Social Media Public Relations Communication Model in Building Institutional Reputation in the Industrial Era 4.0

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Abstract:

This study seeks to analyze the communication model of social media public relations in building the reputation of agencies in the industrial era 4.0 by using new theories in communication science. By using an observation approach in several companies that implement digital PR and utilize technology to deliver messages appropriately through conventional communication channels and social media, and are supported by library research, as well as descriptive analysis, this study found that digital public relations is considered to have a close relationship the type of media used is social media. The role of digital public relations in this case is not only demanded to be able to establish good relations and cooperate with traditional publics, but also to be directly involved with a group of unintentional new influencers, in establishing relationships with customers directly through social networks, wikis, macromedia communities, forums online, groups and blogs. Thus, among all communication tools available to public relations practitioners, online communication is uniquely equipped to enable the organization and its constituents to engage in two-way communication. The importance of the focus on this online tool reflects the essence of digital public relations as a two-way communication process that comes with interactivity.

Keywords: mass communication, public relations, social media, internet, information technology.

I. Introduction

The development of technology has changed along with the times, where one of them is the internet. Tom Kelleher (2007), defines the internet as a global network that can be accessed by all the public. This network is a system that connects various computers, cables, and cable and wireless devices that are connected to each other to help people exchange information throughout the world. The development of the internet continues to occur until finally giving birth to a new technology that is Web 2.0 which introduces the world to the Social Web and is a medium used by a person to communicate with the online community they want. One form of application of Web 2.0 technology is social media. Regarding social media networks can

be used by organizations in building relationships with their publics and providing various kinds of information and services relating to the organization to various publics, both directly and indirectly related to the organization.

The growth of internet users in Indonesia according to the survey results of the Indonesian Internet Service Providers Association (APJII) until the first quarter of 2017 has reached more than 171.18 million people or around more than 64.8 percent of Indonesia's population and even predicted until the end of the year reaching 80 million inhabitants. According to this data, Indonesia has been ranked third in the internet access countries in Asia. Furthermore, the most common internet users found in Indonesia are users of networking sites or social media (Pienrasmi, 2015).

The presence of social media has changed the way practitioners think and carry out their practices and assume that this is a revolutionary force in the field of public relations. By optimizing the potential possessed by social media, the practice of public relations will be more global, more strategic, increasingly bi-directional and interactive, symmetrical or dialogic and more socially responsible. This can sufficiently underlie that in this new era social media can be used as one of the media used in public relations strategies in communicating with the public. By following the pattern and concept of social media development, public relations is expected to understand the usefulness of the application of social media to the agencies / companies and brands handled. In addition, an understanding of the behavior of the target audience is needed to develop an appropriate public relations communication strategy. Thus, practically this has made the work of public relations today undergo a very extraordinary change. Today's public relations must not only be smart in dealing with influencers, including the media, but also requires being able to deal directly with brand users on social media networks (Grunig, 1992). Here this study seeks to analyze the social media public relations communication model in

building the reputation of agencies in the industrial era 4.0 by using new theories in communication science.

II.   LITERATURE REVIEW

This research, provides an understanding that the use of social media facilitates the dissemination of information, means of promotion, means of communication with the public, both internal and external public, as well as establishing good relationships with the public because communication can go both ways easily. From the use of social media public opinion can be built which will later shape the image of the instantist / company through the role of public relations in the industry 4.0 era. In the context of the approach to mass communication, McQuail (2002) identifies two dimensions, namely media centric (media-centric) dealing with society-centric; and culturalist (culturalist) dealing with materialist (materialist). According to Inayah (2015) the difference between a media centric approach and a centric society is that media centric gives more autonomy and influence over communication and concentrates on the realm of media activity itself. Centric media see mass media as the main driver in social change that is pushed forward by the development of communication technology. Media centric also pays more attention to certain media content and the potential consequences of different types of media. While centric society in general views the media as a reflection of political and economic power. According to Murdock et al. (1986), theory for media is the specific application of larger social theories. The theory of mass communication is strongly influenced and tends to respond to every major change in the structure and technology of the media (see also, Lee, 2000; Murdock & Golding, 1989).

Another theory used by communication is the symbolic interaction of G.H Mead (1934). Symbolic interaction theory reveals that symbolic interaction is an activity that is a characteristic of

humans, namely communication or exchange of symbols that are given meaning. Symbolic interactionism places a great deal of emphasis on active and creative individuals, and assumes that all things are virtual (Deddy, 2003). It assumes that all interactions between human individuals involve an exchange of symbols. According to Mead (1934), every non-verbal signal and verbal message that is interpreted based on mutual agreement by all parties involved in an interaction is a form of symbol that has a very important meaning. A person's behavior is influenced by symbols given by others, as well as that person's behavior. Through giving signs in the form of symbols, individuals can express their feelings, thoughts, intentions, and vice versa by reading the symbols displayed by others.

In the context of the decline of new media, it has implications for the function of media that offers development of network, interactivity, digitization, and convergence, related to the making of messages and delivery of messages (Watie, 2016). Its ability to offer interactivity allows users of new media to have a choice of what information is consumed, while controlling the output of information generated and making the choices they want. This is also related to the function of media as interactive media, and network development in making messages and delivering messages (Flew, 2002). Furthermore, according to Flew (2002), this ability to offer interactivity is the central concept of understanding new media. The emergence of the conception of virtual reality, and the virtual community of virtual identities, according to Flew (2002), is a phenomenon that emerges with the advent of new media. This phenomenon arises because new media allows its users to use the widest possible space in new media, expand the broadest network, and show other identities that those users have in the real world (Watie, 2016; Susanto, 2017).

Another construction of public relations in the context of new media is the New Medium Theory. According to Trappel & Meier (2011), the medium

is the message, and new media is the message. Poster (2018) portrays computers as communication technologies that are uniquely dedicated. The essence of the internet here is to act as not only diversity and uncertainty in the future, but also because of its postmodern character (Poster, 2018; McQuail, 1987). He also pointed out the main differences in broadcasting and printing as differences between new and old media. The new media provides the concept of a communication pattern that has no boundaries between message delivery and pean reception so that the media space is easier to provide a reciprocal effect (Trappel & Meier, 2011). In contemporary developments, new media in the form of the internet has almost all the needs of society as a source of free information. New media theory provides a perspective that the media can influence how people think in responding to an issue or message (Septiani, 2014). Kirat (2007) states that the internet as a new medium cannot be ignored by professionals and PR practitioners. This requires new ways of thinking and new public relations tactics and technology.

In the era of digital communication, the use of Digital Public Relations (PR) communication media becomes an urgent thing that can be done in the socialization process making the role of public relations in carrying out the communication function very vital. Along with the development of information technology, digital utilization in public relations is becoming increasingly apparent. By using internet support so far, digital public relations has been able to adapt its function to provide all the information needed, and provide a new dimension in the communication process of public relations practitioners (Nurjanah & Nurnisya, 2016). This requires the existence of digital public relations for the company is absolute, to provide official information that can be trusted and accounted for by all customers and stakeholders of the company (Duhé, 2007). This has consequences for the promotion of public relations professionals who not only adapt to the changes identified, but also the utilization of the internet in public relations.

Specifically, this requires a way to change the style of communication to organizational stakeholders, the news media, information and communication models (Christ, 2007). Alfonso & Suzanne (2008) revealed that internet-based technology can help companies to monitor their business environment online, prepare for crisis communication, and problem management. Furthermore, Hallahan (2004) encourages online public relations to use Web sites and other Internet technologies, such as e-mail and social media. It also includes utilizing the interactivity model with technology to improve public relations performance in dealing with problems through technology channels and managing online relationships.

Building An Institution's Reputation Through Public Relations Communication On Social Media

At present, Era Industry 4.0 has disrupted not only the order of existing business processes, but also the role of the professions in them, ranging from sales, operations, marketing, finance, journalism where robots can write their own news, to the world of public relations. The industrial era of the world experienced a revolution not the first time. At the end of the 18th century, Industry 1.0 was recognized by the presence of the first mechanical loom in 1784 ". At that time, the industry was introduced to mechanical production facilities using hydropower and steam. Then Industry 2.0 was the era of mass production revolution. For the industrial era 3.0, it was marked by the use of electronics and information technology for production automation. At last, the era of the Industrial Revolution 4.0, presents the sophistication and technological advancements of the Internet of Things (IoT), Big Data, Artificial Intelligence (AI), human-machine interfaces, Cloud, Quantum Computers, robots, 3D printing, Augmented Reality and Virtual Reality (AR / VR), to Mixed Reality.

Given the rapid development of technology, it is easy for people to create digital content. The government moved quickly and immediately issued a National Industrial Development Road Map with the branding "Making Indonesia 4.0". Even the government is optimistic that if Indonesia can implement this, then real GDP growth can grow 1% -2% per year. This industrial era 4.0 provides a challenge for public relations to be responsive and quick to adjust. Imagine, initially the performance of a public relations is measured by how well they write in the newspaper in delivering press releases. Now the professionalism of Public Relations is demanded to be able to use various media on the internet and utilize a variety of super-sophisticated communication tools to communicate messages.

As is known, that public relations has the function to foster and develop good relations between institutions with the public, internal and external in order to instill understanding, foster motivation and public participation to create a climate of opinion and public opinion that is beneficial to organizational institutions (Nova, 2009). With this function, in the end performing technical functions as revealed in the results of the International Public Relations Association (IPRA) research, which provides counseling based on understanding human behavior problems, making analysis of future trends and forecasting the consequences for the institution; research opinions, attitudes and expectations of the institution and provide suggestions for actions needed by the institution to overcome them; creating and fostering two-way communication based on truth and complete information; prevent conflict and misunderstanding; increase mutual respect and sense of social responsibility; harmonize the interests of the institution against the public interest; enhance the institution's good faith towards members of suppliers, and consumers; improve industrial relations; attract good workers to become members and reduce members to leave the institution; socializing products or services, Striving for maximum profitability, and Creating an institutional identity.

With this function, public relations activities are very closely linked to the formation of public opinion, directing public perception towards a good

corporate image and reputation. To carry out these functions, public relations carries out a strategy, as a mix of public relations (Morrar et al., 2017). In the field of publication, the effectiveness and duties of public relations relationships are organizing publications or disseminating information through various media about the activities or activities of companies or organizations that are appropriate for the public to know.

In the event field, the existence of public relations aims to introduce company products and services, get closer to the public and further influence public opinion. In the field of news, publications attempt to create news through press releases, newsletters, bulletins, and others. In the area of community development, public relations need to hold social contacts with certain groups of people in order to maintain good relations with the organization or organization they represent. In the context of inform or image, public relations functions to provide information or attract attention to obtain a positive image.

In the field of lobbying and negotiation, public relations is to reach agreement or support from institutions or individuals and institutions influencing the sustainability of a company's business with the community. Through this tactical strategy, the role of public relations is expected to attract attention, influence public opinion, and ultimately build an atmosphere of mutual trust. Before the popularity of the internet and social media in cyberspace, to influence public opinion and build an atmosphere of mutual understanding between the public and the company the communication between the two parties tended to be delayed even one direction so that feedback on the company tended to be slow. Slowness of public response to the company can be detrimental to the company, because the company cannot directly respond to the response, both positive and negative responses. This is because the characteristics of conventional media used, mass media tend to be delayed and have to go through editorial policies from the media.

Strategies and Professional Competencies of Public relations in the Industrial Age 4.0

With the rapid development of technology and in the Industrial Age 4.0, Public relations competence requires a unique combination of intuition, reasoning, empathy, emotion and limitless creativity, which is a limitation of machines or robots to be trained. The old perception as outlined above, that public relations only functions as media relations, makes clipping, protocols and publications in conventional media simply must be abandoned. Now this profession is demanded to have more complex and sophisticated expertise. Which means, the transformation of Public relations in the Industrial Revolution era 4.0 must be followed and conquered with specific competence and professionalism (Perhumas, 2018). First, Competence. The digital world becomes an absolute must-have tool. Indonesian public relations must upgrade and have qualified technological and non-technological competencies. In the industrial era 4.0, the world needs public relations with high flexibility and mobility, digital capabilities, analytics, writing content, building networks, always needing the latest information and specializing. This is in accordance with Lindic (2006) which states that the strategic use of the internet has empowered and enhanced the role of public relations. The use of appropriate technology can lead to the achievement of messages to support organizational goals. This utilization requires efficient and effective use and technology channels. Second, Personalize Content for Public relations content. To be impactful, Public relations must be creative and be able to communicate personally. With information overload in the world today Public relations 4.0 must be more selective in seeing who the target audience is, as well as the content that is relevant to them. The same thing when Public relations is faced in a crisis situation, reputation management, and building a brand. In other words, Public relations 4.0 must be able to become a Producer and Publisher of content.

Third, be creative and understand Global Trend. By taking a few examples of technological developments from the phenomenon of 360 video CNN, live streaming, drones to mixed reality from Windows. Creative or able to combine this digital technology for the role of Public Relations functions in the 4.0 era.

Fourth, Integrity. In this era of disruption, Public relations is easily carried by the flow of polemic issues from hoaxes to fake news. Public relations must still have good governance, accountable, transparent and answer not only the needs of stakeholders, but also all citizens.

Fifth, Collaboration. Public relations cannot stand alone in this digital era. PR needs Digital content creators, videographers, graphic info, Ads people, brand people to marketing. In essence, it is time to collaborate with government, private and even academics to promote Indonesian brands. Because stake holders' expectations on the role of the public relations strategic function are three times heavier than before.

A public relations is a message and to be able to convey a message properly does not require a lot of money. Public relations must actually be able to convey the message in an economical way but has an extraordinary impact. The emergence of the internet which later gave birth to diverse social media is very helpful work Public relations. Starting from Twitter, Facebook, Instagram, Linkedin, Blogs, until Youtube can be used for publication. The existence of the media at this time is needed by public relations professionals, because the media is a tool for publications, a place to build support for the company, as a means of building reputation because the media are not distant from someone so that access to information and publications delivered through the media is assumed to arrive sooner. The existence of the media is also needed to build a network so that information dissemination can be faster if there is a network that supports.

Utilization and use of media on the internet as a tool to communicate messages requires elements that can support the delivery of messages properly. The first is active, because the information community is always hungry for information and they consume information so quickly that if there is no update information and tend to be passive then the public's attention will shift. Second is to be a good representative of the company, however public relations is the spearhead of the company's image. When the message is not good and tends to provoke unrest, it will have an impact on the company's reputation as well.

Third is attention or responsiveness to complaints or input obtained, because any comments and complaints can be submitted in the media, so that when public relations shows attention and also a positive response it will also have an impact on the company's reputation. Fourth, establishing a direct relationship is also needed as a continuation of the network built through the media. Thus the message is expected to be conveyed properly and the reputation formed in the community in accordance with the expectations of the agency or company.

The activities carried out through social media are not only limited to Marketing Communication, product socialization, or corporate / personal branding, as well as broad Public Relations programs. The activities carried out by Public Relations on social media. LG Electronics Indonesia as a rising electronics brand competes with other brands that were born first in utilizing Public Relations. The LG program that was launched was LG Nutri Fridge. According to the site mix.co.id, through the social networking site Facebook, LG invited the public to participate in providing support for improving Indonesia's licensing. Simply open the address www.facebook.com/lglovesindonesia, prospective participants will find the LG Nutri Fridge icon to be chosen as confirmation of their participation. Still according to www.mix.co.id, in its fan page, LG invites participants to play interactively about information about knowledge about nutritional adequacy. Participants are also invited to choose various foodstuffs available there and arrange it in

the fridge right next to it. For each icon selected, the screen will display information on the nutritional content contained in each of these foods. Through this interactive method, participants can easily understand the nutritional content of each food ingredient. As written by www.mix.co.id, quoting the Marketing Director's statement, saying that his hope is that the community can apply nutrition in their daily lives. Therefore, LG also involved nutritionists to carry out the program through the digital media. Through the program, LG will distribute fresh and interactive food ingredients for six consecutive months to the orphanage. LG also netted 1040 participants via Twitter (mix.co.id).

To introduce the Quick Memo feature in its gadget, last August PT. LG also held the "LG Quick Memo" event. According to the mix.co.id website, the program is packaged in the form of social media competitions. The program provides an opportunity for consumers to create and share positive messages through a special application embedded in the LG Mobile Indonesia fan page and prize winners with the LG Optimus 4X. But before starting the competition, the LG Mobile Indonesia requires giving likes to the LG Mobile Indonesia fan page on Facebook.

Now the main activities of Public Relations can be done through social media. This also includes media relations activities. As one of the functions of Public Relations, companies can use social media as media relations. Through a social media account, the company can have a good relationship with the media interactively. Last March, when Smartfren experienced internet connection problems due to a disrupted network, several media made the information conveyed through their social media accounts information passed on to the public. Furthermore the media or interested institutions can explain further. As done by Kompas.com, the media makes information and consumer complaints through accounts as reliable news. Through social media accounts, the media can get an explanation as well as consumers can directly get information

through the agency or company account that is available.

III.   CONCLUSION

Conventional Public Relations uses many one-way communication models where this model only relies on public information dissemination. This, of course, explains that the main values inherent in the digital public relations communication model are different from conventional public relations communication models. Digital Public Relations is considered to have a close relationship with the type of media used, namely social media. The role of digital public relations in this case is not only demanded to be able to establish good relations and cooperate with traditional publics, but also to be directly involved with a group of unintentional new influencers, in establishing relationships with customers directly through social networks, wikis, macromedia communities, forums online, groups and blogs. Thus, among all communication tools available to public relations practitioners, online communication is uniquely equipped to enable organizations and their constituents to engage in two-way communication. The importance of the focus on this online tool reflects the essence of digital public relations as a two-way communication process that comes with interactivity.

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