



The Effect Of Public Relations On Increasing Service Users At International Airports Kualanamu District Deli Serdang

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ABSTRACT

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.

Keywords: Public Relations, and Service Users

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INTRODUCTION

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 Airport in Medan. For this reason, in serving the needs of the community in air transportation services, it is necessary to pay attention to the maximum service regarding public relations information for increasing service users at Kualanamu International Airport, Kab. Deli Serdang Without the right means of transportation, the supply of necessities will be hampered and can certainly result in mass starvation. If there is no transportation, people cannot move to other places so they cannot work where they work to make ends meet. Transportation needs always develop over time. Improving the quality of transportation in terms of cruising range, comfort, price level, time efficiency, and security and safety standards has always been a matter of concern to the government. Surely each embodies what the public needs and what belongs to Kualanamu Airport, Angkasa Pura II has a very important role in managing and providing

information. Public relations (PR) concerns the interests of every organization, both commercial and non-commercial. Its presence cannot be prevented, regardless of whether we like it or not. In effect, PR comprises all forms of communication that take place between the organization concerned and those with whom it has contact. Everyone basically always experiences PR, unless he is isolated and does not make contact with other humans

RESEARCH METHODS

According to Marsefio S. Luhukay in the Scriptura Journal (2008:19) Public Relations exists as a necessity, the need to bridge the organization with the stakeholders (stakeholders). The bridge built by PR is not a donkey bridge, but a bridge that is really sturdy, standing on the basis of Trust, Honest, and Credibility. Public Relations exists, because there is trust. This means that people believe in organizations and organizations believe in people on the basis of mutual understanding and win-win solutions. PR builds the image and reputation of the organization through favorable public opinion through the eyes of the public who photograph organizational activities in the mass media. Through the image and reputation of the organization can still stand firm in the realm of very sharp competition to seize market share and consumers who are loyal to the products and services of the organization. Public Relations (PR) is a management function that builds and maintains good and beneficial relationships between an organization and the public that influence the success or failure of the organization (Cutlip, Center, & Broom, 2009:6).

In the book "Effective Public Relations" According to Rex F. Harlow, in its definition includes conceptual and operational elements: Public Relations is a specific management function that helps build and maintain lines of communication, mutual understanding, mutual acceptance and cooperation between an organization and its publics; PR involves problem management or issues management; PR helps management to remain responsive and informed about opinions serving the public interest; PR helps management stay abreast of changes and utilizes changes effectively, and PR in this case is an early warning system to anticipate the direction of change (trends); and PR uses sound and ethical research and communication as its main tools (Cutlip, Center, & Broom, 2009:9). Definition According to the (British) Institute of Public Relations (IPR) PR is the overall effort that is carried out in a planned and sustainable manner in order to create and maintain goodwill and mutual understanding between an organization and its audience. Definition According to (Frank Jefkins) PR is all forms of planned communication, both inside and outside, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. The meeting of PR associations around the world in Mexico City in August 1978, resulted in the statement regarding the definition of PR as follows: "PR practice is an art as well as a social science that analyzes various trends. Etymologically, public relations consists of two words, namely public and relations. Public means public and relations means relationships. So, public relations means relations with the public. According to the (British) Institute of Public Relations (IPR) (Jefkins, 2004: 9), public relations (PR) are all efforts that are carried out in a planned and sustainable manner in order to create and maintain goodwill and mutual understanding between an organization and all audiences.

Meanwhile, according to Frank Jefkins (Jefkins, 2004: 10), Public Relations is all forms of planned communication, both inward and outward, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. In general, the duties of Public Relations within the company (Rumanti, 2002: 39) are as follows:

1. Organizing and being responsible for conveying information orally, in writing, through pictures (visual) to the public.
2. have a correct understanding of the organization or company, its objectives and activities carried out.

3. Monitor, record and evaluate public or community responses and opinions. In addition, run and be responsible for the environment and people's lives.

4. Improve the image of the organization. For Public Relations, realizing a good image does not only lie in the form of buildings, presentations, publications and so on. However, it lies in (1) how the organization can reflect an organization that is trusted, has strength, makes continuous development which is always open to control and evaluation; (2) it can be said that the image is an image of a complex component.

RESULTS AND DISCUSSION

According to the "OFFICIAL STATEMENT OF PUBLIC RELATIONS" from *Public Relations Society of American* (Cutlip, Center, & Broom, 2009:7) The PR function includes the following:

- 1) Estimating, analyzing, and interpreting public opinion and attitudes, and issues that may affect the operations and plans of the organization, whether for good or bad influence.
- 2) Provide advice to management at all levels within the organization with respect to decision-making, courses of action, and communications and consider public ramifications and organizational citizenship or social responsibility
- 3) Research, implement and regularly evaluate action and communication programs to gain the public understanding needed for organizational success. This may include marketing, financial, fundraising, employee, community or government relations programs, and other programs
- 4) Plan and implement the organization's efforts to influence or change public policy.
- 5) Define goals, plans, budgets, recruit and train staff, develop facilities in short, manage the resources needed to do all of these things.
- 6) Examples of knowledge needed in professional PR practice are the art of communication, psychology, social psychology, Public Relations in harmony is a big task that must be borne by all Angkasa Pura II officers, even though the presence of Public Relations can give birth to changes in new values. What is also expected, these changes must be positive. Changes in value can lead to an increase in service users in flights. Such as increasing social inequality, high information and social prejudice and so on.

The diversity of educational status, age, gender and airlines makes us aware that it is very important a Public Relations process, which is an attempt to build closer relationships between Angkasa Pura II with service users, so as to create a harmonious situation, which allows for an increase in air transportation service users. To see the magnitude of the relationship between Variables X and Y, hypothesis testing is carried out. Hypothesis testing is a measurement of the level of relationship between two linear variables using the Pearson product Moment Correlation coefficient formula to find a relationship between the influence of Public Relations on Angkasa Pura II service users. Questionnaire and code of each answer.

Hypothesis testing uses SPSS 15.0 for windows software, the use of this software is not followed by ttest and z tests. Based on the analysis of r of 2.8

% A positive sign at 2.8% (+2.8%) means that there is a relationship between the two variables. The correlation figure is 0.28 which shows a low but definite relationship between the two variables. The correlation figure is 0.28 which shows a low but definite relationship between the variables influencing Public Relations and Angkasa Pura II service users.

Test the significance level of the results of the hypothesis test, carried out by comparing the specified probabilities. If probability > 0.05 , then H_0 is accepted and if probability < 0.05 , then rejected. Significance The correlation obtained is 0.28. This means that H_0 is rejected and H_a (alternative hypothesis) is accepted because the probability is 2.8% < 0.05 . The significant test is accepted and there is a relationship between the two variables.

The functions and objectives of PR can be concluded to grow, develop and foster mutually beneficial good relations between organizations and their publics. The use of the Guilford scale is intended to determine the strength and weakness of the relationship between the two variables in this study. From the results of the correlation calculation, the r value of 2.8% is obtained, which means that the influence of Public Relations on increasing service users at Kualanamu International Airport, Deli Serdang Regency, has a low but definite correlation. Where the number 166 is at the level of 2.8%.

According to Cutlip & Center (in Kasali and Abdurachman), the PR process fully refers to a managerial approach. This process consists of: fact finding, planning, communication, and evaluation (Abdurachman, 2001:31). Kasali adapted it into: gathering facts, problem definition, planning and programming, action and communication, and evaluation. 1. Fact finding is searching for and collecting facts/data before taking action. For example, PR before carrying out an activity must first know, for example: what is needed by the public, who belongs to the public, how the public situation is viewed from various factors. 2. Planning is based on facts to make plans about what to do in dealing with these problems. 3. Communicating is a plan that is well prepared and then communicated or carried out operational activities. 4. Evaluation is conducting an evaluation of an activity, whether the goal has been achieved or not. Evaluation can be done continuously. The results of this evaluation form the basis for subsequent PR activities. Kasali emphasized that the PR process shows clearly that the implementation of PR tasks is not merely taking action, but requires plans and following steps. According to Ruslan (2005) quoting Dozier and Broom (1995) in (Hamsinah) the journal Formation of Corporate Image for Image and Company Reputation that the role of public relations is divided into four categories within an organization, namely: whether the goal has been achieved or not. Evaluation can be done continuously. The results of this evaluation form the basis for subsequent PR activities. Kasali emphasized that the PR process shows clearly that the implementation of PR tasks is not merely taking action, but requires plans and following steps. According to Ruslan (2005) quoting Dozier and Broom (1995) in (Hamsinah) the journal Formation of Corporate Image for Image and Company Reputation that the role of public relations is divided into four categories within an organization, namely: whether the goal has been achieved or not. Evaluation can be done continuously. The results of this evaluation form the basis for subsequent PR activities. Kasali emphasized that the PR process shows clearly that the implementation of PR tasks is not merely taking action, but requires plans and following steps. According to Ruslan (2005) quoting Dozier and Broom (1995) in (Hamsinah) the journal Formation of Corporate Image for Image and Company Reputation that the role of public relations is divided into four categories within an organization, namely:

1. Expert (Expert prescriber)

As an experienced and highly skilled public relations practitioner, he is able to find solutions in solving public relations problems.

2. Communication facilitator (Communication facilitator)

mediators to assist management in terms of hearing what the public wants and expects from the organization concerned, while at the same time being able to explain back the wishes, policies and expectations of the organization to the public. So that with this reciprocal communication carried out by the public relations concerned, mutual understanding, trust, respect and good tolerance can be created from both parties. In carrying out its duties, a public

relations requires the media as a supporting tool for the creation of effective communication or delivery of messages. According to Firsan Nova (2011), "Media public relations consists of two forms, namely internal media and external media". From this opinion what is meant by internal media, among others, can be in the form of magazines, tabloids, bulletins, newspapers, company websites, company intranets, company profiles, financial reports, and others. While what is meant by external media is mass media both in print and electronic form. According to Oemi Abdurrachman (1995), "Media that can be used by a person

public relations divided into 2:

a. *The Printed Word*

b. *The Spoken Word (spoken words)*".

Those included as the printed word and the spoken word include: The Printed Word These printed words include:

a. Magazine

Magazine publication is intended for staff, employees, and employees and their families (internal public), the general public, and for special public. The contents of the magazine must be in accordance with the interests and pleasures of the readers, and what must be known by the readers where the news or articles published must be factual and useful.

b. *Booklets and pamphlets*

The purpose of making booklets and pamphlets is so that they can be used as guidelines regarding regulations, giving encouragement to readers to create a cohesive team at work, and so on.

c. Guidelines

The contents of this guideline are in the form of statements regarding the planned activities of each part of the organization/company. The existence of guidelines will make it easier for interested public to obtain more complete information about one of the activities that have been planned. Problem solving process facilitator (Problem solving process facilitator) This role is part of the management team to assist organizational leaders both as advisors so that they take action execution (decisions)

CONCLUSIONS

Basically this research is to find out how public relations (PR) influences service users at Kualanamu International Airport, Kab. Deli Serdang. Then the conclusions that can be drawn from the results of this study are as follows:

1. From the results of the analysis above, it is clear that there is a close relationship between Public Relations (PR) and an increase in service users at Kualanamu International Airport, Kab. Deli Serdang.

2. Most airport service users are very satisfied with the facilities provided by PT. Angkasa Pura II (Persero).

3. Public Relations (PR) performance of PT. Based on research, Angkasa Pura II (Persero) is known to be quite good. This can be seen from the increasing interest of service users in using air transportation facilities.

4. Service user loyalty at Kualanamu International Airport shows a very good level of service user loyalty based on the distribution of questionnaire filling.

5. Based on the research conducted, there is a significant positive influence between the influence of public relations (PR) on service user satisfaction.

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