



Role of Public Relations in a Company

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ABSTRACT

Companies today are growing and developing extremely normally, developing an increasingly diverse audience, both external and internal, requiring special treatment when communicating with them. Corporate communications activities are strategic communications that must be implemented according to the company. This comic activity involves management as a key decision-maker in the company. Through strategic communication, the company's PR can run well. PR needs to get full management support to complete the task, the purpose of this research is to describe the pent role that PR does in a company. The method used in this research is a library study that connects research with existing literature and fills gaps in previous research. The research results obtained on this research are some of the roles of a PR in a company.

Keywords: Role, Public Relations, Company

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INTRODUCTION

The background of this paper is based on the assumption that Public Relations is merely a link between an organization and the community around it, even if there is a misunderstanding between the term Humas and the press or mass media or part of the description. The scope of Humas activity is very broad. The main roles and functions of HUMAS are as follows: 1.2. Communicator/Mediator, carries out two-way communication activities for stakeholders of institutions that are vertical, horizontal, internal, and external dimensions, thus building a harmonious/compatible relationship between the organization and its public. 3. Back-up management, providing support and supporting the activities of each department in the company to its mission or goals. Along with these roles and functions, Humas is also part of the company's overall business activities such as planning, finance, production, and marketing functions. Humas bridges the relationship of trade activities with its environment which is reflected in products that are primarily aimed at meeting the needs of the market and advancing the life of the public. Humas can function effectively when its activities are associated with the quality of product, customer service, and corporate identity. In this era of globalization where the competition of enterprises is so strict, the role and functions of Humas are essential to the company. Promotion activities are an important part of Improve the image and product of the company in achieving profits. The main purpose of the promotion activity is to improve something so that it becomes more, higher, more qualified, more practical, and so on. This trend was followed by increasing variations of new products and a shift in market behavior that required the promotion of each service or product more aggressively to influence the customer (Ardhoyo, 2013).

Technological developments have led to a change in consumer thinking that is becoming increasingly selective towards buying decisions. As a result, the demands on manufacturers to improve the quality of the products marketed are increasingly high. This condition encourages manufacturers not only to be able to develop the competitiveness of their products but also to meet consumer demands regarding information and knowledge. Therefore, companies implement marketing approaches related to either the brand image or brand image and communication techniques in the provision of information that will benefit consumers through public relations. The ability of public relations in the existence of the value of trust in the brand from the various challenges facing the company or brand makes such an approach better than advertising. The success or failure of a company depends heavily on the company's efforts to build its brand. Therefore, it is necessary to make an effort in building a brand so that the brand can be embedded in the minds of consumers. The customer's understanding of a brand is known as a brand image. The brand image is An impression that appears in consumer thinking about a brand. The strength of the brand's image can be seen from its customer loyalty. In general, consumer loyalty is built on consumer confidence in a product or brand and is at the heart of all marketing activities.

Customer behavior towards such brands is the key to success for brand competitive advantage both in the short and long term. In order to gain customer loyalty to a brand many ways that a company does, one of them is by doing Marketing Public Relations (MPR). The definition of Marketing Public Relations in marketing in principle is "planned activity and continuous effort carried out with good faith to gain understanding between an organization (company) with the public. The role of MPR is

becoming increasingly important because of the company's good faith to be a part of professionalism that forms consumer sympathy effectively and effectively according to the needs and wishes of consumers. The emphasis of MPR is not on selling (such as advertising activities), but on providing information, education and efforts to improve public understanding through knowledge of a brand product or service (Abdillah, 2017). A company that implements public relations marketing to support a company or product promotion and image creation. Public relations marketing is able to contribute to tasks such as knocking corporate image by providing a positive projection of its product (Kotler, et.al, 1996:120). On the contrary, when the image of a company is negative, then public relations should try to return the negative image to the positive image so that the company can regain a positive image in the eyes of consumers (Vellayati, T, Arifin Z, 2014).

There are some studies that the researchers referred to, in order to strengthen the research findings of course. As for the first research on this era of globalization, business competition is getting higher. Especially in economic sectors where big companies from abroad are increasingly free to operate and market their products in Indonesia so that local companies can not compete with itself would be eliminated. The purpose of this study was to look at the effectiveness of IT utilization is also the creativity of a public relations. The popularity of media and social networks such as Facebook, Twitter, and YouTube, spur the growth of "medium alone" that allows companies and organizations to set up reporting directly or through intermediaries and remediation (where the media took the headlines of social media and republish). The results of this study indicate that the majority of social media is 'parasitic', take a lot of information and topics of the mass media. Public relations in general is a process of communication management activities to create mutual understanding between an organization and its public (Setiawan, 2020).

Related secondary research is the strategy of public relations that can maintain the corporate image of PT. Trakindo of Manado. This can be seen from the result of the research held in the PT. Trakindo. There are eight respondents we interview and their answer is the ethnology of public relations of PT. Trakindo of Manado maintain the corporate image of itself and also because it has its vision and mission and then it applies the good corporate governance and code of conduct. Using the six classification of Kenneth Boulding, the analysis of mine has shown that 36 items have given the answer that PT. Trakindo of Manado can be maintaining the corporate image, even its corporate image is strong and positive. In conclusion the strategy of public relations of PT. Trakindo of Manado can be maintaining its corporate image, even its corporate image is strong and natural (Rondonuwu, 2018).

Public relations activities play an important role in shaping the image of a company. The public relations function is to build relationships both between the management of the enterprise and also with customers or customers, so that a good understanding and understanding is created, with the aim of cultivating a good image of the company itself. Implementation of corporate social responsibility program is the formation of public confidence in the company, implementation of Corporate Social Responsibility is basically the same as the strategic management effort divided over several stages namely planning, execution, evaluation and reporting. Next, the type of research used is qualitative research with data collection techniques using observations, interviews, and documentation. So the data analysis used is descriptive analysis. As for the results of this research, the public relations role of the Pura I (Persero) branch of the airport of Frans Kaisiepo Biak is a publication activity in communicating information to the public about corporate social responsibility activities that have been carried out by the company's staff. In conveying the information, the company uses both print and electronic media, but unfortunately after the researchers get something out of sight because some informants in particular the partnership program did not know the information through print or electronic media but through interpersonal communication with the people around them. While corporate social responsibility programmes run by corporate Social Responsibility staff are very good, where the programmes being run are partnership and environment building programmes (Yunus & Riatno, 2019).

Other related research is that cannot be bargained, given the competitive conditions faced by the world of higher education in Indonesia today are very competitive, not only local and regional even to the global level. One of the work units responsible for the formation of corporate image is public relations. STIPRAM in order

to improve its image has carried out roles and several public relations strategies, including building internal and external communication. Internal communications such as employee relations, student relations, management and foundation relations while external communication such as relations with government, associations, L2 Dikti, collaboration with domestic and foreign universities, tourism industry, media relations, Corporate Social Responsibility (CSR), Publications, exhibitions and road shows to several high school and vocational schools in edufair form to introduce STIPRAM even closer to prospective students (Buchori, 2019).

The development of public relations in Indonesia began in 1950 and is increasingly known as PR or public relations. The development of Public Relations in Indonesia moved to accompany the political and state conditions at that time. The Indonesian government realizes that the public needs to be aware of developments that have occurred since the recognition of Indonesian sovereignty by the Dutch kingdom. Starting from this thought, public relations activities began to be institutionalized under the name of public relations because the activities carried out were mostly for outside the organization. Up to now, Public Relations has been used by local governments, state-owned enterprises, the central government or what is more commonly known as "Humas" (Lani et al., 2022).

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).

RESEARCH METHODOLOGY

This research uses data analysis methods. Data collection techniques by conducting library studies and also reading some literature of research that has been published in scientific journals and also scripts. Library research is a method used to find sources of data from previous research and theories that discuss this issue. The data sources are based on the analysis of the results of reading relevant books and research in the form of journals and scripts that discuss it. Data collection technique is the study of libraries, and library study techniques used in this research to find theories and discussions that investigate the role of Public Relations in a company (Tutik Kumariyah, 2016).

RESULT AND DISCUSSION

To avoid misunderstandings and to facilitate interpretation and obtain a clear picture of the titles raised, some terms need to be explained so that they do not occur.

1. Public relations or PR in Indonesian called Humas (Social Relations) means all forms of communication that 9 Interview with Mr. NurIman as the manager of the company Pringsewu

Baturraden Purwokerto, on October 21, 2015, at 11:03 12 planned, whether it is in or out, between an organization with all its audience to specific goals that are based on mutual understanding.

2. The corporate image is the image of an organization as a whole, so it is not just an image of its products and services. It is formed by many things, such as the history or life history of a brilliant company, financial success, and stability, product quality, export success, good industrial relations, reputation as a creator of jobs, willingness to share social responsibility, and commitment to conducting research. The understanding of the image itself is abstract, non-real, not physically representable, and not mathematically measurable, because the image exists only in the mind. Nevertheless, it can be felt from the results of judgments of good or bad, such as acceptance and responses of both positive and negative that come from the public (the target group) and the general public. Research on corporate image has proven that image can be measured and modified, even though image change is relatively slow. In other words, the image will last quite permanently over a certain time.

The more an organization can maintain its public trust with its various public relations activities, the better the image of the organization will be. Public trust can also be built by providing true and transparent information to the public. Information and transparency of the right organization according to reality, targeting and using the right media will form a direct image to the public (Fahri, 2017).

Understanding PR through one or two definitions is not easy, because an existing definition may not be able to describe the substance of real PR activity. The question is which definition should be chosen, given the many PR definitions that have been put forward by various groups: practitioners, textbook writers, and several PR practicing organizations across the globe. Many PR definitions may also reflect the reality of daily PR practices in various social environments or may reflect evolving PR functions in organizations (Student et al., 2021).

The most important thing about a public relations program is to be able to master any problem that may arise between the messages, channels, or media used in delivering the message to the public. The objective is to know about the characteristics or nature and functions of the aspects of a communication process to the objective so that can be reached to the maximum (Topan & Widiasanty, 2022)

Corporate policies are sometimes unknown to stakeholders. However, the company's policies have a strong influence on the corporate image. It requires communication in building a corporate image amongst stakeholders. Because without communication stakeholders know what the company is doing. So the support from stakeholders is reduced. Communications must be prepared maturely so that stakeholders understand the policies that the company has implemented. If a company succeeds in implementing a policy, it will affect the image of the company itself. It would be very expensive if the company had a positive image among its stakeholders (Pahlevi et al., 2015)

Every agency or organization definitely needs a positive image or good among the public. A good image is a need of an agency or organization, so this is one of the tasks carried out by public relations through the programs carried out. Because the success gained by an agency is inseparable from public relations who are able to run its role well. For the sake of creating a positive image, public relations must be able to carry out its role properly, because BPSDM is an agency tasked with educating the state civil apparatus before carrying out duties according to his position. So here public relations must be able to create, build, improve and maintain the image of the organization among the public. Public relations has the obligation to develop a harmonious relationship with the public because this is a public relations activity to build a good relationship to create a good image. The purpose of this study was to analyze the role of public relations in enhancing a positive image in the government agency BPSDM East Java Province. This type of research is qualitative descriptive. The subjects of this study

were 3 public relations staff. Data analysis here uses the Miles and Huberman models using source triangulation. The results of this study indicate that the role of BPSDM public relations in East Java Province namely as a communication facilitator, expert advisor, problem solving facilitator and communication technician has been going well (Purwo & Puspasari, 2020).

Organization is currently experiencing growth and remarkable development. An increasingly diverse public characters, both internal and external, require special handling in communicating to them. Communication activities of the organization is a strategic communications activities that need to be run by the organization. This communication activities involving management as important decision makers in the organization. Through public relations activities of the organization's strategic communication can run well. Public relations must have the full support of management to be able to carry out the task (Ishak, 2012).

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).

In an organization or company there are various forms of communication, because in an organization there are several people who occupy a certain position and have their respective roles in realizing the goals of the organization or the company and there is an exchange of information or messages. Communication in the organization is very important and worth studying because a good and synergistic communication pattern will be able to avoid the occurrence of obstacles and obstacles in the implementation of a purpose of the company. Today's humas in an organization that is a management function needs to understand more deeply about it. Socialization is one of the communication functions that plays an important role in a person's behavior patterns. Through the process of socialization a person will color his way of thinking and habits of life. So, it can be said that socialization is a process of learning about one's environment, both the physical environment and the social and cultural environment (Lalihatu et al., 2017).

The role of humas is crucial and strategic for a large institution, both private and governmental. Good bad corporate organization image is in their hands. A good hummus doesn't have to always follow orders from a superior, but has to have the courage to tell the truth to the public, especially in times of crisis. The presence of humus in an organization or company will affect how the organization builds humus as a unit that the existence of humas in an organisation or enterprise will influence how the organisation builds the humas as an important unit or not. The placement of the humus part on the corporate organizational structure becomes an indication of whether or not the role of humas in the

company is important. When the humus is positioned at the middle level or the lower level will narrow the space of movement or activity of that humus.

The role of humas in an organization is very important. In the research of public relations, two major roles are consistently emerging in the activities of humas, namely the roles of technicians and managers. Roles as a technician represent the art of writing, editing, taking photos, handling communication production, creating special events, and making telephone contacts with the media. Role as a manager focuses on activities that help organizations in identifying and solving human-related problems. The humas manager performs three roles, first as an explanator, who works as a consultant to define problems, suggest choices, and monitor policy implementation. Second, as a communications facilitator, is a person on the boundary between the organization and its environment who keeps two-way communication going. Third, as a problem-solving facilitator, who partners with senior managers to identify and solve problems.

Even if the position of humas in the organization of worship has been jointly believed to have an important role, but to optimize the role of humase in the sense of becoming more important, better its role, and more profitable, always requires analysis-analysis. Analysis to determine strategic measures, especially in the interests of the glory. The strategic measures are concrete to meet the indicators of the success of humas activities.

In today's era so many companies or institutions are competing to be able to exist and compete for their progress For that, one of the parts with the most prominent role in a company or institution is the role of humas (community relations) bearing in mind that one of its purposes is first, growing develop a positive corporate image for both the external public (society or customer, or consumer), as well as the internal public employees and staff of the company/agency concerned), second, encouraging the achievement of mutual understanding between the target public and the company. In every company or institution that wants to thrive and thrive, the company needs to have a positive image of the company or organization that it represents. If the firm or institution wants to gain a good reputation in the eyes of the public, then it must have a good image that can enhance the image of that company or organisation. The point is that the attitude and personality of a company or institution also reflects how the image of the company or organization in the eyes of the public. Humas supports the corporate management functions of building corporate identity and image, creating a positive corporate image and identity, and supporting reciprocal two-way traffic communication with various parties.

Humas, or better known today as Public Relations, is now needed in every corporate agency, both private and state. Humas itself has a duty and function, namely to maintain the harmony of relations between internal and external public. The internal public being forced is the relationship between employees with the leadership with the owner of the company. And the extemal public is forced to build relations between the company with the company, as well as companies with the society even the enterprise with the press. The duties and functions of Humas are not only to establish relations but also to disseminate important information about the history of company, company activities, corporate greatness, even when the company is experiencing serious problems related to the image (image) of a company. It is worth noting that every company has an image that is conscious or not attached to the company. Not a few goods or services are produced by a company so strongly attracted to its consumers. The corporate image is the response of the consumer to the overall offer given by the company and is defined as a set of beliefs, ideas, and public impressions on an organization.

Image can be done as a public perception of the existence of experience, trust, feelings, and knowledge of the public itself towards the company, so that aspects of the facilities that the company

owns, and the services that employees deliver to consumers can affect consumer perception to the image.

This image is one of the most important assets of a company or organization that should be continuously built and refined. Image is a powerful tool not only to attract consumers in choosing a product or company but also to improve customer attitude and satisfaction towards the company. The image of a company cannot be constructed, which means that the image does not come by itself but is formed by society, from the efforts of communication and the openness of the company to generate the expected positive image. An attempt to build an image cannot be done simultaneously at a certain moment, but it is a long process. Because images are all perceptions or objects formed by consumers by processing information from various sources all the time.

To be able to implement and support the purpose of the organization/company. Public Relations is required to carry out all activities such as tasks, functions, and roles with the maximum seriousness sufficient to develop a positive image of the company. To be able to function and play a role effectively, public relations in carrying out its tasks must adjust to the objective conditions of the needs of the public with the company's side. The need to cultivate a positive corporate image, public relations can provide confidence, goodwill, and service, open the path of information and communication as well as provide explanation and understanding to the parties involved between the internal public and external public. To be able to do this, it must be supported by adequate human resources and have disciplinary relevance in general.

In principle, the PR function is a top-management function. Therefore, its presence in an organization or company is preferably directly below or within the scope of the main leadership function. (top manager). With this position, the PR department is expected to be able to easily carry out its tasks that require extensive knowledge of the complex situation of the organization as well as the policy of the institution or company, so that it can act quickly to provide up-to-date information to the public. The role of Public Relations in dealing with corporate crises is crucial and primary because PR not only plays a role in building relations with the internal and external public but also public relations must be sensitive in predicting everything that happens in the company. A crisis that often strikes a company is often understood to be negative, while not all crises have a negative impact, there are even crises that can shape a positive image of a company. A crisis can also force PR to communicate with various parties such as shareholders, media, employees, and so on in a good, fast, accurate, and efficient manner. At the same time, PR must have specialized expertise that can save companies through gradual crisis management.

CONCLUSION

The application of Public Relations Science itself is crucial to fostering relationships and communication between companies with other institutions concerned. In the last decade, the PR world has become more and more busy with other developments of a positive nature, namely the CSR Program or Corporate Social Responsibility Program. The existence of CSR is to strengthen the sustainability of companies in a region, using building cooperation between stakeholders facilitated by the company by drawing up programs. Development of the surrounding community. When we talk about CSR, we also talk about the PR of an organization, where CSR is part of community relations. Since CSR is PR activity, then the steps in the PR process also color CSR steps. (Imran, 2012) Using phases in the PR process, CSR programs and activities are also carried out through the collection of facts, problem formulation, planning and programming, action and communication, as well as evaluation to know the public attitude towards the organization. For the future it is recommended that the development of CSR programs be carried out continuously or sustainability which means that the

planned programs must have a sustainable impact and have a positive impact on society, either economically, environmentally, or socially, not just a momentary activity to scratch popularity or pursue profit, the company must be aware that a business can grow because of the support of the social atmosphere of the surrounding environment (Abdillah, 2017). As well as the use of the media as a means of publication. The media selected by the Window of Nature as a means of publication and expansion of existence is oral communication, brochures to social media such as Instagram, Website, Twitter, Facebook, and others. Corporate identity is an important aspect of a company because, without a clear identity, a company will only run without direction and purpose (Oktaviani, 2018).

Public Relations has been widely practiced in various organizations or companies to support management to its goals effectively and efficiently. In a company there are many crises due to a problem in the internal and external company. Therefore, it requires the role of a maximum PR and professional in his field.

Public Relations is a management function that focuses on building/developing relationships and communications carried out by individuals and organizations towards the public to create mutually beneficial relationships. A well-formed image will have a good impact on the achievement of the goals set by individuals or organizations. Will profit from the product that is sold by possessing a good image. Increase public confidence in individuals or organizations in doing business. The functions and roles of public relations are seen as the end of the spear of individuals or companies who are directly in contact with the public, whether the public is in direct contact or not with their interests in the company. The increasingly sophisticated technology and its impact on the development of mass media provide access to information for the wider public.

Public Relations is a form of intentional, genuine, organized, and planned effort towards the task, function, and role of public relations in raising and developing a goal to achieve, the perfect or highest result. Some exposure and understanding of the expectation of the existence of Public Relations in a company can help the company realize its purpose. For the external public of the company, Public Relations must face its public composed of various groups, institutions or individuals even with different interests. Then it's the Public Relations' duty to regulate all those relationships. The PR function in building external public relations involves people or members of the community outside the company.

The function of public relations in communicating the programs and organizational systems of work in the company is to open up space for two-way communication between employees and leaders in informing the policies established by the company to the employees. And the company does not act unilaterally, this fact is very clear on the ground because in its implementation, the company sets targets that should be achieved by employees in accordance with prior notice. The company has experienced a crisis in the form of employment strikes caused by unilateral management actions in setting sales targets without first socializing them.

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