



## PR Media Relations Strategy In Improving The Quality Of Family Planning (Kb) Services In Ntt Province Population And National Family Planning Agency (Bkkbn)

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**ABSTRACT**

The purpose of this study was to determine the Media Relations Public Relations Strategy of the National Population and Family Planning Board (BKKBN) of the NTT Province in Improving the Quality of Family Planning (KB) Services. The method used in this research is a type of qualitative research. It discusses in depth to better understand phenomena such as opinions, desires, feelings, and behavior of media relations regarding the strategies and media relations activities carried out by BKKBN. The scope of the research is in the Public Relations Section of the Office of the National Population and Family Planning Agency (BKKBN) of the Province of NTT which provides services to the community. Data collection techniques used in this study were interviews, observation and documentary studies. While the data analysis technique used is data analysis using descriptive qualitative analysis techniques. The results of the research conducted were the quality of service through the media relations strategy in the Public Relations of the BKKBN in the Province of NTT above. It can be concluded that the services through the strategy of media relations in the Public Relations of the BKKBN in the Province of NTT have gone well because: a) there is timeliness in providing information; b) provide information or news to the mass media in dealing with problems or issues that arise in society and the willingness to help customers and provide services quickly; c) generate trust and confidence, which is the ability of Public Relations in creating a sense of public trust in the NTT BKKBN including communication, credibility, security, competence and courtesy; d) provide information through the media or publications and conduct events for the community related to knowledge, specific community needs; and e) displaying physical facilities, equipment or technology and the appearance of employees at the NTT Coordinating and Family Planning Agency (BKKBN) Office.

**Keywords:**Service Quality, Public Relations Strategy, Media Relations

## INTRODUCTION

In the current era of globalization, many organizations, both for-profit and non-profit, organized by the state or the government as well as organizations outside the government are using the services of Public Relations (PR) (Zarnuji, 2022). aimed at improving the quality of good services in the eyes of the community. This has made many companies, organizations or other institutions aware of the function of public relations for companies (Yanuar dkk., 2022). Public relations is a profession that connects institutions or organizations to the public and helps determine the survival of the institution

In Public Relations there are two kinds of publics that are targeted, namely internal publics and external publics.

The National Family Planning Population Agency (BKKBN) is a non-departmental government agency directly under the president that handles family planning, population, improving the protection and fulfillment of family rights and overcoming reproductive health problems, and so on (Syah dkk., 2022). Basically Public Relations is a process communication to the public in order to establish good relations so as to achieve the goal of building, fostering and maintaining a positive image in the eyes of the public (Oktri Permata Lani dkk., 2022). In the context of public institutions such as the government, actually the role of serving and developing public support to achieve organizational goals is very important (Rahman dkk., 2023). In this context, PR practitioners must be able to form values, understandings, attitudes,

Organizations are considered as arenas for ideological and economic struggles, such as power, influence, and control. Publics are coalitions and constituencies that have different needs, values, and perceptions (Zulfa & Yasin, 2022). This approach then focuses on the political aspects of the organization, and examines how organizations use bargaining communications and negotiate with the various coalitions and constituents. Critical scientists also try to expose repressive aspects, which result from power and domination in organizations

can offer alternative options for radical change in the organization.

To be able to realize the above principles, Public Relations must carry out various kinds of communication activities to the public by using Public Relations media as a means of conveying information (Agustanti & Astuti, 2022). The media used, of course, varies according to the audience group. Public relations practitioners communicate face-to-face or through internal media such as company bulletins (Agustanti & Astuti, 2022). External activities, Public Relations uses the mass media as a means to communicate all information about the company (Fajar G dkk., 2022). In this context, external public targets are the main target of BKKBN. The government agency that handles the field of Population and Family Planning, of course, BKKBN always deals directly with the public and the mass media in providing information on policies.

The mass media, in this case including radio, newspapers and television, are considered to have the power to influence public opinion (Ramadhani dkk., 2022). Even

in the corporate context, the mass media plays a role as a source of information and the formation of public opinion and can create the image of an organization (Indriani dkk., 2022). The mass media has the potential to raise awareness, change attitudes, opinions and behavior, encourage action, and some say that the mass media can help us formulate a way of looking at the world (Razali dkk., 2022). With the power and capabilities possessed by the media, the role of the media cannot be ignored in public relations programs and activities. In many PR planning or program activities, the media is one aspect that is taken into account and considered by planners.

One of the external stakeholders is the media. Public relations activities in maintaining good relations with the media and disseminating information to the public or the public are called media relations. Media relations in carrying out its duties cannot be separated from the mass media (Teguh dkk., 2023). Currently, the media is a crucial tool because all information can be comprehensive and easier to reach by the public. Not only that, the media also has strengths other than publishing information, namely being able to provide a stimulus that can influence a person's behavior and actions (Nida dkk., 2023). Therefore, it is important for PR as media relations to maintain and maintain good relations with the media in order to create company goals.

There are several focuses in the world of public relations, one of which is a public relations consultant (Farid, 2023). Public relations consultants work to assist companies in promoting their brands and improving the company's image in the eyes of the public. In Indonesia, not all companies or agencies have a public relations or media relations division (Sitinjak dkk., 2023). Companies usually use the services of a public relations consultant to carry out public relations activities within the company (Agus Triansyah dkk., 2023). With a PR consultant, an organization/company can consult and describe strategic planning in forming and enhancing the image of the organization/institution in the eyes of the public (Abdi, 2023). The growth of PR consultants in Indonesia began to develop and be successful. Seeing the fact that an image of an organization or company can actually influence one's perception of the organization or company (Yuridhista dkk., 2023). Therefore, large organizations or companies usually rely on the services of a PR consultant to form a positive corporate image in order to get a positive perspective from the public.

PT Srikandi Imaji Lintaskreasi or Kandi Imaji is a developing PR consultant in Jakarta. Kandi Imaji is a company engaged in the field of Public Relations Consultant, namely as a provider of public relations services for companies (Alberty dkk., 2023). Services offered by Kandi Imaji include PR Consultants, Event Management, Media Management, Content Management and Digital Intelligent. Since 2017, Kandi Imaji has handled and carried out his activities as public relations for several quite large clients in Indonesia such as Vivo Mobile Indonesia, Campina, Jasamarga, South Tangerang District Court, OCBC NISP, VALE, FIF ASTRA, Danareksa, Embassy Of Brazil, PT Chitose International Tbk, PT Wismilak Inti Makmur Tbk, Sinfonia Technology, SOE Public Relations Forum, PT Trimitra Events,

Kandi Imaji as a PR consultant who is currently developing is able to compete with PR consultants in Jakarta and other big cities (Arifuddin dkk., 2023). It is proven by the collaboration with its clients, namely large companies in Indonesia and at the end of 2018, Kandi Imaji won an award from CMO Asia, namely being one of 400 candidate companies and only 90 company candidates received awards. Kandi Imaji is one of the 90 company candidates who received an award, namely the "Indonesia Best Brand Award 2018" (Jacob dkk., 2023). With this achievement, Kandi Imaji has its own

value or value in the eyes of its clients. This can convince clients or companies that Kandi Imaji is capable of carrying out various PR tasks to achieve client or company goals.

The rapid development of the technological era has made many technology companies use the services of a PR consultant to assist internal and external activities and develop the right PR strategy. One of the smartphone technology companies, namely Vivo Mobile Indonesia, did this (Hassan dkk., 2023). Vivo Mobile Indonesia currently trusts and uses the services of a PR consultant, namely PT Srikandi Imaji Lintaskreasi or Kandi Imaji. In 2019, Kandi Imaji has been trusted by Vivo Mobile Indonesia to carry out activities and develop the right strategy so that Vivo can compete with other competitors such as Oppo, Samsung, Xiaomi and Asus. Vivo is an Android-based smartphone product that has recently entered the consumer market in Indonesia.

## **RESEARCH METHODOLOGY**

Research essentially aims to provide a solution to a problem and get about something that is considered true through the process of observation (Ulber, 2010: 9). The author chooses this type of qualitative research to discuss in depth to find out more about phenomena such as opinions, desires, feelings, and behavior of media relations regarding media relations strategies and activities carried out by BKKBN (Adema dkk., 2023). The analysis that the author uses in this study emphasizes more on the description of the strategy used by the NTT Province BKKBN Public Relations in carrying out media relations activities in order to improve service quality. Analysis used with qualitative methods is a research method which is used to research on natural object conditions with the researcher as the key instrument (Sugiyono, 2010).

In the effort to determine the informants, the researcher uses purposive, namely a selection technique based on certain characteristics that are considered to have a relationship with the implementation of the strategy and media-media relations activities carried out by the BKKBN Public Relations (Louw dkk., 2023). The data sources are key informants, namely people who can gather accurate information from various reliable sources for their objectivity (Arumi Sunarta dkk., 2023). Determination of key informants comes from structural officials at the BKKBN, namely Head of Office (1 person) and Head of Public Relations (1 person), Journalists who act as partners (2 people) and also the community as service users (10 people).

Data collection techniques used are : 1) Interviews, 2) Observations, 3) Documentary studies. Data analysis in qualitative research is carried out at the time the collection takes place, and after data collection within a certain period. Miles and Huberman suggest that activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. The activities in data analysis are data reduction, data display, and closure drawing/verification. (Sugiyono, 2011).

## **RESULT AND DISCUSSION**

Research conducted by researchers at the Public Relations Section of the NTT Provincial BKKBN is devoted to service quality through media relations which include: Reliability, Responsiveness, Assurance, Empathy and Tangibles. The quality of service through the media relations strategy in the Public Relations of the BKKBN in the Province of NTT in this study includes:

1. Reliability, namely the ability and reliability of the NTT Provincial BKKBN Public Relations services related to Media Relations, namely timeliness in providing information and services to media/journalists and the public, services provided without error, sympathetic attitude and with high accuracy and the ability to perform the promised service quickly and reliably.
2. Responsiveness, namely the ability of the NTT Provincial BKKBN Public Relations in providing information or news to the mass media in dealing with problems or issues that arise in society and the willingness to help customers and provide services quickly.
3. Confidence (Assurance), namely the knowledge and courtesy of the NTT Province BKKBN Public Relations to generate trust and confidence, which is the ability of Public Relations to create a sense of public trust in the NTT BKKBN, including communication, credibility, security, competence and courtesy.
4. Empathy is full of caring, giving personal attention to customers. Attention and concern as well as the responsibility of Public Relations of the NTT Province Public Relations in providing information through the media or publications and conducting events for the community related to knowledge, specific community needs.
5. Tangibles, namely Public Relations of the NTT Provincial BKKBN featuring physical facilities, equipment or technology and employee performance at the NTT Coordination and Family Planning Agency (BKKBN) Office.

## CONCLUSION

The quality of service through the media relations strategy in the Public Relations of the BKKBN in the Province of NTT is as follows:

Reliability, namely the ability and reliability of the NTT Provincial BKKBN Public Relations services related to Media Relations, namely timeliness in providing information and services to media/journalists and the public, services provided without error, sympathetic attitude and with high accuracy and the ability to perform the promised service quickly and reliably.

Responsiveness, namely the ability of the NTT Provincial BKKBN Public Relations in providing information or news to the mass media in dealing with problems or issues that arise in society and the willingness to help customers and provide services quickly.

Confidence (Assurance), namely the knowledge and courtesy of the NTT Province BKKBN Public Relations to generate trust and confidence, which is the ability of Public Relations to create a sense of public trust in the NTT BKKBN, including communication, credibility, security, competence and courtesy.

Empathy is full of caring, giving personal attention to customers. Attention and concern as well as the responsibility of Public Relations of the NTT Province Public Relations in providing information through the media or publications and conducting events for the community related to knowledge, specific community needs.

Tangibles, namely Public Relations of the NTT Province BKKBN displaying physical facilities, equipment or technology and employee performance at the NTT Coordinating and Family Planning Agency (BKKBN) Office.

From the 5 quality of service through the media relations strategy at the NTT Province BKKBN Public Relations above, it can be concluded that the service through the media relations strategy at the NTT Province BKKBN Public Relations has gone well because: a) there is timeliness in providing information; b) provide information or news to the mass media in dealing with problems or issues that arise in society and the willingness to help customers and provide services quickly; c) generate trust and confidence, which is the ability of Public Relations in creating a sense of public trust in the NTT BKKBN including communication, credibility, security, competence and courtesy; d) providing information through the media or publications and conducting events to the public related to knowledge, specific community needs; and e) displaying physical facilities, equipment or technology and the appearance of employees at the NTT Coordinating and Family Planning Agency (BKKBN) Office.

From the existing data, it can be concluded that the achievement of the Family Planning and KS Service Programs up to March 2016 has been going well and in accordance with the theory of service through media relations, namely all activities which include Reliability, Responsiveness, Assurance, Empathy (Empathy) and Tangibles (Tangibles). This will be a reference for further improving the quality of BKKBN services for the NTT Province in the future.

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