



## Media Relations Activities At Polytechnic Lp3I Bandung

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### ABSTRACT

*media relations* as part of external public relations activities is a step to foster good relations between companies or institutions and their publics. This activity was carried out with the aim of forming a positive public opinion for the institution. In addition, this activity is intended as a promotional vehicle that is profitable for the institution. This was also carried out by the Bandung LP3I Polytechnic institution working together to build good and mutually beneficial relationships with members of the press, both print and electronic media.

This study uses a qualitative approach with descriptive analysis method. Data collection techniques used are interviews and documentation studies. In this study, it reveals about media relations activities and strategies in dealing with journalists with the aim of maintaining good relations. In the concept of Media Relations, superiors and subordinates are not recognized, but the relationship that exists between the two is called a partnership. There is also a relationship with members of the press at the Bandung LP3I Polytechnic, namely the marketing division.

The results of the research show that the media relations activities that have been carried out so far have been running quite well. Of the seven media relations activities carried out, five of them were carried out well, while the rest had not been carried out due to the campus's internal activities. Even though the two Media relations activities have not been carried out, it does not mean that the relationship that has existed so far has become bad. This is not a significant problem, but the parties do not underestimate the problem, and wish to apply this activity in the future. Meanwhile, the strategy for dealing with journalists carried out by the marketing division was carried out very well. It can be seen that there is no conflict between marketing and journalists.

**Keywords:** Keywords: activity, Media relations .

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## INTRODUCTION

Companies or institutions engaged in the profit or non-profit sector certainly want to continue to exist in the midst of their public. This existence can be done in two ways, namely positive and negative ways. A positive way to achieve success as well as existence among the public can be done by giving contribution and dedication to the public. Conversely, a negative way can be done by deceiving the public or society. Of course the negative way to be avoided by all companies or institutions because the survival of the institution is considered not to be too long. Companies or institutions engaged in the profit or non-profit sector certainly want to continue to exist in the midst of their public. This existence can be done in two ways, namely positive and negative ways. A positive way to achieve success as well as existence among the public can be done by giving contribution and dedication to the public. Conversely, a negative way can be done by deceiving the public or society. Of course negative ways must be avoided by all companies or institutions because the institution's survival is considered not to last too long.

In addition to the company's dedication to its public, another thing that is no less important in maintaining the company's existence among its public is fostering good relations with all of its publics, both internal and external. Fostering good relations with internal and external publics is a corporate or institutional public relations activity. Fostering good relations with the relevant public means aiming to create a positive public opinion between the company and its public. As Rumanti (2002:7) said that the notion of public relations is the interaction and creation of public opinion as a beneficial input for both parties,

In an effort to build good relations with the public, public relations is principally avoiding a win-lose solution mindset. In other words, PR always instills the concept of thinking win-win solutions for all kinds of problems. By instilling the principle of a win-win solution, mutual benefits will be felt so that a positive image will be obtained by the company.

In principle, public relations activities always emphasize cooperation, honesty, and responsibility. Without this it is impossible for the existence of an institution or company to be realized. So, of course, this concept must be owned and understood by the owner of the company and its management. In addition, there is a willingness from company owners and leaders to position PR at the top level management. Why at the top level management? Because, in addition to PR having to be in the leadership circle, he is the one who knows the ins and outs of information from the bottom up. PR is also equipped with the ability to analyze and solve problems using research methods that are designed systematically.

## RESEARCH METHODS

This study uses a qualitative approach. There are five characteristics of qualitative research or approach as mentioned by Danim (2002:51), including:

1. Qualitative research has a natural setting as a direct data source.
2. Qualitative research is descriptive in nature, that is, the data collected is in the form of words, pictures, not numbers. Even if there are numbers, they are only as a support. The data obtained included interview transcripts, field notes, photographs, personal documents, and others.
3. Qualitative research places more emphasis on work processes, in which all phenomena encountered are translated into daily activities.
4. Qualitative research tends to use an inductive approach. The abstracts were prepared by the researcher on the basis of data that had been collected and grouped together through

data collection during fieldwork at the research location.

5. Qualitative research emphasizes meaning, namely the focus of study is directly related to the problems of human life.

The method used in this research is descriptive analysis method. The descriptive method of analysis is "a research method that is intended to describe existing phenomena, which took place at present or in the past." (Sukmadinata, 2008:54). Data collection techniques used in this study by means of interviews and documentation studies. The interview was conducted in August 2019 with Melly Siagawati, the head of the marketing department at the Bandung LP3I Polytechnic.

Interview, which is a data collection technique that is carried out by asking questions and answers between the questioner and the informant or resource person. As emphasized that "Interviews are conversations with a specific purpose. The conversation was carried out by two parties, namely the interviewer (interviewer) who asked questions and the interviewee (interviewee) who provided answers to the questions" (Harun, 2007:69).

Documentation study is a research technique to obtain information or data about the object under study by documenting the research object (Arikunto, 1998:129). A documentation study was conducted to obtain data in the form of evidence of media relations activities. The data is in the form of news release clippings from various print media and video capture results uploaded from YouTube in the form of news coverage

around the Bandung LP3I Polytechnic Campus which was carried out between the campus and electronic media people, namely Kompas TV Jabar and Bandung TV.

## **RESULTS AND DISCUSSION**

### **1. Media Relations Activities at the LP3I Bandung Polytechnic**

#### **a. Press Release Delivery**

Media relations activities in terms of sending press releases are routinely carried out by the Bandung LP3I Polytechnic, in this case carried out by the marketing department. According to Melly (interview 5 August 2019) that for every event that will be held, her party first prepares a news release to later give it to the press. This is understandable because the press needs ready-to-serve news. In other words, those who have relations with the press, in this case the LP3I Bandung Polytechnic Campus, must understand how journalists work. After the news release is finished, it is then handed over to the press, then the campus waits for the release to be broadcast in the next few days. Usually one to three days ahead.

#### **b. Organizing a Press Conference**

In terms of holding press conferences, the LP3I Bandung Polytechnic Campus, in this case represented by the marketing department, always holds a press conference when the event is over. According to Melly, the informants or sources providing information to the press were from the leadership, in this case the director of the LP3I Bandung Polytechnic. Usually at graduation activities or public lectures.

#### **c. Organizing Special Events**

In organizing special events carried out on special occasions. According to Melly, special events occur on an annual basis, for example campus anniversary and graduation. Special events are always held by the LP3I Bandung Polytechnic Campus. Events like this are the right momentum to serve as a venue for the formation of positive public opinion. This is because events such as graduation are part of the existence of a university

campus. Therefore, it is expected that the general public (general) can receive information as material for consideration to enter the campus concerned.

**d. Organizing Special Interviews**

Special interviews mean question and answer activities carried out by journalists to the institution, in this case represented by the leadership of the Bandung LP3I Polytechnic. Special interviews according to Melly took place at special events, for example graduation activities, campus anniversary, public lectures. The sources for the special interview were campus leaders, namely the Director of the Bandung LP3I Polytechnic.

**e. Become a Media Resource Person**

In this media relations activity, the campus or institution becomes a media resource. That is, the mass media, both print and electronic, invite higher education leaders to become speakers or resource persons in providing information that can be accepted by the public. In this case, the LP3I Bandung Polytechnic Campus, represented by its director, had attended invitations to become resource persons at various local television stations, including Kompas TV Jabar and Bandung TV.

**2. Strategies for Dealing with Journalists**

The strategy in dealing with journalists here is to build good relations with them. There is also a strategy for dealing with journalists carried out by the marketing department of the Bandung LP3I Polytechnic, first, namely establishing good relations with the media. According to Melly, the way he did this was by visiting the editor-in-chief to various media, both print and electronic. According to him, this needs to be done in order to create an atmosphere of friendship between the campus and the press. Without good human relations, according to Melly, it is impossible to have good relations with members of the press.

Second, setting up the background of an event. In practice, according to Melly, his party always prepares material or the background of an event as the main and supporting material for leaders who will answer various kinds of questions from journalists. Without such preparation, it will certainly disrupt the course of relations with journalists. If journalists cover an event, but the institution or company as their partner does not prepare the material or background of the event, then they will be disappointed with this.

Third, prepare sources. Preparing sources is what Melly always does when journalists visit her campus. Melly said that preparing resource persons should be competent in their fields. In this case according to the topic or problem at hand. For example, at press conferences at graduation ceremonies or at public lectures, namely by preparing sources, namely directors who are considered to have credibility and competence in their fields.

Fourth, arrange meetings with journalists. According to Melly, arranging schedules with journalists is something that should not be taken lightly. Because, according to him, journalists also have busy lives in their field of work, so that meetings with journalists must be arranged in advance. This means that the meeting with journalists cannot be held in a sudden situation. Good relations with journalists can be tenuous, one of which is by arranging sudden meeting times.

Fifth, notify the rights of news sources. In its implementation, notification of the rights of news sources has been informed to resource persons, for example directors and deputy directors. This is to prevent the agency from boomeranging when conveying information to journalists which will then be published to journalists

public. Information that is confidential or that can harm the company is always maintained so that the positive image of the institution is maintained.

Sixth, designing an interview strategy. This is also an important part. Because, by

knowing the interview strategy, it is hoped that the information that will circulate in the public will be in accordance with the expectations of the institution. Of course the aim of journalists is to get information to be disseminated to the public, so the commitment to keep things that do not need to be disclosed or are confidential, even though the atmosphere of the interview is fluid and friendly, must be controlled.

## CONCLUSION

Based on the results of the research and discussion described above, the following conclusions can be drawn. First, that the media relations activities carried out at the LP3I Bandung Polytechnic have been going quite well. Of the seven media relations activities described in the research and discussion results section, five of them were carried out well. Two activities, such as a press trip and media gathering, have not been carried out. However, this does not mean that the relationship between the campus and the press is bad. There is no bad relationship between the campus represented by the marketing department and the press.

This relationship is well demonstrated by the existence of positive news as stated in the activities of sending press releases, organizing special events, and activities as news sources. Second, the strategy in dealing with journalists or in fostering good relations with journalists went very well. The things that form the basis of the strategy to deal with journalists have been complied with and implemented very well. This is indicated by the absence of conflict, whether between marketing and journalists or between marketing and university leaders.

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