

BAGAIMANA PUBLIC RELATIONS MENERAPKAN ANALISIS MODEL SWOT HOW PUBLIC RELATIONS PERCEIVED (SWOT MODEL ANALYSIS)

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ABSTRACT

This paper aims to understand the challenge of Public Relations, to face the society perception/reputation towards Public Relations. By understanding what is the SWOT of Public Relations when they play their role among society. This paper will be a literature review of some source of scientific writing which the writer will elaborate 8 published journals related to the issue this paper talks about. Visible aspects such as appearance of PR practitioner, Educational background and communication skill is more considered on developing countries' public. On the other hand invisible aspects such as strategic-thinking skills, analyzing and listening skills are merely needed on developed countries' public perceptions. Due to literature review process, the writer cannot directly provides a premier data about the related phenomena, yet the writer only serve data and findings that the previous published journals have found. Therefore, the writer will generated information from those journals to encompass the reader towards better understanding on PR's reputation on both PR Practitioners and Public's opinion. This writing will help PR in the future to forecast their SWOT and optimize their Strength, minimize their Weakness, Seeking for the best Opportunity and encounter Threats as PR Practitioners. The writers am to enriched the insights of how PR perceives and how PR should do to deal with the challenges.

Keywords: Public relations; Communication; Reputation; SWOT model; Gender

ABSTRAK

Tulisan ini bertujuan untuk memahami tantangan Humas, menghadapi persepsi/reputasi masyarakat terhadap Humas. Dengan memahami apa itu SWOT Public Relations ketika menjalankan perannya di tengah masyarakat. Makalah ini akan menjadi tinjauan pustaka dari beberapa sumber penulisan ilmiah dimana penulis akan menguraikan 8 jurnal yang diterbitkan terkait dengan masalah yang dibahas dalam makalah ini. Aspek yang terlihat seperti penampilan praktisi PR, latar belakang pendidikan dan keterampilan komunikasi lebih diperhatikan pada publik negara berkembang. Di sisi lain, aspek-aspek yang tidak terlihat seperti keterampilan berpikir strategis, keterampilan menganalisis dan mendengarkan, hanya diperlukan pada persepsi publik negara maju. Karena proses tinjauan pustaka, penulis tidak dapat secara langsung memberikan data primer tentang fenomena terkait, namun penulis hanya menyajikan data dan temuan yang ditemukan pada jurnal-jurnal terbitan sebelumnya. Oleh karena itu, penulis akan menghasilkan informasi dari jurnal-jurnal tersebut untuk merangkul pembaca menuju pemahaman yang lebih baik tentang reputasi PR baik di kalangan Praktisi Humas maupun opini Publik. Tulisan ini akan membantu PR di masa depan untuk meramalkan SWOT mereka dan mengoptimalkan Kekuatan mereka, meminimalkan Kelemahan mereka, Mencari Peluang terbaik dan menghadapi Ancaman sebagai Praktisi PR. Penulis ingin memperkaya wawasan tentang bagaimana PR memandang dan bagaimana PR harus melakukan untuk menghadapi tantangan.

Kata kunci: Hubungan masyarakat; Komunikasi; Reputasi; Model SWOT; Gender

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BACKGROUND

Public Relations plays key role on shaping perceptions towards an organization or company. Not only in private organization but also on governmental organization needs to make relations with public or society. We cannot deny that the fact of the urgency of Public Relations Practitioners to connect an organization with public, there are many issues on public perceptions towards public relations, some people trust Public Relations, but some people also being hesitate to put their trust on them. Therefore, to encompass the reader's needs to understand the Strength, Weakness, Opportunity and Threats of Public Relation Practitioners, this writing will elaborate eight different published journals about Public Relations. Those eight different journals are delivered in both English and "Bahasa Indonesia", but inside this writing we will learn it in English to make a better generalizations. The Journals methodology were various too, from quantitative method with survey trough writing text and trough phone, qualitative method trough an in depth interview with phenomenological approach, and etc., that we will talk about it later on the next phase of this writing. The origins of these journals were various as well, from various countries including developed and developing countries, so we will have a glance view towards many perspectives.

METHODOLOGY

Literature Review method is chosen by the writing to develop a better insight towards the issue within tends to be tight time. Literature review is a survey model towards some published scientific writing to generate conclusion towards a specific theme of issue.

CONCEPTUAL DEFINITION:

Public Relations – According to Heath and Coombs (2006), inside the writing of Kriyantono & Anggraini (2020), Public Relations activities are concerning on restrain crisis, compose a good relationship with mass media, making a good reputation towards an organization, take in hand over crisis, and forecasting a probability of emerging conflicts in order to reduce cost of many aspects of organizations. The cost that the writer tries to mention is not only certain amount of money but also organization's reputation and its energy.

PREVIOUS RESEARCH:

Firstly, we will examine PR in Indonesia due to Damayanti & Saputro's writing on 2017 and Ningrum's writing on 2020. According to Ardianto's writing on 2011 inside Damayanti & Saputro (2017), PR is a function of a profession to analyze how public's attitudes towards some issues. It can be related to an organization or company. Therefore, as a PR practice, it needs to analyze how can a publication or policy be accepted to the public. Or in other words, how can an organization and company be in mutual relations with public. In Indonesia, Public Relations on Public perceive tend to be gender centric. Masculinity and femininity is related to public perception on PR. Simorangkir (2011) stated that Public Relations in Indonesia is often regarded as working field of female. PR profession is tend to be related with female which having a good appearance, pretty face, ideal body image, selling-image, and any other terminology that often called as LC or Ladies Companion (Damayanti & Saputro, 2017).

Meanwhile Ardianto (2011) on Damayanti & Saputro (2017) stated that PR have four important functions: 1) Expert Prescriber, PR who identified customer's problem like a communication consultant,

giving a program proposal, developing a program, and implement the program with a high responsible mind. 2) Communication Facilitator, a PR have to be a good listener, who is being a communicator interpreter and mediator between a company and their targeted public. PR in this extent can facilitate information exchange between two-way communication of Company and Public, through various channels. 3) Problem Solver, as the clients must have various obstacle on running their Public Relations activities, a PR is having a responsibility to generate what is the problem that probably appear or has already appear and giving a suggestion of how to deal with the problems. 4) Communication Technician, which require a PR to gather what the management of a company wants, and deliver it to the public through publication and any other media. Which this function of PR practice is beyond gender issue and needs both masculinity and femininity to cope with many aspects that a PR should handle.

If Damayanti and Saputro (2017) seen the gender issues attached to PR perceive on public's mind, Ningrum (2020) seen PR practice from Governmental area. Indonesia's government is currently working on a Decree of Public Relations Practitioner to helps PR get a better value of professionalism in public's opinion. PR is often seen as hegemony or propaganda practice especially if it related to government. It is also seen by public as negative information from an organizations to switch the fact. A PR patrician seems to be having difficulty to gain a public status confession of a professional occupation. Therefore, to become qualified and avowed PR needs to escalate their practical decree to become more professional and trusted. Specific educational background is needed to certify a PR professional. Because Ningrum (2020) deliver an interview result that stated if a PR professional with certain degree related to communication tend to have a better ability to send the information towards the public. It affects the way a PR

professional to speak more diligent, genuinely, humble, clear and representative. Especially if the PR professional is giving an information or policy that related to government, the public impression towards the PR is pretty important. From those two writing which examine PR practice in Indonesia, we can see that the PR Issue is related to visible aspects such as appearance, educational background and even gender.

Another Writing from Indonesian's scholar Kriyanto and Anggraini (2020), talks about how 114 of the respondents have various answer when they hear "Public Relations". Some of the respondent even has no idea what is the PR means. Meanwhile, the respondent that have an idea about PR tends to describe PR as the guardians of a Company's reputations (Kriyanto & Anggraini, 2020). Gender issue is also exist in this writing, some respondents agreed that female is more suitable to be a PR practitioners, because Female tends to be more attractive and communicative. Educational background is counted as well, as one of the considered aspects on how a PR practitioners should be. Matterfact, the public in Malang (one of a city in Indonesia), has seen PR in a positive way, and they tend to trust what PR said as long as the PR practitioners has a suitable aspects as the writers' have mentioned before. In this writing, we can see that visible aspect does counts on how Public perceive PR practitioner.

Beyond visible aspects as PR in Indonesia, how PR perceived by public in Developing country such as Malaysia is similar to Indonesia. It is probably because of the same category of country, peripheral countries which having almost equaled educational which cope the public. According to El - Kasim & Idid (2016), interaction between a PR practitioners and public is required to enhance public's trust toward PR. The writing is merely talked about how Social Media has shift the bad perceptions of PR into the good perception, just because the are focusing on the ease of

use by perceiving a good relationship and interactivity with the public through Social Media. Public will receive Internet or technology as their ease of use to public's life, whether it will affects the public's live or not. The writings found that public mostly uses technology on daily basis. It comes to make an opportunity towards PR practitioners to make interactivity with the potential targets through Social media to make the boundaries between these two parties less rigid.

"Social Media is changing how PR Practitioners communicate with their stakeholders", wrote Wright & Hinson, 2012 (El Kasim & Idid, 2016). The writing also validate through their quantitative paradigm and survey data collection that the relevance of social media usefulness towards daily live made PR has a chance to build cordial relationship with the public. If in Indonesia most of the PR practitioners visible aspects were valued, in Malaysia the interactivity and mutual communication activity is frequently valued.

How about in developed country such as South Korea? Jeong and Park (2017) was wrote on how PR practitioners perceive their own occupations, by interviewing four participants whom also practitioners. The writing found that in the globalization era, it is needed to be a PR who can be a decision maker by implicating their clients' needs. Jeong and Park (2017) questioned on how PR practitioners can understand their job roles on Global Public Relations firms? And what elements of PR practice that they think might be affects their optimal job role?

The writing found that Korean PR Practitioner are merely having three kind of job roles, the first one is as a Strategic-Roles which having a responsibility to make a decision, the second one is non-strategic-technician-roles, on this role the PR doesn't have to make a strategic decision, and more technical, such as filing, clipping, and delivering monthly book. And the last role is as an entrepreneur or PR consultant firms, they are responsible on how to deal with the clients and make the clients satisfied. The

elements that affects PR perceptions on their job roles was laid on these elements: 1) Cultural elements, related on Confucianism and collectivism, it makes Korean PR will be more attached to the public; 2) Media, as in Korea media has a strong influence towards public, it will affects on how PR practitioners work and cope with the public; 3) Public Perceptions towards PR, due to interviewees opinion, public tend to have untrustworthiness towards PR; 4) Clients Perceptions towards PR, it will affects whether the clients sees the PR as "Subordinate Level", "Fair level of relationships, or "assistance relationship"; 5) Practitioners own firm's principal rules; 6) Clients principal rules; 7) Business contracts with the clients; 8) Job Tittle; and 9) Academic Qualifications.

On the other hand, Celebi (2020) brings Public Institutions' PR issue to be elaborate, the Research was held on Turkey, another developed Country. According to Celebi's statement, dialog process between the PR and the public is really important, to make both parties feel safe and favorable to share one another's perspective. It will help the Public Institution's reputation be acceptable by the public. The Dialog in this writing means a collaborative decision-making process, with respects and consideration to both parties' interests, rely on the principle of reciprocity (Celebi, 2020). In digital era, there are so many opportunities for the Public Institution in making a dialogue-process works. This writing seek for how Public Institution's communications established these four parameter of Trust, Satisfaction, Loyalty, and Control Mutuality. Celebi (2020) found that a good communication between two parties makes the dialog-process established and more optimal, when the role of social media is also considered as one of the factor that make the mutual communication happens. By this result, we can see that in developed country like Turkey, an invisible and soft treatment towards public is generally more valuable than the visible instrument of PR such as the

appearance of the PR practitioners like in developing countries we have mentioned before, Indonesia and Malaysia.

New Zealand's scholar Sterne (2016), giving us an insight about business perceptions towards PR practitioners, which in this case was PR consultant firms. Current PR objective is to create a transparent communication with the public (Sterne, 2016). Business stakeholders as CEO had concerned on how PR had changed from being a tool of media coverage to become more strategic role on a company, PR have to be able to engage with multiple stakeholders. Matter fact on the business perceptions, PR consultant firms tend to be overpriced, compared to the job they have done towards a company. PR consultants need to listen and pay attention carefully on what the company needs, to dismiss the mismatch between the company needs and the PR consultant think were needed (Sterne, 2016). By this writing we can see that in developed countries PR seen beyond just visible aspects, the public (in this writing were the clients) or the companies, needs more than just Educational Background or other physical appearance, but the need to be listened and understood.

Coy Callison from (2004) a scholar from Texas, USA, was seeing PR in more critical way. Even if the writing result were collected from direct survey by phone towards 593 persons, which among them cannot answered the phone, yet mostly can confirm an interview with the researcher. The research found that educational degree of the respondents; influence how they reacted towards the questions of how public Perceive PR practitioners. The college degree respondents were delivering more critics towards PR perception than the respondents who are having high school degree. The respondents tend to have more trust if a PR doesn't directly affiliates with a company. If a PR at the first sight was mentioned company name, it will affect the negative perceptions. Positive perception will be delivered when the PR doesn't affiliates with the company, or we can see as

the third parties. Or probably this research is linked to how third parties of company which can be an experts, celebrity or even another customer of a company, is more likely to have positive vibes for the public.

DISCUSSION:

The developing countries public tends to have positive mindset towards PR practitioner. As long as PR practitioners have good visible aspects, the public will instantly be affected positively. Such as a good appearance, good communication skills and suitable educational background. On the other hand, on the developed countries the PR practitioners needed to have more skills than just the visible aspects, like the strategic skills, transparency and even how to be seen as unaffiliated PR of a company to make sure that the public approve their information. From the previous chapter about existing research of PR perceptions based on public, the PR itself and the clients, we will examine about the Strength, Weakness, Opportunity and Threat of PR occupation.



Strength – PR Visible aspects can be very useful on building public's first impression. A PR has to be diligently and fluently delivering the information towards the public. Most of PR practitioner who has suitable visible aspects tends to be more approved by the public. This visible aspect is the easiest instrument that a PR practitioner could develop as soon as possible.

Weakness – invisible aspects such as strategically way of thinking, and other soft skills is urgently needed to be developed. The writer believed that these soft and

invisible aspects are going to be developed as the PR practitioner keeps practicing and learns from their previous failures.

Opportunity – after understanding that the unaffiliated PR to a company is tend to be trusted, PR have to be seems as natural as it has to be, so the public can be influenced. The writer has a suggestion to a company to hire more third parties to influence public, such as an expert, specialist or celebrity. This way of PR practice is currently developing with the practice of celebrity endorsement, or experts' webinar that companies held in order to gain more traffic towards the organization/company.

Threat – as the highly educated people be more criticize on PR practitioners, the writer suggest PR practitioners to always elevate their soft invisible skills, such as strategic way of thinking and how to listened more on client's/public's perspectives.

CONCLUSION:

Even if we have literature review on various PR research on various years and countries, we can see that the PR practioner is still needed among the years, but we can see the shifted technical practice. Such as how the old PR using old media to publish their information, and currently using social media and internet as a massive media to distributes information. Matter fact currently, as the public is become more educated and smart, PR cannot be detached from critics and hesitations from public. Therefore, as a PR we have to be more strategist and adding our values beyond the visible aspects.

SUGGESTION FOR FURTHER RESEARCH:

As the writing is elaborating on how PR analysis with SWOT, the writer would like to suggest on further research to analyze with different model of analysis to help the reader enriched the insight towards Public Relations.

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