



## Strategies to Build Relationships with the Media

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### Article Information:

Received April 10, 2023

Revised May 19, 2023

Accepted June 1, 2023

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### ABSTRACT

Building relationships with the media is very important for public relations practitioners. Their success in carrying out PR tasks in order to reach the attention of audiences is largely determined by their understanding of strategies for building relations with the media as well as the intelligence and tactics of public relations practitioners in building relationships with media. Good relations with the mass media are built using the right communication strategy, namely the method used for smooth communication between public relations and the mass media. The good relations referred to here are good relations with media institutions and between public relations and journalists. A good relationship with the mass media is very important for public relations. Like an army going out to battle, he needs understanding and mastery of war strategy. Likewise with public relations practitioners, for the success of publicity, also requires understanding and mastery of strategies to build relationships with the media.

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**Keywords:** Strategy, media, relationship

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## INTRODUCTION

Strategy is a planful about activities to achieve specific goals (KBBI, 2008: 1340). Meanwhile, the communication strategy is something that should be done for smooth communication (KBBI, 2008: 1341).

Connectionwell with the mass media is built using a strategy proper communication, that is the way thatcarried out for the sake of smooth communication between public relations and the mass media.

The mass media makes it easy for Public Relations practitioners toproviding information and reporting to a wide audience with the ability of the media to become a source of news for the

community, which, when examined further, is another objective of building good relations with the media, which has been used by many companies to build a good reputation.

Good relations with the mass media are built by using the right communication strategy, namely: how to do it for smooth communication between public relations and the mass media. The good relations referred to here are good relations with media institutions and between public relations and journalists. The appropriate methods and strategies used by a public relations officer in creating and building good relations with media institutions and with journalists will affect the success of publicity carried out by public relations.

**Messages** What is conveyed by public relations, both in the form of news, features and advertisements, will be responded well by media institutions and journalists. The messages sent by public relations to the mass media will be published to the public. This is the end result expected by every public relations practitioner.

Understanding of what and how the public relations strategy in building relationships with the media is very important for public relations practitioners. Their success in carrying out their public relations duties in order to reach public attention is largely determined by their understanding of strategies for building relations with the media as well as their skills and tactics in building relations with the media. There are several relevant studies that form the foundation of this research, among others.

First related research building relationships with the media is very important for practitioners public relations. His success in carrying out his PR duties in order to reach the attention of audiences, is largely determined by their understanding of the strategy building relationships with the media as well as the skills and tactics of public relations practitioners in building relationships with the media. Good relationship with this mass media built using the right communication strategy, namely the way that carried out for the sake of smooth communication between public relations and the mass media. The good relations referred to here are good relations with media institutions and between public relations and journalists. Good relations with the mass media become a very important thing for a Public Relations. Like that soldier going to go to war, he needs understanding and mastery of war strategy. Likewise with public relations practitioners, for the success of publicity, also requires understanding and mastery of relationship building strategies with media (Hafizah, 2018).

The second research related to the public relations strategy in building relations with the media is very important for public relations practitioners. Success or success in carrying out public duties relation in order to reach the attention of the public, is very much determined by the understanding of strategies for building relationships with the media as well as the intelligence and tactics of public relations practitioners build relationships with the media. Good relations with the mass media are built by using appropriate and effective communication, namely the method used for smooth communication between public relations and the mass media. The good relationship referred to here is the relationship both with media institutions and between public relations and journalists. As for the communication strategy public relations with the media, are By serving the media (service to the media), By establishing a reputations for reliability (enforcing the company's reputation so that still trusted), By supplying good copy (providing good information manuscripts), By cooperations in providing material (cooperation in providing information materials), By providing verification facilities (providing facilities), By building personal relationship with the media (building personal relationship with the media). Public relations relationship model with the mass media, namely: a model of the relationship between public relations and media institutions and models relationship between a public relations with media workers (journalists) (Erdiandi, 2018).

The third research related to one of the PR consultants that is currently developing in Jakarta is PT. The usual Quantum Asia Corpora called Asia PR. Asia PR is a company engaged in the field of Public Relations Consultant namely as a public relations service provider for the company. Asia PR has also held many activities related to media relations, such as automotive journalists. This is because one of Asia PR's backbones is automotive companies such as Toyota, Daihatsu, and Suzuki. Automotive products often use press conferences in every new product launch owned because the delivery of automotive product promotions must be delivered directly by people who have high credibility (information). That's why journalists are needed focus on the automotive sector as an intermediary between companies and consumers. This research aims to know the objectives of the Asia PR public relations consultant to build relations with the media, strategies that Asia PR consultants use in building a relationship with Forwot and the benefits that come with it has strong links with the media and Forwot. The method used in this study namely qualitative method with a case study approach to reveal media relations activities by Asia PR. Data collection was carried out using in-depth interviews, observation,

and supported by documentation data from the company. This research finds the purpose of media relations which is built by Asia PR consultants to increase competitiveness and ease of access to media. Strategy which is used with a personal approach between the consultant with Forwot and the media directly. In addition, the benefits of a strong relationship with Forwot provide benefits for Asia PR in its activities as a PR consultant such as achieving media targets set by clients (Gifari & Purnama, 2017).

The purpose of this study is to analyze the media relations strategy used by Public Relations for maintaining the image of the University of 17 August 1945 Surabaya. This type of research is descriptive research qualitative. The research subjects were mass media journalists and Public Relations staff of Untag Surabaya. Data collection is done by interview, observation, and documentation. Collected data then analyzed through data reduction, data presentation and drawing conclusions. Data validity This study was ascertained by using the technique of triangulation method. The findings of this study shows that the media relations strategy for Untag Surabaya Public Relations is in maintaining the image of the University August 17, 1945 Surabaya carried out according to established procedures. Proven role Public Relations of Untag Surabaya in the form of press release publications, holding press conferences, posting advertisements that are advertorial in nature to segments that are in accordance with the mass media through a list of media. Public Relations of Untag Surabaya maintains close relations with mass media partners through media events gathering, providing media center facilities to work, gather information, establish relationships two-way communication with journalists regarding the activities to be carried out (Fadhilla & Pradana, 2023)

The fourth study is related to the Public Relations media relations strategy of PT. Nusantara Plantation V (PTPN V) Pekanbaru has been in touch for a long time with various local media, both print and printed as well as online. But to continue to help achieve company goals media relations strategy must be continued. So from that media relations needed to grow a company. This research aims to determine and describe the strategy of media relations public relations PTPN V Pekanbaru. This research method uses a qualitative approach with qualitative descriptive analysis and data collection by interviews, observation and documentation. Results of research on media relations strategy public relations PT. The first Pekanbaru V Nusantara Plantation is to serve media by providing information disclosure, the second is building reputation as someone who can be trusted by providing information that are in accordance with facts and data that are accurate, the third

provides a copy of which well where a copy of this is provided on the pttn5 website, all four cooperate in providing material by making a release, the fifth is providing adequate facilities for the media such as funding for journalists provision of office equipment and the sixth is building personal relationships who are strong by carrying out various kinds of activities with the media such as breaking fast with the media, inviting company events, media gatherings, and many more that support relationship building activities stick with the media (Nur Afriani, 2019).

**Fifth related research** This study aims to describe the efforts made by Perumda Tirtawening Bandung City in building a good relationship harmony with the mass media using the concept of Media Relations strategy and the Two-way symmetrical model, so that many local media are provide news that has a positive impact on the company in build a good reputation in the eyes of the public. The research method used is descriptive-qualitative research interpretive approach and by using constructivism paradigm to understand the processes and social interactions that occur between PR practitioners Perumda Tirtawening Bandung City with the media with construct Media Relations strategy. The results of this study are interpreted using the concept of media strategy Relations put forward by Yosal Iriantara through three stages, namely: 1) Managing relations, Public Relations of Perumda Tirtawening builds good relations with the media with the strategy of forming the company's internal media team and implementing Media Relations programs. 2) Develop relationship strategy by increasing publicity. 3) Develop a network by widening its network by establishing relationships with organizations journalism profession (Adnin et al., 2021).

Related further research this study discusses the Media Relations strategy used by one of the PR consultants in Jakarta, PT Srikandi Imaji Lintaskreasi or Kandi Imaji in launching the Vivo S1 product for the period of July 2019. This study aims to determine the strategies used by Kandi Imandi's Media Relations. The research method is qualitative with a case study approach. This research was conducted through an Indept interview with Kandi Imaji's Public Relations Team which consisted of Content Managers, Media Relations Officers and Public Relations Officers, Journalist, library studies and documentation data. This study found the results that Kandi Imaji's Media Relations strategy was disclosure of information to the media and a strong personal approach between Kandi Imaji as a PR consultant and the media directly. This strategy is applied through Media Relations activities. Kandi Imaji's Media Relations activities in launching the Vivo S1 product are Product Review, Photo Competition, Media Handling at Product Launching, Post

Launching, Press Release, Press Calls, Press Gathering and Regular Networking. In addition, a strong relationship with the media can provide benefits for Kandi Imaji as a public relations consultant such as achieving publicity in various media channels (print media, online media and electronic media) for clients (Iswara et al., 2020).

## **RESEARCH METHODOLOGY**

This research uses descriptive qualitative method. As said by Ary et al. (2010) that qualitative research refers to the study of social phenomena or facts that occur in the field. Therefore, the data collection process was carried out through literature and document reviews related to public relations strategies or strategies for developing public relations in the media. Secondary data is taken from journals and literature review or news related to media relations. This research begins by examining the results of previous studies has linkages and relevance to be used as a basis and reference for supporting as well as comparison so that this research has a strong literature review. Research on Media Relations and reputation-building strategies has been extensively researched by researchers.

## **RESULT AND DISCUSSION**

Media Relations activity is a strategy implemented by PR practitioner in a company with the aim of establishing long-term relationships with the media and enhancing the company's reputation.

The public relations communication strategy with the media, (Soemirat and Ardianto, 2003:23) are:

1. By serving the media (service to the media).

Strategy by providing services to the media. A public relations officer is required to always be ready to provide services to the media as required by the mass media. Services to the mass media can be in the form of preparing answers and providing answers and information needed by the mass media at certain times.

2. By establishing a reputation for reliability (enforcing the company's reputation to remain trusted)

The strategy carried out by public relations as an effort to uphold the company's reputation so that the company/organization can still be trusted. To build society,

companies or organizations cannot only rely on promotions or advertising in the mass media.

3. By supplying good copy

Strategies by supplying good information scripts. Information manuscripts can be made in the form of articles in the form of opinions or opinions about a problem. Good information texts can be provided based on actual data. Manuscripts can be accompanied by pictures or photographs.

4. By cooperations in providing material (cooperation in providing information materials)

The strategy is carried out with good cooperation in providing information materials. The emphasis of this strategy is the high appreciation from a public relations officer to the mass media, including media workers. This means that a public relations officer is required to respect the mass media and media workers by providing the right time and respecting their arrival.

5. By providing verification facilities

The strategy is thinking about the facilities that must be provided for media workers. The goal is for mass media workers to feel comfortable at work, namely when they cover the company where the public relations are located. The way to implement this strategy is to provide facilities to media workers and journalists when they need space to cover the organization or company. This facility includes internet facilities needed by journalists when they cover news at the company

6. By building personal relationship with the media

This strategy is a strategy that is carried out by building personal relationships between public relations and the mass media (both people in media institutions as well as with journalists and other media workers). Good personal relations between public relations and media workers are expected to be used as a basis for building openness and mutual respect between their respective professions.

## CONCLUSION

Relationship strategy harmony with the mass media is very important for public relations practitioners. This is because the mass media is a very vital medium in assisting the success of a public relations person in conveying messages or information and publications about companies or organizations to the public. For this reason, the relationship between public relations and the mass media, in this case including media institutions and media workers, should always be harmonious.

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