



The Importance of Utilizing Media Relations to Improve the Image of an Agency

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ABSTRACT

Public relations plays an important role in building a positive image of the company. A positive image will give a good impression to the company which ultimately will also have an impact on increasing the number of customers. One effort to build a positive company image is to increase Brand Awareness through social media. The research method used is literature review. The results of the research are that the use of social media to improve or build a positive image is now widely used. Even celebrities use official social media accounts to brand themselves and their companies. The use of social media as a communication medium between universities and the public in an effort to improve the image of the university is one of the steps that can be taken by universities to socialize performance and other matters related to information about the university. Social media currently has multifunctions, not only used to communicate with each other but also used for other activities, one of which is promotional activities as an interaction effort between universities and the public. In using social media as the spearhead for conveying information, good planning is needed so that in its implementation social media can become a way to achieve the expected goals.

Keyword: Public Relation, Social Media, Brand Awarness, Brand Image

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INTRODUCTION

Public relations is a management function that assesses public attitudes, identifies policies and procedures of individuals and organizations for the public interest and plans and carries out a program of activities with the aim of gaining insight, understanding and support from the public (Cutlip, Scott M. Center., 2011) The functions of public relations include maintaining harmonious communication between the company and the public,

serving the public interest well, maintaining good company behavior and morality. To carry out this function, the role of public relations can be divided into managerial roles and technical roles (Kriyantono, 2021).

Media functions as a means dissemination of information about the company to the public. Public relations must view the media as a working partner support each other, the media is a partner public relations work. Public relations on an ongoing basis general is a management activity process communication to create mutual understanding between the organization and its public. So that this goal can be achieved, the principle of equality and equality in every program communication, establishing public relations is initial foothold. According to Kent & Taylor (2002: 28) that this equality is realized in a sense of empathy 'walking in the same shoes' and mutuality (spirit of alignment & collaboration). It is the initial foundation of the public relations process achieve a condition of mutual understanding in its role in media content. On the other hand, public relations' duties are also for promote multicultural values in public. Public relations is responsible convey and receive information from the audience while the media is responsible exercising the public's right to obtain information. The role of PR in the media broadcasting, namely: (1) as an organization, the media has a public relations agency which requires principles as a basis functional; (2) broadcast media broadcasts should be a media public relations tool is to socialize its principles; (3) in a broader context, broadcasting is a tool to educate and make the public public relations as national values, generally in a global context.

Therefore, Public Relations or PR is very necessary at both levels government and companies. Public relations are expected with the public in various ways activities can both provide information with a common goal. The society that having a background of various forms of needs, many upheavals arise or arise perception in viewing and responding to various information. To see every turmoil as it arises, public relations must have a strategy and get used to being future oriented the future is the attitude that humans must have in facing problems community so that the communication delivered is right on the desired target.

The following is relevant research that researchers can put forward, first related research Educational institutions are expected to improve their image positively through public relations. The problem that arises is the role of and it is felt that the function of a public relations practitioner does not play an important enough role so not many educational institutions have established departments separately for the public relations department. The purpose of this research is to describe the role of public relations in improving image of educational institutions. The research method used is method literature. Data was collected using the documentation method. Then data analyzed using content analysis techniques. To maintain the accuracy of the assessment and preventing misinformation in data analysis is carried out checking between libraries and re-reading libraries. The results of various. Literature reviews are used to identify and analyze matters the role of public relations in improving the image of educational institutions. Based on the study, it was found that public relations has a role and duty to represent the existence and image of educational institutions, in addition to overcome all forms of problems related to public relations. To get a good image, you need a strategy, one of which is to improve good relations with all parties involved in the matter this is represented by public relations. Considering the important role of public relations on improving the image of the institution, it is appropriate that. Its presence is very much needed in educational institutions (Sandyakala, 2020)

The revolution of era and technology influenced public relations' working process, such as the Public Relations team of AMI DKI Jakarta – Paramita Jaya that utilizes Instagram as media information. Therefore, this study proposes to comprehend the

utilization of Instagram as media information of AMI DKI Jakarta – Paramita Jaya public relations team. This study includes the Determinism of technology by McLuhan and the public relations work process by Cutlip and Centre. The purpose of this research is to determine the use of Instagram as a public relations information medium for the Indonesian Museum Association DKI Jakarta-Paramita Jaya. The study uses qualitative descriptive as a research method. The data collection tool was observation, interviews, and documentation. The result showed that using Instagram by AMI's public relations is required for technological Determinism and through four stages of the PR work process. The first stage is fact-finding by doing a mini-research with AMI management and AMI's chairman. The second stage is planning and programming, from planning content and features to being used, determining the team that will be involved in Instagram management, and considering the involvement of professional figures in the museum. The third stage is action and communication, carrying out all stages of planning and programming by utilizing features on Instagram such as photos, videos, live Instagram, live stories, comments and hashtags. The final stage is evaluation. The AMI Public Relations Team evaluated by sharing the content that would be posted to other AMI administrators to get feedback on the content. After the publication, the AMI Public Relations team made a report addressed to AMI's chairman (Habibillah et al., 2023)

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 (Melva & Havifi, 2023).

Kualanamu International Airport Kab. Deli Serdang as one of the entry gates for domestic or international tourists to North Sumatra, which was previously at Polonia Medan Airport, which is managed by Angkasa Pura II, greatly influences the comfort of service users through the information provided to passengers so that passengers feel comfortable while waiting for departure. aircraft. By looking at the relatively large interest of users of air transportation services, they require services at Angkasa Pura II Airport which involve effective and efficient public relations to bring potential service users back. In addition, this public relations approach greatly stimulates the interest of

service users by providing information services, flight schedules, changes in departure times, and others until service users are satisfied and bring in other service users at Kualanamu International Airport Kab. Deli Serdang (Randi Yafran Ziko & Handayani, 2023).

The growth of the Internet requires PR practitioner to develop their media of PR communication. Public Relations Officer of Widya Mandala Catholic University (WMCUS) is required to do the same thing. E-magazine is one of the media that Public Relations Officer Of WMCUS published since Agustus 2013. This article will examines: 1) Why Public Relations Officer of Widya Mandala Catholic University convert their printed house journal into electronic house journal. 2) How they distribute e-magazine ? 3. How does the impact of house journal in the form of electronic magazine (E-magazine) in WMCUS. The method used in this research is case study with in-depth interviews as data collection techniques (Intan et al., 2013).

The role of government public relations in the era of technological and information advancement is now no longer as a transmitter of information, but as a strategic element in supporting the successful implementation of government programs. Especially creating a reputation for good governance in the community. Therefore, the role of Public Relations Public Relations needs to be developed to be more proactive so that it is able to package information, oblique news that develops in the community and straighten it according to true, balanced and proportional facts so that people do not have bad perceptions about the government. The focus of the problem is the role of government public relations (Government Public Relations) in creating a good government reputation in the eyes of the community, as well as the objectives and functions of Government Public Relations (Government Public Relations) in creating a good government reputation in the eyes of the public. The research method uses literature study. Public Relations is designed based on serious research, planning and evaluation. The work process of Public Relations is a continuous circular process, and is a continuous process in the form of a spiral. In the implementation of the function of public relations or Public Relations requires, a variety of reliable expertise, people who can be trusted, supervision, coordination, attention to every detail and carried out in a professional manner. Public Relations must be able to master technical skills in disseminating information to achieve the goals that have been determined by the Public Relations. In this approach, Public Relations can use various communication channels, including interpersonal, public, group communication, mass media, both print and audio-visual and New Media (Lani & Handayani, 2021).

Based on this Law which was followed up with the laws and regulations under it, formally the name of the Central Bureau of Statistics was changed to the Central Bureau of Statistics. One of the mandates of Law No. 6 of 1960 concerning censuses and Law No. 7 of 1960 concerning statistics, is that the Central Statistics Agency is obliged to carry out Economic Census (SE) activities every ten years. SE activity itself is carried out in the year ending in six. SE in Indonesia has been carried out three times, namely in 1986, 1996 and 2006. And 2016 is the year for the implementation of the next SE. The Economic Census was carried out throughout the month of May, from 1 to 31 May 2016. The Economic Census is a complete data collection activity on all business units / companies located within the boundaries of a State. The objective of the SE itself is to collect all useful information to get a picture of the performance and economic structure of the State both by region, field of business and scale of business. Considering that the SE2016 activities are so important and strategic, BPS as the institution appointed by the State is deemed necessary to conduct comprehensive outreach to all components of the nation and more specifically to economic actors ranging from the micro to the macro

scale. The research method uses a qualitative description. Public Relations of BPS Prov. West Sumatra has played a very good role in disseminating the 2016 Economic Census activities in Prov. West Sumatra. This is evidenced by the presence of comparative indicators between the 2006 Economic Census activities and the 2016 Economic Census. There was an increase of 17.6 percent of businesses netted in the 2016 Economic Census activities. When viewed from the obstacles faced by Public Relations of BPS Prov. West Sumatra, this is something that needs to be addressed. However, the obstacles faced by BPS Prov. West Sumatra is a common obstacle in every government agency in Indonesia (Lani et al., 2023).

RESEARCH METHODOLOGY

According to Zed, the method in this article uses study library (library research) is a method with collecting data by understanding and study theories from various literature related to the research. There are four stages of literature study in research namely preparing the equipment necessary, prepare a working bibliography, organizing time and reading or record research materials. This data collection uses methods search for sources and construct from various sources examples of sources include books, journals and research that has already been carried out. Material literature obtained from various references these are analyzed critically and must be depth in order to support the proposition and his idea (Adlini et al., 2022).

This research method is mostly narrative in form. Secondary data is taken from journals and literature studies or news related to media relations. This research begins by examining the results of research that is related and relevant to serve as a basis and supporting reference as well as a comparison so that this research has a strong literature review. Research on Media Relations and reputation building strategies has been widely studied by researchers.

Public Relations is an integral part of an organization. Task Public Relations is not just about creating the image of an organization or the company so that it looks strong, good and healthy, but also create conditions so that the company has a conducive, healthy and strong working climate social relations and high performance of human resources.

Public Relations is developing dynamically and indeed its existence is required in a company organization. For example in social field, Public Relations is needed to communicate everything the interests of the institution to its target audience. Field economy, requires Public Relations to foster good relationships with Stakeholders, namely every group inside and outside companies that have a role in determining the company's success (Kasali, 2003 :53).

The meaning of Public Relations is essentially behavior or attitude to foster harmonious relationships. The main job is Public Relations not just building relationships between people but more in nature fostering interaction between someone and other people to achieve goals which has been previously determined. Communication in Public Relations will. It works well if there is a common view between the communicators with communication. Communication to be achieved in public work Relations are classified into two large groups, namely internal communication (personnel or members of institutions) and external communications (society).

External communication is very necessary for institutions in terms of forming a company image to the public, namely providing information what is true and reasonable regarding the role of institutions in the order of life. Success in fostering external communication is also at the same time success of Public Relations officials in efforts to

obtain support, understanding, trust, participation and other cooperation with other parties others (Ruslan, 2002: 91).

RESULT AND DISCUSSION

Mass media has an important meaning for organizations, especially as a channel for conveying publications to the wider community in general and the public (stakeholders) in general. Apart from the ability to build discourse and form opinions, media is also widely used to build company and product images.

Media as a tool for submit information. Information both private and public. The tendency of media as a tool can be as a place or as a weapon. The power of media to influence the reader's mindset can change world. There are many kinds of media used by individuals and group or organization. Media in this era technology and information must be able controlled by people who care for human goodness and benefit.

Not just as a tool for just convey information, media is also a tool for earning some information. The presence of technology is inevitable have a huge influence in human life. Man using technology and being surrounded technology in almost every move his life. According to McLuhan, media technology has created revolution in society because society is very dependent to technology and societal order formed based on ability society uses technology. He see the media play a role in creating and managing culture (Morissan: 486). From this statement can be described that humans use life side by side with technology.

It is hoped that it will become more sophisticated existing technology is getting better to human ability to create or use the technology. Online media is a channel communication that occurs online through websites on the internet either contains text, photos, videos, or music. All types of communication channels in The internet is an online medium. With the existence of online media, information obtained will spread more quickly, the information provided is obtained direct feedback from the audience and relatively cheap cost. Use good and positive online media will got a good response and positive also from the community. In Indonesia currently, many media have emerged online where the content is news and articles online. Medcom.id is one of the online media contains online news and articles on Indonesia. Medcom.id is wrong one of the most popular news sites in Indonesia. Different from language news sites other Indonesia, Medcom,id only has an online edition an profitable income from the field advertisement. Even so, Medcom.id is at the forefront of things current news.

In general, Public Relations is a communicator of a company, organization or institutions required to establish good relations with the internal public or external. But if function public relations carried out well is truly a tool effective for repairing, develop regulations, culture organization, or company, and atmosphere conducive work, and sensitive to employees, then an approach is needed special and motivational

Currently, companies can use public relations to increase their market existence. The development of Public Relations or what is often called Public Relations (PR), both as a science and a profession, is closely related to the development of communication technology. This of course requires PR practitioners to follow technological developments to continue to utilize new media as a means of disseminating information in order to maintain and improve the company's positive image.

Using online methods, such as distributing news releases or press releases, is very easy to do, because most writers have email addresses to make it easier for them to communicate or exchange news information. The activities of company PR practitioners aim to improve good relations with the public in order to obtain a positive image. Cyber

Public Relations is an initiative as a way or strategy for the work of academics and Public Relations practitioners using internet media as a means of publicity or also known as Digital Public Relations². Every company or agency is currently competing to introduce its company, products and services through PR media. One thing that is considered to help PR work at this time is new media or new media which is closely related to Cyber Public Relations, namely media that is considered effective in conveying information.

Is increasingly complex, not only plays a role in forming an image company/organization only as a good mouthpiece between companies / organizations to external parties to the company and internal to the company. So that with the existence of Public Relations within a company/organization hopefully it will make things smoother the course of interaction and giving information from the company to parties external and internal to the company actually and factually about something activities carried out by the company.

The one of the functions of Public Relations is to create mutual understanding with the public through communication two-way direction. Two-way communication is carried out through the help of the media or otherwise direct. There are many media available used as a means of communication

PR with the public, both the media internal or mass media. In the era development of communication technology, media that is developing rapidly is social media. Its affordability which is not limited by geographic location make social media popular used by many parties, both by personal or institutional. Social media also often used as a medium internal corporate campaigns organize the programs. Through social media, companies can build each other more emotional understanding with the public.

A positive image is needed by every company, both private companies, government institutions and the state. One of them is PT PLN (Persero), which is classified as a State-Owned Enterprise (BUMN). This company not only has the authority to regulate distribution, but also takes part in managing public service administration channels, including the publicity of electricity information which must be spread to all levels of the public, especially the public as consumers. This company is given monopoly rights (in accordance with the 1945 Constitution article 33) to supply electricity to the public (consumers). The company's image can be seen from the feedback given by the public.

Basic Concepts of Media Relations

Media Relations is an activity carried out by individuals or the public relations profession of an organization to establish understanding and good relations with the mass media in order to achieve maximum and balanced organizational publications. Media relations is often associated with the context of unpaid reporting or positive publicity.

Forming a strong image requires good and strong public opinion so that good relations between the company and the public must also be built well. A good relationship between the organization and the public (stakeholders) will have the potential to generate positive opinions for the organization and all elements below it. Good and positive opinions must always be built using all kinds of strategies by paying attention to existing potentials.

The main aim of media relations is to create knowledge and understanding, not just to spread information or messages for the sake of a beautiful image in front of the audience. Apart from that, according to Nurudin, the aim of media relations is not just to provide information but to create a positive image for the institution concerned. The better media relations we do, the better the image of our institution or company will be. In detail, the objectives of media relations for organizations are as follows:

1. To obtain the widest possible publicity regarding the activities and steps of organizational institutions that are good for the public to know.

2. To obtain a place in media coverage (coverage, reports, headlines, reviews) in a fair, objective and balanced manner regarding matters that benefit institutions and organizations.
3. To obtain feedback from the community regarding efforts and activities of institutions or organizations.
4. To complete data or information for leaders of institutions or organizations for the purposes of making appropriate assessments regarding situations or problems that influence the success of the activities of the institution or company.
5. Create a stable and sustainable relationship based on mutual trust and respect.

The activities in media relations include press briefings, press releases, press tours, press receptions and press interviews. Through good media relations activities, it will provide a positive image for higher education institutions/universities. Mass media can be used by public relations practitioners to build a positive image and image of the organization because mass media is very effective as a maker of public opinion. The influence of mass media as a source of public information makes the work of Public Relations practitioners who want to continuously inform the public about the success of their organization easier.

Basically, media organizations consist of corporate organizations and editorial staff. Editorial management manages the content and technical aspects of media operations, while company management manages the media business. As a company, media still needs branding both corporately and product-wise. Branding will shape the corporate image, product or both. Often managers feel that image or branding can be done through their own media, especially for network media. The importance of publication for current media being a network or part of a conglomerate is not a problem, but for the purposes of image development it will create problems where all the content being discussed is the design of the company itself. Therefore, the media also needs to be connected with other media to be able to help publicize its activities, both for corporate and product interests. However, the existence of different competitive motives, products and resources with non-media organizations brings the possibility of differences in processes and forms of activities in relations with the media.

A good relationship between the organization and the public (stakeholders) will have the potential to generate positive opinions for the organization and all elements below it. Good opinions and positive values must always be built with all kinds of strategies by paying attention to existing potentials. One method that can be used to building opinions and at the same time creating a positive image of the organization is by utilizing mass media to build regular and long-term publications. In this case, organizations must choose the right media as partners.

Image is built on reputation and achievements. It will be difficult to form a positive image if it is not supported by achievements and reputation. In the current era of globalization, a positive company image is very necessary, which is useful for supporting the smooth running of business in a company. Image is an asset that is intangible and cannot be measured mathematically, but its manifestation can be felt in the form of positive and negative assessments from the public. Image and trust are two inseparable things. Trust concerns all areas, consumer trust in using products or services, trust in the level of security, trust in management and so on. In instilling the values of trust in the minds of the public, the company must first be known or recognized by the public. Moreover, if the company wants to go public, but the public does not know the company, then trust will not grow, so the image will not be achieved, but if the company is already known in the public, then instilling trust can begin to be done. For companies that want

to go public, establishing a positive image is very important. If the company's image is negative in the eyes of the public, it can affect product sales or the company's investment value. To create a dream image cannot be done in the blink of an eye, but it must be attempted and requires a long process. Improving the image of a company based on the knowledge and experience of other people can be done. Maybe the person doesn't know about the company or the person had a good, or bad, experience. This is where Public Relations' job is to inform the truth about the company.

The image chosen by a company can be displayed in the form of advertisements, written editorials and conveyed in the form of stories, following the reader's mood and conveyed clearly. The message of the image must be visible from the media issued by the company such as brochures, catalogues, annual reports, company office equipment, business cards and so on. so that when people see it, the identity of the company reflects the image or represents the company. Many external factors can influence a company's image and these cannot be predicted, for example, negative media coverage about the company. If this negative news is allowed to grow without receiving attention from Public Relations, it will become a weapon that will damage the image. The role of Public Relations here is to contact and lobby journalists, so that they can handle the news or straighten out the news so that it is under control. According to Kotler, image is the public's perception of a company or product. Image is influenced by many factors that are beyond the company's control. A company's physical space can also create a very strong image, such as the lobby of a five-star hotel being different from the lobby of a three-star hotel. Banks that want to appear friendly must pay attention to the layout, color and interior design of the teller room and customer service. Tellers and customer service hold the key to a friendly image because they are the ones who directly serve their customers, so that customers feel the image of a bank from that space.

Forming a company image cannot be done in a short time, but through a long process, and cannot be polished. The image created should be a true impression based on experience, knowledge and understanding of reality. The presence of Public Relations in an organization is a thing that necessary considering the importance of the public for an organization. However many people think that PR is an activity or activities, some people even know it as a profession. Public Relations as a planned effort influence public opinion through good character and good performance responsible, based on two-way communication satisfy both parties build and maintain good and useful relationship between organizations and the public influence success or failure of the organization.

A homework is part of an organization there, PR also has a function capable of supporting goals organization. PR seeks to socialize organizational activities as well get full support from the public who have an interest in these activities. In a relationship this is influenced by conditions frequently changing environment. For example, the pressure of political change, economic, social and technological. Homework in this helps organizations to be able to adapt or adapt with environmental changes. Practitioner PR must also anticipate and monitor changes in the environment organization. This the organization not just reactive to change what happens, but rather be more proactive and able to have a broad vision, clear vision for designing program or overcome the crisis that can no curred related to these changes.

In this research there are several related parts of the PR function:

- 1) External Relations, Relationships external is a special part of constructive PR and maintain that relationship good and mutually beneficial between each other company or organization with the public or target audience.
- 2) Publicity, information provided by an outside source used by the media because the information has news value. Methods for placing messages in the media this

is a method that can be controlled because the source of information don't pay media for loading information the.

- 3) Advertising, Information placed in the media by sponsors certain clear identity pay for space and time placement of that information.
- 4) Press Agentry, is creation valuable news and events news to attract attention mass media and get public attention.
- 5) Public Affairs, field affairs function. The audience is a special part from Public Relations build and maintain relations with government
- 6) Lobbying, a special part of PR which serves to connect and maintain relationships with government primarily with objectives influence the drafting of laws and regulations.
- 7) Issue Management, Functions issue management is wrong one crucial function of PR. In function This is PR entering a process proactively anticipate, identify, evaluate and respond to public policy issues that affects relationships organizations with their publics.
- 8) Investor Relations, Part of Public Relations in the company corporate that builds and maintain beneficial relationships and mutual benefit with stakeholders and other parties within financial community in order maximize market value.
- 9) Development, Special part of PR in non-profit organizations tasked with maintaining relationships with donors and members with goal of gaining and support voluntary.
- 10) One of the big challenges that facing the field of Public Relations are making PR practitioners more and more professional. This means PR is not solely in a command position, however also in a commanding position, come along directs and organizes PR programs. Public Relations in the flow of globalization is to make the public dependent PR as a news source is not presented in newspapers and mass media other. This role can be seen by Public Relations on the Internet.

CONCLUSION

Media Relations is an activity carried out by individuals or the public relations profession of an organization to establish understanding and good relations with the mass media in order to achieve maximum and balanced organizational publications. Media relations are often associated with unpaid or non-paid reporting contexts positive publicity. Forming a strong image requires good and strong public opinion so that good relations between the company and the public must also be built well. A good relationship between the organization and the public (stakeholders) will have the potential to generate positive opinions for the organization and all elements below it.

Good and positive opinions must always be built using all kinds of strategies by paying attention to existing potentials. The main aim of media relations is to create knowledge and understanding, not just to spread information or messages for the sake of a beautiful image in front of the audience. Apart from that, according to Nurudin, the aim of media relations is not just to provide information but to create a positive image for the institution concerned.

The image of the institution can be realized by giving understanding to the public through providing possible information understandable, reasonable and doable trusted. Good image intended so that institutions can keep alive and people in it can continue develop creativity as well later a relationship will be established harmonious with the public.

On the other hand, if the image of the institution is the public is not good, this shows dissatisfaction which can give rise to distrust, next the public withdraws, Of course this

will be detrimental institution. Based on the explanation above, then the image is good very important and necessary owned by any institution, because a good image is capable provide benefits to a institution. Likewise with educational institution (school) must be able to build as well maintain the image of the institution positive in society. This research is related to this aims to examine the role public relations in improve the image of the institution.

Public relations activities play an important role in maintaining the image of a company. The function of public relations is to build good relationships between inter-company management and also with customers, so as to create good understanding and insight, with the aim of cultivating a good image.

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