



## Media relations strategy of the public relations of the University of August 17, 1945 Surabaya in the maintenance of the image of the institution

Adrian Ali Fadhilla<sup>1\*</sup>, Muchamad Rizqi<sup>2</sup>, Bagus Cahyo Shah Adhi Pradana<sup>3</sup>

<sup>1,2,3</sup> Universitas 17 Agustus 1945 Surabaya, Indonesia

\* Corresponding author

Email address: [adrianalif23@gmail.com](mailto:adrianalif23@gmail.com)

DOI: <https://doi.org/10.61126/dtcs.v1i1.3>

ARTICLE INFO	ABSTRACT
<p><i>Keywords:</i> public relations media relations image University of 17 August 1945 Surabaya</p>	<p>This study aims to analyze the public relations media strategy in maintaining the image of the University of 17 August 1945 Surabaya. This type of research is descriptive qualitative research. The research subjects were Untag Surabaya public relations and mass media journalists. Data were collected using interview, observation and documentation methods. The collected data were then analyzed through data reduction, data presentation, and drawing conclusions. To ensure the validity of the data, this research used triangulation technique. The results of this study indicate that the media relations strategy of Untag Surabaya Public Relations in maintaining the image of Universitas 17 August 1945 Surabaya is carried out in accordance with established procedures. This can be seen from the role of Untag Surabaya Public Relations in the form of publishing press releases, holding press conferences, placing advertorial advertisements to the appropriate segment of mass media through the media list. Public Relations of Untag Surabaya establishes a close relationship with mass media colleagues through media gathering events, provides media center facilities to work, gather information, establish two-way communication with journalists regarding the activities to be carried out.</p>

### Citation suggestion:

Fadhilla, A. A., Rizqi, M., & Pradana, B. C. S. (2023). Media relations strategy of the public relations of the University of August 17, 1945 Surabaya in the maintenance of the image of the institution. *Digital Theory, Culture & Society*, 1(1), 1–7. <https://doi.org/10.61126/dtcs.v1i1.3>

Received 13 April 2023; Received in revised form 10 July 2023; Accepted 18 July 2023; Published online 25 July 2023.

## Introduction

Public Relations or commonly abbreviated as PR is a part of companies, organizations and institutions that play a role in maintaining the image of the company, organization or institution. Public relations is important because its job is to showcase the various strengths of an organization to attract public attention. The implementation of public relations strategies is expected to create a positive image that attracts public attention while achieving institutional goals. (Cutlip et al., 2016, p. 6).

Public relations and mass media need each other. Public relations as a source of information, and mass media as a means of disseminating agency policies. To achieve the goals of public relations to create a positive image and understanding among the community and the organization. One of the right ways to do this is through the use of media relations (Raharjo, 2016).

There are two types of media relations activities. The first is publications, such as press releases, letters to the editor, announcements about public services, and communication through the Internet. The second is holding events or activities, such as media meetings held by public relations practitioners, press calls to convey information by telephone, media events such as inviting the media to sponsor an activity, and then of course a press conference with the media (Darmastuti, 2012, p. 33).

The theoretical studies used in this research are: public relations, media relations, image. From the theoretical study, it can be explained that the focus of this research is to analyze and explain the strategy of Untag Surabaya Public Relations in maintaining the image of the institution through media relations. In conducting media relations, Untag Public Relations conducts activities and publicity involving

mass media. Activities include press releases, press conferences, and special events to strengthen relations with journalists. Meanwhile, publicity conducted by Untag Public Relations includes paid publicity, free publicity, tie-in publicity for mass media covering activities, achievements, innovations of Untag Surabaya. The results of these activities and publicity are expected to produce a positive image of the institution, memorable, able to shape and maintain the perspective or perception of the mass media towards Untag Surabaya.

The urgency of this research is that public relations of Untag Surabaya has the responsibility to provide, create, maintain relationships and communicate with the mass media in order to support the performance of public relations in maintaining the image of Untag Surabaya. Based on these reasons and considerations, the researcher believes that this problem can be researched. The problem is closely related to the study of communication science in the field of public relations, and is interesting to study because media relations have a great impact in maintaining the image of the institution in today's digital era. Untag Surabaya, like other institutions in general, has also taken steps to maintain its image and maintain good relations with the government, media and society. The formulation of the problem in this study is how the media relations strategy carried out by the Public Relations in maintaining the image of Untag Surabaya. The purpose of this research is to analyze and explain the strategy done by the Public Relations of Untag Surabaya in maintaining the image of the institution.

## Method

This study used a qualitative approach, which is an approach that can be used to interpret, explore, or gain a deeper

understanding of certain aspects of beliefs, attitudes, or behaviors, and to understand the meaning of individuals or groups related to social issues (Jones & George, 2012). The researcher prepared and adjusted questions related to the media relations strategy implemented by Untag Surabaya Public Relations. The number of sources to be interviewed for this research amounted to 5 people, head of public relations and protocol Untag, head of media management subdivision Untag Public Relations, reporter Untag Public Relations, and several journalists from the media who often do coverage in public relations Untag Surabaya. In this research, observation is done by direct observation through mass media portals, and Untag website regarding media relations activities carried out by Untag Public Relations. Documentation in this research is done by taking pictures in the form of Untag Surabaya press release screenshots, interview results, and recordings of interviews with related sources with audio using the researcher's mobile phone.

Primary data is a type of data collected directly by researchers from primary sources, such as interviews, surveys, experiments, and so on. Primary data is usually always specific because it is tailored to the needs of the researcher. In this study, the primary data used were interview techniques, observation and documentation. Secondary data is data collected through intermediaries or parties who have previously collected the data, in other words, researchers do not directly take their own data into the field. Secondary data can be collected through various sources such as books, websites, or government documents. Secondary data in this study is using books and previous research related to public relations, media relations, and image.

The data analysis technique in this research uses the message analysis method, which has four elements. Namely, analyzing

the meaning of the message (message meaning), analyzing the design of the message (message engineering), finding the message packaging, and examining how to use the message (message using). (Purwasito, 2017). In this study, the researchers used triangulation techniques to test the validity of the data. Technical triangulation is carried out by comparing and rechecking between the data from interviews, observations and documentation that are consistent, do not contradict and show the same meaning and significance of the media relations strategy of Untag Public Relations. This method is applied in order to make a conclusion of PR media relations strategy for the image of Untag accurately.

## Results and Discussion

### *The role of Untag Surabaya public relations*

#### *Communication technician*

The result of analyzing the role of Untag Surabaya Public Relations as a communication technician is that public relations have the ability to establish relationships with internal and external institutions, namely collecting data to compile news. This ability is needed in making a press release, because the establishment of a harmonious relationship between public relations and mass media is the first step in the process of providing information to the public. This is in line with the theory of communication technicians in the book *Public Relations Strategy in the journal "Establishing Good Relationship with External Stakeholders UAD"* (Soyusiawaty & Fajri, 2016). The impact of Untag Surabaya's PR role as a communication technician provides benefits to the mass media, which improves media relations.

### *Expert prescriber communication*

The result of the analysis regarding the role of Untag Surabaya Public Relations as an expert communication is that the programs conducted by Untag Surabaya Public Relations show the ability of public relations to build a positive image between the institution it represents, with internal and external publics. This is related to the theory of organizational communication about the communication process in the setting of organizational interests, in the book *Organizational Communication "Strategy and Competence"* (Hardjana, 2016). The impact of the program of the institution, which is implemented and supported by Untag Surabaya Public Relations, opens a way to interact with the mass media through media relations.

### *Communication facilitator*

The results of the analysis on the role of Untag Surabaya Public Relations as a communication facilitator are maintaining two-way communication, facilitating conversations by removing barriers in relationships, and keeping communication lines open. This is related to the theory of communication facilitators in the journal "Establishing Good Relationship with External Stakeholders UAD" (Soyusiawaty & Fajri, 2016). The impact of providing and facilitating the mass media with media centers, routinely supporting mass media work programs in the form of providing sources that meet the news criteria of journalists, placing advertisements, giving birthday greetings and so on. It makes it easier for Untag Surabaya Public Relations to establish and maintain media relations.

### *Media relations activities*

#### *Press conference*

The results of the analysis regarding press conferences in Untag Surabaya's media relations activities always provide information to the media and routinely hold meetings, invite the media to events or sharing. This is in line with the theory of press conferences in the book *Media Relations: Concept, Strategy and Application* (Darmastuti, 2012). The impact of the press conference held by Untag Surabaya Public Relations is to form a perception for every Untag Surabaya activity that can be published to the mass media to improve and maintain the image of the institution.

#### *Media monitoring*

The results of the analysis of media monitoring of Untag Surabaya Public Relations are that the activity is carried out to archive news that has been published as information material by the institution to become a means of building and maintaining reputation. This is in line with the theory of media monitoring in the book *Public Relations Strategy* (Wasesa & Jim, 2010). The impact of media monitoring is to know the viewpoint of mass media towards Untag Surabaya, expand and also establish relationships with various mass media sections in order to expand the reach to maintain the image of the institution.

#### *Special event*

The results of the analysis of special events in media relations activities of Untag Surabaya Public Relations meet the criteria of special events such as supporting activities to help achieve institutional goals, create and

maintain a positive image, and public trust. Fostering harmonious relations between institutions and the media, serving the needs of the media to realize the goals and goodness of each. This is in accordance with the theory of organizational communication about informal communication in the magazine (Indriyanti, 2020). The impact of the special event held is a positive relationship with the mass media to expand and maintain a network of relationships that have an impact on the image of the institution.

### ***Institutional publicity***

#### *Paid publicity*

Public Relations of Untag Surabaya uses paid publicity in this case placing advertisements on billboards to promote Untag Surabaya so that people who pass by the advertisement can see and be interested in Untag Surabaya. The existence of paid publicity can improve the image of Untag Surabaya. This is consistent with the theory of paid publicity in the book *Communication of Multiplicity of Meanings* (Liliweri, 2011). The effect of paid publicity of Untag Surabaya Public Relations is that it can reach the desired segment, help strengthen, persuade and maintain the image of the institution in the community.

#### *Free publicity*

Public Relations of Untag Surabaya achieved free publicity by increasing the potential news value and innovation of Untag Surabaya events to publish various relevant coverage materials. This is in accordance with the theory of free publicity in the book *Communication Serba Ada Serba Makna* (Liliweri, 2011). The effect of free publicity of Untag Surabaya is to get positive publicity easily, and it is beneficial to the image of the institution.

#### *Tie-in publicity*

This form of publicity is done when there is an organization/agency/institution that invites Untag Surabaya Public Relations to be a partner in the media event. This is in accordance with the theory of tie-in publicity in the book *Communication Serba Ada Serba Makna* (Liliweri, 2011). The effect of tie-in publicity shows that by maintaining a good relationship with the mass media, Untag Surabaya Public Relations will get various opportunities to introduce and strengthen the image of Untag Surabaya to a wider segment.

### ***Institutional image***

Untag Surabaya has a positive institutional image, which is achieved through various media relations and publicity activities conducted by Untag Surabaya Public Relations. Journalists from mass media also help to provide input for Untag Surabaya Public Relations publications thanks to the well-established relationship and media center facilities. For example, when Untag Surabaya Public Relations is preparing a publication or designing an activity, Untag Surabaya Public Relations asks for opinions from the point of view of the mass media to get the highlight of a good publication. This is welcomed by the mass media because of the good relationship with Untag Surabaya Public Relations.

The overall image view of Untag Surabaya from the mass media has a good and close form. This is achieved through various steps taken by the public relations of Untag Surabaya so that the effect of media relations runs well. This is in accordance with the theory of institutional image in the book *Public Relations* (Jefkins, 2004, p. 26).

## Conclusion

Based on the description, analysis and discussion of research data conducted in Public Relations of Untag Surabaya, regarding media relations strategy in maintaining the image of the institution, it can be concluded that Public Relations of Untag Surabaya applies media relations strategy by conducting various activities such as press releases, press conferences, placing advertorial advertisements to the appropriate segment of mass media through media lists obtained from monitoring the media that publish/cover Untag Surabaya. And using various publication methods such as paid publicity, free publicity and tie-in publicity to expand and strengthen the image of Untag Surabaya.

Public Relations of Untag Surabaya also established a close relationship with mass media through events such as holding routine media gathering every semester with different topics, providing media center facilities to work, collect information, establishing 2-way communication with journalists about the activities that will be implemented. The results of communication and facilities provided by Untag Surabaya Public Relations to the media, get positive feedback in the form of publication support and close relationships.

Based on the conclusions that have been described, the researchers provide the following recommendations:

1. To strengthen and recommend to the leadership related to the Dies Natalies Untag Surabaya activities as a medium in forming positive public opinion or perception about the Red and White Campus.
2. Two-way communication between public relations of Untag Surabaya and mass media should be maintained well and consistently.
3. Increase the role of public relations in building a positive image for Untag Surabaya through the publication of activities, both internal and external, to be more innovative and informative.
4. Maintain the function and facilities of media center room as a means of relationship with mass media.

## Acknowledgments

In preparing this article, researchers received a lot of help, guidance and instructions from various parties. Therefore, constructive criticism and suggestions are highly appreciated.

## Declaration of Ownership

This article is our original work.

## Conflict of Interest

There is no conflict of interest to declare in this article.

## Ethical Clearance

This research has been approved by the University of 17 August 1945 Surabaya.

## References

- Cutlip, S. M., Broom, G. M., & Center, A. H. (2016). *Effective public relations*. Jakarta: Kencana.
- Darmastuti, R. (2012). *Media relations: Konsep, strategi & aplikasi*. Yogyakarta: CV. Andi Offset.
- Hardjana, A. (2016). *Komunikasi organisasi "strategi dan kompetensi"*. Jakarta: Kencana.

- Indriyanti. (2020). *Pola komunikasi organisasi di kantor Kecamatan Tallo Kota Makassar*. Makassar: Unhas Press.
- Jefkins, F. (2004). *Public relations*. Jakarta: Erlangga.
- Jones, R. G., & George, M. J. (2012). *Understanding and managing organizational behavior*. New York: Pearson Education, Inc.
- Liliweri, A. (2011). *Komunikasi serba ada serba makna*. Jakarta: Kencana.
- Purwasito, A. (2017). Analisis pesan message analysis. *The Messenger* 9(1), 20–34.
- Raharjo, R. S. (2015). Media relations di media massa (Analisis deskriptif kualitatif terhadap kegiatan media relations TVRI Yogyakarta dan Jogja TV). *Profetik: Jurnal Komunikasi*, 8(2), 27–36.
- Soyusiawaty, D., & Fajri, C. (2016). Strategi humas dalam menjalin good relationship dengan external stakeholders UAD. *Komuniti: Jurnal Komunikasi dan Teknologi Informasi*, 8(2), 102–111.
- Wasesa, A., & Jim, M. (2010). *Strategi public relations*. Jakarta: Gramedia Pustaka Utama.

