and confirmed the presence of the journalist. To anticipate journalists who are not present, PT IDC Indonesia will add an invitation to journalists who have the potential to come so that journalists who cannot attend can be replaced with other journalists.

b. Getting closer to the media through media gathering activities, media gathering is the right activity for the company because the event is carried out in an informal and relaxed way. Media gathering was conducted to establish friendship with journalists and introduce analysts from PT IDC Indonesia to journalists to get to know each other.

## 4 CONCLUSION

Based on the results of the study it can be concluded that the media relations strategy with the RACE (Research, Action, Communication, and Evaluation) method carried out by PT IDC Indonesia PR is by conducting research first in determining the topics to be discussed in media relations activities. Interesting topics can be determined through daily monitoring carried out by PR IDC Indonesia PR. The next step for PR PT IDC Indonesia will be to make a strategy based on the results of research to achieve the predetermined target, the target is in the form of the number of journalists who come and the number of news coverage. After making a strategy, PR will begin to determine how to deliver information in the form of PT IDC Indonesia's latest research conducted by analysts by determining the media

relations activities that will be held. Based on the results of research on media relations activities carried out by PT IDC Indonesia, media briefings, media interviews, media gatherings and sending press releases to the media. After conducting media relations activities PR will make a report in the form of a post event report containing the results of the activities of media relations covering the number of news coverage and data from journalists who come. The obstacle experienced by PT IDC Indonesia public relations when carrying out media relations activities is media interest with the topics discussed in PT IDC Indonesia's media relations activities. This happens because journalists are only interested in topics from a number of industries. Media interest will affect the number of journalists' attendance and the number of news coverage published by the media regarding information conveyed in media relations activities. The solution to overcoming obstacles when carrying out media relations activities is to find the right angle to determine the topics to be discussed in media relations activities, invite more media and send invitations three weeks before the event then follow up calls to confirm the presence of journalists and anticipate journalists who cannot attend. It is expected that this research can be a reference for those who conduct research on the same topic and develop research by examining the role of media relations in dealing with communication crises in a company both in qualitative and quantitative research. As well as this research can contribute to the development of the science of communication that pursue the field of public relations associated with the image of the company, especially media relations in managing or shaping the image of the company.

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