



## Media Relations as Public Relations Consistency in Building Company and Organizational Reputations

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**ABSTRACT**

Media relations is a form of communication strategy for a Public Relations professional in maintaining relations with the media. Establishing and maintaining good relations with the media is very important for a Public Relations. Because the media is a means of publication, where all information about the company is channeled besides that the media is also a means to build reputation. The research method used is library research.

**Keywords:** media relations, public relations, company

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### INTRODUCTION

The mass media makes it easy for Public Relations practitioners to provide information and news to a wide audience with the ability of the media to become a source of news for the public, which, when examined further, has another purpose of building good relations with the media, which has been used by many companies to build their reputation. Good.

Media Relations in the context of organizational reputation management (Doorley and Garcia, 2007: 110) are various ways that an organization tries to build long-term relationships with journalists and media offices. Establishing strategic relations with media agencies is carried out with the hope that the various activities carried out by the company can be covered and informed by the media in an accurate, honest and balanced manner.

Reputation reflects public perceptions regarding the company's actions that have passed and the company's prospects in the future compared to competitors, so that for an organization, managing reputation becomes a more complex activity and not just selling

products or services to consumers.

Reputation management involves the quality of the interaction between employees and organizations, consumers, community groups and other parties. This interaction will have a big impact on the organization, so it is necessary to manage good communication between the organization and internal and external parties of the organization. Charles Fombrun in his book *Reputation* states that reputation is the value of a company's image and is a source of competitive advantage as Argenti's opinion follows:

"..... in an organization that already has a reputation value, the manager in that organization must try to build, continue and maintain that reputation in various forms of activities that can (i) form a strong identity typical (ii) activities related to and consistent with the image that has been attached to the public" (Argenti, 1998: 78).

The public's attitude towards an organization in the future is also very dependent on how information is obtained about the organization, or on how the public conveys what it feels about the organization. For this reason, the role of the mass media in relation to the context of information is very important, because what is contained in a media in turn becomes public discourse which will certainly affect the reputation of the organization. Some people judge and conclude about a product, company or country based on what they see, hear and feel. When some of these people only have a little information, of course, it will produce a different assessment with some people who have more information.

Information about business organizations can be obtained through various channels, and one of the media used by organizations to communicate information and obtain information is to use the mass media. Budi Susanto stated that the mass media in our society today is a modern commodity that has the advantage of offering the possibility to form a community with the power to bind and homogenize, even a pattern of ties between the organization and the media occurs. Therefore efforts are needed to foster good relations with the media, because the media can also construct reality in accordance with the interpretation given by the media to an organization. (Susanto cited by Ike Devi. 2005:116)

## **RESEARCH METHODOLOGY/ RESEARCH METHOD**

The method used is the library research method. Literature Review is This activity (the preparation of a literature review) aims to collect scientific data and information, in the form of theories, methods or approaches that have developed and have been documented in the form of books, journals, manuscripts, notes, historical records, documents, etc. others in the library. In addition, this study was conducted with the aim of avoiding repetition, imitation, plagiarism, including bribery.

The benefits of literature review include:

1. As a solution

With a literature review, the framework for thinking becomes clear so that solutions to problems are found based on the results of studies of the various literatures.

2. Instrument development foundation

After finding a solution in the form of a theory, indicators are then compiled based on the solution. The indicators compiled are then used as instruments in research.

3. Create/determine criteria

Related to evaluation research, in making or determining criteria by starting to form a statement first. The intended criteria such as success/failure, suggestions for the program, are identified, then conclusions are made according to the theory or not.

4. Verifying research results

The benefits of verifying the results of this research are intended as a comparison of the results of the research that we have done with previous research so that conclusions are obtained which are the results of the verification.

## **RESULTS AND DISCUSSION**

For Public Relations, building a reputation in today's digital era is a challenge that must be faced. Imagine, the flow of information presented quickly. People can get the latest news without having to turn on the tv screen. Only by accessing social media through each gadget, actual news can be accessed quickly. Public Relations professionals must be well aware that the media has an important role in publication activities. So it is important for Public Relations to maintain relations with the media or hereinafter referred to as Media Relations. Media relations is an activity carried out by a Public Relations related to the mass media, in this case is the company's publication activities.

Media relations is a form of communication strategy for a Public Relations professional

in maintaining relations with the media. Establishing and maintaining good relations with the media is very important for a Public Relations. Because the media is a means of publication, where all information about the company is channeled besides that the media is also a means to build reputation. Currently the media is a reference for the public to move and act, the public seems to be led by the media to behave in accordance with the issues that exist. This is because if the media leads the public in a negative direction, this will have an impact that is less profitable for the company because it can affect the company's reputation. If the media leads in a positive direction then this will enhance the company's reputation.

Through the media, the company's reputation is built. Support and network for companies are also built. When media relations are well established, public trust in the company will also be stronger because the messages conveyed by the media are well received by the public. Rini Damastuti in her book entitled *Media Relations: Strategic Concepts and Applications* (2012) states that media relations activities are divided into two forms. The first is writing such as press releases, writing addressed to editors, notifications regarding public services and communications through media on the internet. The second is by holding an activity or event, for example media gatherings or media relations made by PR practitioners, press calls made to convey information by telephone,

The key to media relations activities is consistency. Public Relations must always provide information to the media on a regular basis and must hold frequent meetings for casual sharing. This is important because the media will always want information every day at any time. Consistency is also needed in publication content so that it is not boring. Public Relations must think about the news that will be published, who is the audience, the relevance of the news, the duration of news delivery, the accuracy of the news, and who is the news reporter. So that the message conveyed through the media can be well received by the public. Lastly is the importance of a Public Relations evaluation of media relations activities carried out. After all, media relations is a strategy carried out by public relations in building and maintaining the company's reputation. Therefore every activity that has been implemented needs to be evaluated. The evaluation process is carried out to find out what is lacking and should be maintained from the performance that has been carried out.

The rapid development of mass media makes it easier for organizations to choose media that suits their target audience. But on the other hand, organizations must continuously monitor media developments, targets and issues that develop in society. Information conveyed in the mass media is generally considered by the public to have high credibility, so that what

is conveyed by the media is considered the truth that exists in society. Such information is also capable of influencing human thoughts, feelings, attitudes and behavior. Therefore, the mass media can be used to channel messages or aspirations (including opinions as well as criticism) from various parties, the government, society and including organizations. In addition, information about a person, organization or event is considered more objective,

Efforts to publish organizational information are not easy, if they do not have news value and are useful for the wider community. It takes a certain strategy, as well as concrete efforts in establishing good relations between the organization and the mass media in media relations or media relations. The definition of media relations according to Frank Jefkins is an attempt to achieve maximum publication or broadcast of a message or public relations information in order to create knowledge and understanding for the public of the organization or company concerned (Jefkins, 2000:98). Jefkins explained that the media relations target is achieving maximum publication or broadcast of organizational information. Maximum publication is not only in terms of the number of media it contains, but also the delivery of complete information,

Meanwhile Sam Black and Melvin L. Sharpe explained media relations more to the relationship between organizations and the media. The definition is the relationship between an organization and the press, radio and television in two directions or two parties. (Black and Sharpe, cited by Diah Wardhani, 2008: 9). This means that media relations is not only related to unilateral interests, organizations or the mass media, but both parties have the same interests. This will make the cooperative relationship a mutually beneficial relationship for both parties. Based on this understanding, the meaning of Media Relations is: Communication activities to establish understanding and good relations with the mass media in order to achieve maximum and balanced organizational publications (balance).

Media Relations activities in its efforts to establish harmonious relations with the media, namely:

firstly, press conferences or press conferences which are planned meetings designed by the company's PR with the media during an emergency with the aim of explaining, providing information simultaneously, or rectifying problems, with the hope that the information will be published by the mass media so that the goals of the company can be achieved.

second, the press tour activities were carried out by Public Relations of Perumda Tirtawening Bandung City by inviting several journalists representing various media invited by public relations, carried out at certain times by visiting places visited by company directors such as

visits to the Cikapundung River when entering dry season to see the real situation there so as to minimize fake news that develops in society.

third, press briefings are an activity that is carried out in certain periods by inviting discussions with several journalists who have established consistent relationships with Perumda Tirtawening Bandung City, this discussion activity is carried out to provide opportunities for the media to dig deep into the desired information about Perumda Tirtawening City of Bandung, apart from that the company also gave messages that it felt needed to be discussed with the media so that there would be mutual understanding between the company and the media.

Fourth, press interview, building a company's reputation requires the participation of the media to support the company's publication needs. Perumda Tirtawening Bandung City tries to be cooperative by providing positive content about the company which includes social programs, company plans, company quality improvement, and other newsworthy content.

Fifth, entertaining the media or press gathering is carried out by Public Relations of Perumda Tirtawening Bandung City as a form of company appreciation for the good relations that exist with the media crew. Officially inviting the media to the banquet wrapped in formal events such as breaking the fast together, company birthday celebrations, or other ceremonial events.

Sixth, press releases or press releases, namely the provision of information by companies to the media can be provided in various ways, by conducting interviews with the press, advertising, holding press conferences, hidden messages and through giving releases. Press releases are carried out to achieve publicity through the mass media. The activity of writing and disseminating through the mass media is an efficient activity for the company as well as for the media because this activity does not take up time, effort, and funds.

## **CONCLUSION**

The conventional concept of forming an organization's reputation rests on the emphasis on communication between the organization and its public. Organizational reputation can be built through good relations with the media, because the reputation portrayed by the media, justifies the notion that the media uses its own logic in creating a symbolic environment. This means that the issue as an image published by the mass media, especially print media, has important implications for the organization. Issues are able to show the sensitivity of an organization's public that is volatile and difficult to define by default, as a permanent system

for managing social relations. In the practical world, research or evaluation of media coverage, it is useful for organizations to know how far the quality of coverage is emphasized by outsiders as external publics, in this case the mass media. Activities related to the media will not be separated from corporate communication activities or public relations activities. The role of Public Relations is important for an organization to build a reputation through good relations with the media. Thus the organization itself is most responsible for ensuring the achievement of these goals. The thing that can be done so that the goals are achieved is to plan and create the best possible communication program so that the coverage made by the media is truly satisfying.

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