

MEDIA PUBLIC RELATIONS

Raja Widya Novchi¹, Khusnul Hanafi², Aidil haris³ Nurul Huda⁴
^{1,2,3}Universitas Muhammadiyah Riau, ⁴ LP31 Pekanbaru

Email: rajawidya@umri.ac.id

Abstract

Media relations as a PR journalistic activity in carrying out its functions to achieve goals certain. This is based on the idea that in practice a PR must have ability other than communication or the ability to communicate is also the ability to write or ability to write. The purpose of PR and press activities is to get an assessment the good from others related to reputation and image or image. Both are trying to build develop or maintain the image. through daily activities by being a good mediator or source of information for the public. Good coverage in the media will also provide a good image for the company, increase customer confidence in using the company's products. In principle, PR activities are always based on communication and relations. Through PR, companies or organizations communicate and establish relationships with the public the public. In establishing communication and relationships, companies need mass media. Because of that media relations became an important field in the world of PR. Media as tools and media relation as the ultimate goal of the use of mass media. Keywords: Media Relations, Pers, Public Relations

A. MEDIA RELATIONS

Frank Jefkins in his book *Public Relations* (1991) states that the definition of press Relations is "the role of press Relations is to achieve maximum publication or broadcasting of PR information in order to create knowledge and understanding. This means activities to obtain maximum loading or broadcasting of PR information conveyed to provide knowledge and create public understanding (Kriyantono, 2016). Media relations or media relations is not Public Relations because media relations is part of PR as a strategy in implementing the PR function. However, both of them greatly influence each other, because without media relations it would be very difficult for PR workers to disseminate information related to the development or needs of their customers.

Media relations as a PR journalistic activity in carrying out its functions to achieve certain goals. This is based on the premise that in practice a PR must have abilities other than communication or the ability to communicate as well as the ability to write (Kriyantono, 2015). This is because PR activities cannot be separated from writing. Therefore, it is very relevant if media relations is defined as PR journalistic activities in building or maintaining relations with the mass media. The goal is to facilitate the implementation of the PR function, namely conveying important information to the public.

It is possible that there is a conflict between PR and the press, due to differences in responsibility and loyalty (Kriyantono, 2015). PR is first of all responsible for its clients and employees, this does not mean it has to violate its professional ethics, law and public interest (Lattimore, et al 2011). In practice PR implements PR programs that have been agreed upon, aiming to obtain maximum knowledge and understanding from while journalists are primarily responsible for their readers. His work must follow the policies outlined by the editor. Basically, one of these policies concerns the benefits of making media because income comes from selling media and making advertisements. Based on the roles and functions between PR and the press above, it can be emphasized again that both of them are engaged in the field of communication. Both have an interest in and concern for the information needed by the public. Both PR and the press practically carry out the same activities as mediators bridging the interests of interacting parties. In this case is the audience, consumers or stakeholders. The purpose of PR and press activities is to get good ratings from other people in terms of reputation and image. Both seek to build develop or maintain an image. through daily activities by becoming a good mediator or source of information for the public.

In principle, public relations activities are always based on communication and relations. Through PR, companies or organizations communicate and establish relationships with their publics. In establishing communication and relationships, companies need mass media. Therefore media relations has become an important field in the world of PR. Media relations as a PR effort to build and develop relations with the

media to protect the public in order to increase public trust and loyalty. There are two important things as the purpose of activities through media relations. First, establish good relations and communicate with the mass media (Min, 2010). Second, making the mass media a partner so that companies can communicate with their publics. That is why media relations is very strategic for every company in an effort to communicate and establish relationships to maintain the company's reputation.

Along with the era of globalization, the media continues to develop and has even reached what is called media convergence, namely the merging or mixing of media use from conventional media to modern media such as internet media or cyber media (Mosco, 2017). The existence of these media developments requires that a PR must understand the latest Indonesian mediascape regarding media development because in an effort to build media relations or media relations. As a first step is to recognize and understand the media. For example understanding the media through the characteristics of the media. Conventional media such as newspapers and internet media, although both media act as information transmitters, the implementation or application of their functions will certainly be different. Newspapers with their characteristics contain detailed and complete meanings, so the consequences require quite a long preparation time. In contrast to the internet as a cyber media (Pfetsch & Adam 2011) the completeness or integrity of information is not the main target, but the speed of information that audiences have been waiting for. This is a cyber media policy because data on the development of information can be conveyed in subsequent broadcasts or information updates, while newspapers are waiting for complete data before publishing because it is related to the available columns and the publication time is longer, the process is compared to cyber media or e-PR (McQuail, 2010).

With this explanation through illustrations, it means that public relations must be able to understand when their work requires the help of conventional media and modern media or cyber media. It is not always that every activity is good and appropriate if it is published in every media, because audiences may never use the media. Therefore, PR efforts are needed in managing this media by utilizing its ability to conduct PR audits that aim to find out information about public responses (Laer & Aelst 2010). For all PR activities from trusted community nodes. This PR audit language will be discussed in more detail in the next sheet. However, the presence of cyber media, which is also known as new media, does not mean that in PR work it leaves conventional media, because with its characteristics and advantages, conventional media is still needed. Therefore, PR is highly demanded to build working relationships with various media people from any type of media. Lee (2015) states that public relations exposure is a condition in which the public receives a message in the form of news coverage in print media and cyber PR exposure is a condition in which the audience is exposed to messages through the use of internet media (websites) which can be received equally by the public.

Technological developments must of course be balanced by the need for personnel who can master well the ins and outs of media and networks and their proximity. This reality opens business opportunities for anyone who has the ability to operate and design information communication and technology (ICT)-based information and communication programs. This great opportunity is welcomed by the growth and development of services that decide in the field of media relations but ideally within a company it can optimize the PR function so that even though it requires a learning process, it must learn to utilize the mass media as a tool for building relationships (Wimmer & Dominick 2011). These two things are the main considerations in presenting media relations material between theory and facts in the field as well as requests for how to use the mass media for corporate and individual or personal PR benefits. Of course it is very well understood that in theory, media relations has a function or first with regard to communication, second with regard to providing information or responding to media coverage on behalf of the organization or client. Why is that? This is more because today the mass media has become a part of many people. There are almost no activities that do not involve the mass media in the reality of human life. Therefore, companies inevitably need a good relationship with the media.

The role of public relations for every company is important in establishing communication between personal and groups to create a harmonious climate with the company or organization. PR has a special form of communication, reciprocity of knowledge that becomes capital in an organization. Based on the public, public relations activities are divided into two, namely internal and external publics. Robinson (2014) internal public, namely the public within the organization/company such as supervisors, executive employees, managers, shareholders and company directors. While the public external organically is not directly related to companies such as the press, government, educators, customers, communities and suppliers. Thus, the role of public relations will create harmonious relationships internally for the sake of running a company's operations and can form a positive image in the eyes of the public which plays a role in the company's success. Technological developments and their influence on the forms of mass media have a significant impact on companies (Nugroho & Syarief 2012).

Good coverage in the media will also provide a good image for the company, increase customer confidence in using the company's products, and ultimately increase the interest of investors to invest their capital in the company. It is this public relations activity that establishes relations with the media and gains the trust of media coverage. Philip Lesly defines media relations as a relationship with the media to do publicity or respond to the interests of the media to the interests of the organization. Yosai Iriantara defines media relations as part of external public relations which fosters and develops

good relations with the mass media as a means of communication between the organization and the public to achieve organizational goals.

It appears that the notion of media relations is based on the relationship between individuals or organizations or companies and the media. So it can be concluded that the notion of media relations is a relationship that is built and developed with the media to reach the public in order to increase image, trust, and achieve individual and organizational or company goals. Thus, media relations occupies an important position in the work of a Public Relations because the mass media becomes the gate and controls the information flowing to the public in a social system. The importance of establishing a relationship with the media is because the media is a means of communication with the public that can reach a wide and dispersed audience so that the contents of the message can be conveyed properly to the public. The importance of establishing a relationship with the media is because the media is a means of communication with the public that can reach a wide and dispersed audience so that the contents of the message can be conveyed properly to the public.

B. FUNCTIONS AND BENEFITS OF MEDIA RELATIONS

In carrying out its functions, Public Relations certainly does not do it carelessly or not based on its role as PR. Sugar when dealing with the media or having relations with the media, a PR should be able to understand the benefits and goals of having relations with the media so that he does not make mistakes in his attitude. Philip Lesley (1998) in his book *Public Relations Handbook* suggests the function of PR in relation to the press, namely as (a) a passive and service function, meaning that PR only responds to press requests and does not carry out certain initiatives. (b) semi-active function, that PR continuously prepares the dissemination of information about various events in the organization to various media. (c) Active function, meaning that in carrying out work when dealing with the press, PR uses initiative in approaching media circles. In practice, the determination of attitude or the selection of this function is closely related to the problem or information that develops or the type of information to be conveyed. For example, if a PR requires the press to issue a press release, of course an active function would be more appropriate because PR tends to be more actively encouraged to take the initiative to invite members of the media or press (Lim, 2013)

The steps taken when determining the media relations function are of course expected to be in accordance with the targets to be achieved by PR. Targets are the goals of attitudes or actions taken without giving rise to new problems from the decisions taken. Carrying out the PR function by using media relations as a strategy is the right decision because the company's progress and decline are very dependent on the harmonization of relations between the press and the company. Basically, efforts to build

relations with the press aim to (1) maintain neutrality and objectivity towards information or data that develops in the mass media. The existence of good relations with the media is expected to assist in informing news that is fair, balanced and beneficial to the company or organization concerned. (2) obtaining appropriate means for the widest possible publication of activities and policies taken by the company which are considered good for public knowledge. (3) It is undeniable that the presence of good media relations will generate feedback and responses from the public as reference data or the basis for evaluating the activities of an organization or company. (4) then the purpose of relations with the media is to build trust so as to create a good relationship on an ongoing basis between the company and the press. Relations with the media or media relations are indeed part of the PR function which must be carried out perfectly, considering the role of PR as the spearhead or spokesperson or the first person in gathering all sources of information. To facilitate this role, PR can cooperate with the mass media as a partner in conveying information. Molaei (2014) in PR relations with the mass media can provide benefits such as (a) building an understanding of the duties and responsibilities of companies and the mass media. (b) build mutual trust for the benefits of both parties. (c) as an effective means of obtaining accurate, honest information so that it can provide useful information and knowledge to the public.

C. MANAGING RELATIONSHIPS

Strategy according to the Indonesian dictionary, Ministry of Education and Culture of the Republic of Indonesia means careful planning of activities to achieve specific goals. The communication strategy means communication patterns specifically designed to achieve certain goals. Usually the goal is to influence public opinion from negative to positive. To achieve this goal begins with a relationship or reciprocal relationship between the public relations officer and journalists or media institutions. Managing real relationships pays attention to cultural elements, such as understanding ethnic character, language styles, and understanding the customs side. For example, the pattern of communication between the Acehese and Batak tribes is of course very different. The Batak people often speak loudly, don't interpret that loud voice as rude, arrogant and other negative things.

Understanding culture is one of the keys to successful communication in the context of media relations. The cultural approach to communication is effective in overcoming the fact that 90 percent of press releases from the PR division are not published in the mass media. A public relations officer ideally has sufficient knowledge about the various cultures of the archipelago. So, when establishing relations with media institutions or journalists, it can run well. For example, a journalist will feel closer to someone in public relations who has close cultural ties with him, for example, coming from the same area, the same tribe, or having lived in the same area (Morozov, 2011).

Building relationships with media institutions or journalists is like preparing a war strategy. Winning a war requires qualified tactics, strategy and equipment. It needs to be prepared, analyzed, and reviewed before being applied.

According to Soemirat Soleh and the late Elvinaro Ardianto in a book on the basics of public relations, media strategy can be classified as follows:

1) By Serving The Media

Service to the media must be interpreted in a professional and non-professional context. For example, the public relations team can act as a liaison between journalists and certain sources from within the institution. For example, a journalist needs expert comments from a certain campus, so the head of public relations can act as a liaison between journalists and that expert. Experts are often asked for comments regarding certain issues from a scientific point of view. For example, money laundering experts will be asked for opinions in corruption cases, and so on. Remember, the relationship between public relations and the mass media is a reciprocal relationship, mutual need, and equal. This service to the mass media is also included in the context of confirmation, where when an event must receive confirmation from a company or institution. If you want to make sure journalists don't cut off explanations from the public relations team, then one way to go is to provide answers in writing, concise and clear. Thus, journalists do not misinterpret and misquote statements and have an impact on the negative image of institutions or companies.

The provision of such information must be done in a relatively short time, not to beat around the bush and through a simple mechanism. For example, there is no need to meet, it is enough to send answers via email or other communication services such as via the Whatsapp service, short message service (SMS), and other similar services. Even when you are in a disadvantageous or cornered position, information services must continue to run. Do not choose the option of closing the communication space with journalists, for the initial stage, an explanation of the institutional or company version should be carried out wherever possible. Closing communication and running away from problems is not wise and chivalrous, and does not solve problems. On the contrary, it can create new problems such as negative perceptions of journalists towards institutions.

2) *By Establishing A Reputation For Reliability*

Trust from the public including the mass media and journalists must be created. One way to create integrity from the public relations team. Never make statements that are completely untrue or distort facts. In fact, in the era of public information disclosure in Indonesia, there are almost no facts that can be hidden. However, the public relations officer team can provide context or meaning from an internal company point of view. Of course, the meaning of certain issues will differ from one party to another. In this position it can give a different meaning from the understanding of journalists or the media.

From here the reputation and trust of the institution can be realized. Once you are found to be lying, that is where the trust of the public, mass media and journalists will also be lost. Losing the trust of the public is a serious matter and it is very difficult to restore that trust. Various ways can be done to improve the reputation of a company or institution, one of which is a concrete form in the form of distributing social assistance to the neighborhood community, educational groups or other communities. The social assistance provided should touch on issues or those being discussed by the public as far as possible. For example, when the public is discussing the problem of a citizen's poverty, say, for example, a resident who lives in a cowshed, because he does not have a house. Then this issue became viral on social media, it's better for companies or institutions to immediately distribute aid to the poor. This is evidence of the company's rapid response to public issues. Issues that are being discussed by the public and then responded quickly will get the attention of the mass media. It is certain that the media will publish news of the distribution of aid as a form of follow-up to the news that has been written before. This activity certainly has an impact on the reputation of the institution.

3) *By Suplying Good Copy*

One of the ways to establish media relations is by supplying information texts according to the needs of the mass media, for example in the form of straight news, features, and so on. The submitted manuscripts are really interesting, have strong news value, and deserve to be published in all mass media. In addition, also attach photos complete with text, as well as the required videos. Don't send manuscripts that are messy and need extra editing, if this manuscript is sent, journalists and editors will throw the manuscript in the trash. In addition, you have to look at the right momentum when sending out a press release. Don't send press releases too often, so that the media are reluctant or bored of seeing the press release.

Press releases are sent according to the company's needs. Don't because you feel familiar with journalists or media institutions send press releases every day. It must be distinguished what is appropriate for public consumption through the mass media or internal media consumption. If certain news content is judged to be newsworthy only through internal media, for example news of routine meetings in certain fields, then it is better to publish it through internal media channels, not through press releases for the mass media.

4) *By Cooperation in Providing Material*

This format is usually in the form of advertorials or advertisements, in which companies entrust news content with a certain theme to be written by journalists or people appointed by media institutions. Today some media prepare "reporters" or more precisely advertorial writers in their media. Their job is not to cover and write news. But

only in charge of writing advertorial ads. Usually, the basic idea of the article is given by the agency's public relations team, then written by the advertisement writer who has been determined by the mass media.

5) By Providing Verification Facilities

The provision of this facility is to make it easier for journalists to report, usually in every institution a press room is provided, complete with internet facilities and a comfortable room. For field coverage, it is hoped that companies or institutions will provide facilities such as accommodation, transportation and consumption. As for pocket money, it can be adjusted according to the value of decency, not too much and not too little. In addition, the technical provision of facilities should not offend journalists or media companies. It is better to mention that this facility is to support the company than to support the performance of journalists, even though in practice this facility is used by journalists when reporting.

6) By Building Personal Relationship with The Media

Building personal relationships with mass media institutions and/or workers within them must start from the good intentions of friendship. Good intentions establish friendly relations and intensive communication. In the midst of their busy lives, it seems that the sophistication of information technology has greatly helped public relations practitioners establish personal relationships with members of the media. Communication that is simple, relaxed, light and full of jokes can be done, for example through the WhatsApp group, through various social media and so on. The more intensive relations day by day the better for mutual respect and respect for each other's professions. In addition, a public relations practitioner should send certain or special greetings on special days, for example sending messages of congratulations when journalists or media institutions have a birthday, wishing a happy wedding anniversary, congratulations on the birth of a child, and other personal relationships such as visiting when sick or party. All stages of the relationship lead to organizational goals in dealing with the media such as getting as much publicity as possible, getting proportional news spots, getting a positive response from the public, creating reciprocal relations with the mass media.

C. DEVELOP A STRATEGY

The development of a media relations strategy is basically to achieve raising awareness, changing attitudes and encouraging public action in organizations or institutions. To increase public awareness of the role of organizations, institutions or companies through certain strategies. Several strategies have been presented in the previous discussion. But the development or innovation strategy must be modified from time to time. In the context of internal media, for example the presence of various types of social media can be used as a means of two-way communication between institutions

and internet citizens (netizens). other social media, it is better if the administrator (admin) of the official social media account belonging to the institution has a relaxed style in responding to various complaints from internet residents.

It must be realized that the virtual world can be used as an indicator of public response to the services of organizations, institutions or companies. The more complaints in the world of social media, the more active the admin is in responding and explaining. Of course, a logical explanation should not be made up, let alone lie to internet users. There is no standard formulation in the development of media relations strategy. All strategy development formulations will emerge from experience in dealing with media or mass media workers. However, it still requires a simple formulation from within the company what must be done as an effort to develop a media relations strategy (Wilcox & Cameron 2009). Some of the strategic development reasons are as follows:

1) Active Participation in Internal Media Activities

Often the internal mass media hold various events that aim to establish friendship between workers in the media. This internal momentum should be utilized by the public relations team participating in it. Of course this is as far as getting approval from the internet mass media company. For example, mass media companies hold outbound events or year-end tourist visits with employees. It is better if the company team participates as a participant in the tour visit or at the same time sponsors the activity, such as preparing a transportation fleet and so on. Even though media companies don't offer sponsorship space, it's a good idea for the public relations team to still offer sponsorship services. If this condition occurs, it will be as if the media relations team is part of the big family of the media company. Relationships will be more intimate and mutual respect.

2) Create a Shared Community

Another strategy could be by creating a joint community between the public relations team and mass media employees. This community generally departs from the same hobby. For example, creating a community of mountaineers together, rowing bicycles together, or even a trails motorbike community and various other hobbies. Usually human characteristics will be closer if they have the same hobbies. From this community harmonious interactions can take place and have an impact on increasingly close relations between the public relations team and journalists or mass media employees. This community can be formed by several people from several different media. Thus, the wider the reach of media workers who are members of the community. But the ethical side must be a concern. Do not create a media relations strategy development program that is considered unethical by mass media management. So that it has a negative impact on individuals and companies or institutions. Development of other strategies can be carried out as long as they meet the ethical and reasonable elements. Do

not let the development of a strategy generate antipathy among media workers or mass media management. This really depends on the innovation and creativity of the public relations team.

D. DEVELOP A NETWORK

Network (network) is often a keyword in various activities. In this modern era, networking is one of the keys to people's success. This also applies in the context of media relations, the development of networks or connections can be made over time (Lievrouw, 2011). For example, if at first the media relations team only knew the journalists who served in certain desks, then slowly the media relations team had to develop a communication network with the editors in the media, even at the level of media leaders. However, the development of the communication network cannot be done instantly, and in a relatively short time. Better yet, network development is done naturally, for example getting to know editors or media leaders in a certain forum, then consistently establishing contact with these media leaders so as to create equal and individual relationships, not the other way around, giving the impression of a forced relationship because the public relations team really needs "touch". " the hands of media leaders so that news from the company is often broadcast.

Outside the context of reporting, it is better not to discuss issues of press releases and other publication needs with these relations. Thus, a relationship of mutual respect is created between the public relations team and journalists and their institutions. On the other hand, it is suggested that public relations have connections with journalist professional organizations such as the Indonesian Journalists Association (PWI), the Alliance of Independent Journalists (AJI) and the Indonesian Television Journalists Association (IJTI). The three professional organizations recognized by the Indonesian Press Council must become one of the focuses for the development of the media relations team's network. The aim is that if at any time there is a news twist, or a reporter submits wrong information, the first step is to communicate with the journalist to ask for clarification. If it is not heeded, then it can bring the problem through the path of the professional organization where the journalist is auspices.

On the other hand, even if there is a journalist competency upgrade program carried out by a company or institution, the three professional organizations can be used as strategic partners in the context of journalist capacity building. It should be the concern of companies or institutions, in order to produce professional journalists for one region or region, it takes determination between professional organizations, media companies and institutions, corporate organizations to improve the competence of journalists. The more competent journalists in an area, the better the public control in that area. The better the public control, the easier the media relations program is to run. Journalists who produce good news will educate their readers, so that readers are no

longer provoked by false information or hoaxes. In this context, the company's goal of good relations with the media as well as educating the public has been achieved.

E. MANAGING MEDIA RELATIONS

The work of a PR does require tools as a means of conveying ideas or ideas or PR strategies and tactics. The media is a very effective tool to help PR work. Media relations as a strategy for PR work must first understand the position of the media and media relations. The illustration goes like this, if a PR wants to campaign for one of the newest products, of course the PR must first understand the character of the product and media to be used (Zerfass at al 2016). The decision to choose media relations as a strategic step in campaigning for a product is a PR work strategy. While the selection of mass media is as a tool or means in conveying the strategy. Thus, efforts to build relations with the media are efforts that should be carried out continuously as a strategy to facilitate the role of PR as the spearhead of corporate information. Meanwhile, media selection is a tool to facilitate the PR function that wants to create relations with the media as well as the public in an effort to foster the company's reputation.

Harmonization of the relationship between PR and the press is a must, although in reality managing this relationship does not always run smoothly. There are times when the press or the media feel that their relationship has been harmed as a result of bad information being accused of coming out of a PR or even vice versa by PR accusing the media of not conveying true information. tug of war, aka screening of facts, is common and this is the basis for why PR practitioners must manage media relations (Haenfler at al 2012). Media relations is certainly not limited to conventional media such as print media, newspapers, magazines and television and radio electronic media. However, internet media or e-media can also be used as a PR work strategy. As explained in the previous sheet, that the way PR works must keep up with technological developments, adapt by applying skills in operationalizing technology such as the internet in carrying out PR functions on a daily basis. One of the media that emerged in the era of internet technology is new media or new media such as social media. Familiarity with technology is certainly an easy way to build relationships with all of this related to targeting the interests of information to all layers, layers of government, investors, internal and external public.

Managing relationships with all current stakeholders is easier with the presence of social media (Weaver et al 2014). PR work is more or less greatly helped by the culture of access to information as a result of technological advances. Even though in reality there are still those who interpret the relationship between the media and the PR profession as only taking place when a crisis occurs or the media is only used as a crisis resolution tactic or the media is only used when a company is being hit by negative news. In fact, when the company is not hit by a crisis, relations with the media must still run well so that when a crisis occurs, it is not difficult for PR to carry out its function as company information management through the

media. According to Eduard Depari in (Soemirat, 2002) communication practitioner experts explain that efforts to improve press relations with PR as work partners can be done in the following ways: (1) holding regular meetings between PR and the press, regardless of whether there are potential problems to be used as information material. (2) periodic lobbying between company or organization leaders represented by PR and journalists or mass media leaders. (3) The press tour organized by PR provides further opportunities for the press to get to know and know more about the situation and work mechanisms of a company or agency, so that the press can empathize with the problems faced by the company. (4) easy access for the press to executive officials, so that matters relating to certain policies can also be obtained directly through primary sources. (5) clear delegation of authority regarding PR officials who provide information if the PR manager is not present, so there is no need to utter the phrase "still waiting for instructions from superiors". (6) Appreciation of PR officials for the working mechanism of the press according to speed and speed in presenting information, so that the actuality of the news is not disturbed by PR's delay in dealing with information. (7) last but not least, the press must respect the principle of off the record requested by PR officials so that this access violation will present PR in a difficult position in the eyes of the leadership. Bearing in mind the importance of establishing relations with the press, both of them must respect each other's territory and work authority as regulated in the press code of ethics and PR code of ethics. Not attacking each other but rather complementing each other with any valuable information.

CONCLUSION

The definition of press relations in Public Relations that the role of press relations is to achieve maximum publication or broadcasting of PR information to create knowledge and understanding. It is a strategy used by PR to achieve maximum publicity and understanding among the public. Media relations are crucial for PR as a journalistic PR strategy to achieve success. PR should possess the ability to communicate and write effectively, as well as the ability to communicate and write effectively. PR should not be confused with PR and pers, as they have different roles and responsibilities. In PR, PR should be a program-program that aims to provide information to the public, ensuring that it is relevant and relevant. PR should also be a mediator between the media and stakeholders, ensuring that the information provided is accurate and relevant. Media relations are essential for PR to achieve its goals, such as promoting public trust and loyalty. It is essential for PR to be a strategic partner for all stakeholders in the process of communication and rebranding the company. In the era of globalization, media pun terus berkembang bahkan sebagai konvergensi media, yang terus menggabungkan atau pencampuran penggunaan media yang terus berkomunikasi. PR should be aware of the importance of media landscape Indonesia in achieving its goals and ensuring that it is a part of the overall media landscape.

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