



---

## Synergy between Journalists and PR Agencies Hasta Communications to Obtain Client Satisfaction

**Erlita Zahrah**

Journalistic Study Program, UIN Syarif Hidayatullah Jakarta

Korespondensi penulis: [erlitazahrah03@gmail.com](mailto:erlitazahrah03@gmail.com)

**Wahyunengsih Wahyunengsih**

Islamic Community Development Study Program, UIN Syarif Hidayatullah

email : [wahyunengsih@uinjkt.ac.id](mailto:wahyunengsih@uinjkt.ac.id)

**Abstract.** *This research focuses on the role of journalists in news dissemination. It aims to provide clear information about the environment itself. Then the role of media relations cannot be separated from broad communication tasks, for journalists/press to participate or establish large relationships by an organization or company, which will later affect the delivery of messages in communication. Therefore, good relations are needed between public relations experts and journalists so that the messages conveyed by PR are channeled to the media so that they reach the wider community. The method used in this study is the method of observation and interviews with a qualitative approach. Observation and interview methods complement each other, the presentation of information obtained from various media is a combination of various information materials extracted from observations and interviews so that each collection technique does not stand alone.*

**Keywords:** *Journalist, Pr Agencies, Media, Client*

**Abstrak.** Penelitian ini berfokus pada peran jurnalis dalam penyebaran berita. Hal ini bertujuan untuk memberikan informasi yang jelas mengenai lingkungan itu sendiri. Lalu peran media relations tidak dapat dipisahkan dari tugas komunikasi yang luas, bagi jurnalis/pers untuk berpartisipasi atau menjalin relasi yang besar oleh suatu organisasi atau perusahaan, yang nantinya akan mempengaruhi penyampaian pesan dalam komunikasi. Oleh karena itu, diperlukan hubungan baik antara pakar humas dan jurnalis agar pesan-pesan yang disampaikan PR tersalurkan ke media agar sampai ke masyarakat luas. Metode yang digunakan dalam penelitian ini adalah metode observasi dan wawancara dengan pendekatan kualitatif. Metode observasi dan wawancara saling melengkapi, penyajian informasi yang diperoleh dari berbagai media merupakan gabungan dari berbagai bahan informasi yang digali dari observasi dan wawancara sehingga masing-masing teknik pengumpulan tidak berdiri sendiri.

**Kata kunci:** *Jurnalis, PR agensi, Media, Klien*

## **INTRODUCTIONS**

Research related to this title is as follows. First, this research focuses on the role of journalists in news dissemination. According to Syamaun (2019) a journalist is required to truly understand all concepts about the environment while at the same time understanding in detail issues or issues concerning the environment in depth. This aims to provide clear information regarding the environment itself so that the formulation of solutions will be able to provide predictive information related to potential risks that may arise, on a small or large scale. Jurnita (2022) states that media relations cannot be separated from broad communication tasks, for journalists/press to participate or establish large relationships by an organization or company, which will later affect the delivery of messages in broad communication itself to maintain a positive impression of an organization or organization. company. Therefore, good relations are needed between public relations experts and journalists so that the messages conveyed by PR are channeled to the media so that they reach the wider community.

Furthermore, research that focuses on the role of PR agencies in media relations activities. First, Erzani (2021) states that media relations in relation to Public Relations, namely services that are a specialization of KVB, forms of cooperation can include media relations activities, such as formulation of press releases, press conferences, media monitoring, and campaign activities. The form of the cooperation offer is flexible, adjusting to the needs and objectives of the client's communication activities. Gandariani (2016) reveals that the functions and tasks of PR must refer to communication goals. These objectives are implemented into PR programs. Meanwhile, for the program to run well, one of them must receive media publicity that needs to be supported by PR media, such as press releases, advertorials, newsletters, company profile websites, and various other written products. Tolapa (2018) emphasized that press releases play a role as PR agency broadcast media that is useful for conveying messages to the public regarding all information relating to institutions or companies in order to create good relations between institutions and their publics. The existence of this good relationship will have a positive impact on the formation of public opinion regarding the institution and of course will also have a positive impact on the reputation and image of the institution or company.

Furthermore, research that focuses on PR strategies in building a positive image and good relations with clients. First, according to Pamungkas et al (2020) Public Relations (PR) is a management function to achieve certain targets. Previously, you must have a clear and detailed work program, find facts, plan, communicate, and evaluate the results that have been achieved. In practice, public relations communicates a lot, both directly and indirectly through the mass media. Fatimah et al (2022) revealed that in public relations activities one of them is dealing with the media. The media is a Public Relations tool in reporting, where the news can be conveyed to the public. The media has an important role that is useful for influencing society, both positive and negative influences. In the news conveyed by Public Relations practitioners to the media, it is actually to support the company's publicity activities in order to create a good image of an individual, organization, company, or country.

## THEORETICAL REVIEW

The basic theory of the experts that underlies this research is a theory that discusses what journalism is. First, the theory put forward by Onong Uchjana Effendy (2018) Journalism is a technique for managing news, starting from obtaining material to spreading it to the public. Whatever is going on in the world, whether it is a fact or an opinion that someone has uttered. Second, according to Herman RN in the book Practical Journalism (2018), journalism is part of the skills of collecting, writing, analyzing and disseminating information.

Furthermore, the basic theory discusses the notion of Public Relations. First, according to Frank Jefkins, in (Maryam & Priliantini, 2018) "Public Relations is something that summarizes all planned communication, both inside and outside the organization with the public in order to achieve specific goals based on mutual understanding". Second, according to Robert T. Relly (2011) public relations is the art and social science of analyzing trends, predicting their consequences, advising organizational leaders, and implementing planned action programs that serve the interests of the organization and the public. Third, (Cutlip, Center, & Broom, 2009:9) Public relations helps management keep abreast of changes and take advantage of changes effectively, and public relations in this case is an early warning system to anticipate the direction of change (trends) and public relations uses research and sound and ethical communication as its primary tool.

Furthermore, the basic theories discuss the notion of media relations. First, Wardhani Diah (2008: 9) defines the notion of media relations as public relations/PR communication activities to establish understanding and good relations with the mass media in order to achieve maximum and balanced organizational publications (balance). Second, Yosol Iriantara (2005) media relations is part of external public relations which fosters and develops good relations with the mass media as a means of communication between the organization and its publics to achieve organizational goals.

The basic theory discusses the notion of communication strategy. First, according to Effendy (2011) a communication strategy is an effective plan in conveying messages so that the communicant can easily understand and accept what has been conveyed so that it can change a person's attitude or behavior. Second, Heris (2016) Communication Strategy is one way to regulate the implementation of a communication process, from planning, implementation to evaluation to achieve a goal. The communication strategy is one of the important aspects that allows for the acceleration and sustainability of a development program, especially in marketing.

The reason the researcher chose Client Satisfaction as the object of this research is because this research has observed that many activities carried out by PR agencies such as planning, directing or coordinating are activities designed to create and maintain a good public image or increase client awareness. Besides that the client gets a lot of satisfaction, the client will get a lot of benefits from using the services of a PR agency, such as having good relations with many media, reaching the target market quickly, creating a positive image for the company, and creating the right strategy. That is an example of the benefits

that can be obtained if the client works with a PR agency. The way PR agencies work is different from in-house PR. Because public relations agencies always move quickly, have the latest methods and must recognize what the client wants.

Based on the explanation above, the formulation of the research problem is:

1. What are the PR agency activities of Hasta Communications with journalists and other media to achieve client satisfaction
2. How many benefits will consumers get if they cooperate with the PR agency Hasta Communications.

## **METHOD**

The method used in this study is the method of observation and interviews with a qualitative approach. Descriptive research is research that seeks to answer existing problems based on data. The analysis process in observational research and interviews is presenting, analyzing, and interpreting. Through qualitative research methods, the writer can understand the social conditions and assumptions studied.

Observation and interview methods complement each other, the presentation of information obtained from various media is a combination of various information materials extracted from observations and interviews so that each collection technique does not stand alone.

## **RESULT AND DISCUSSION**

On March 15 2023, the Hasta Communications event process began with welcoming the media and being accompanied by the LO (Liaison Officer), then the media filled out an attendance list form at the registration site to register before the event started. If there is free time, the Hasta Communications team approaches the media. After the event started, media partners collected information provided by the speakers, after receiving information from the sources the media made a doorstep to ask questions about the events that had been carried out with the aim of digging deeper information about the event. After the event was over, Hasta Communications gave appreciation (goodie bags) to the media, then distributed softcopy press releases and said thanks notes to the media who attended the event. The Hasta Team itself after the event conducts an overall evaluation either from Hasta Communications or from the brand/client so that at the next event they can correct the deficiencies that existed at the previous event. After that, Hasta Communications conducted a Release Dissemination so that the media could publish the articles they covered during the event and at the end of the month, the Hasta Communications team did an overall report. Here I attach the results of observations and interviews that I have done in more detail.

## **1. ENHANCE CLIENT'S IMAGE**

### **A. BUILDING RELATIONSHIPS WITH MEDIA AND CLIENTS**

Hasta Communications melakukan beberapa upaya untuk mendekati klien dengan media, salah satunya mengundang segmented media yang dirasa cocok dengan klien untuk melakukan interview 101, media engagement dan media seeding.

### **B. SETTING THE INTERVIEW SCHEDULE BETWEEN CLIENTS AND MEDIA**

Of course it is in the form of media engagement because by conducting an interview the name of the client can produce a good image of the information obtained during the interview. By holding the interview, the impact received was quite good in the form of increased public awareness of the brand/client.

### **C. HOLDING EVENT**

After the event ends and is given an overall report that contains the level of success of the event, the client will review it to synchronize the data received with the data the client has to measure the success of the event. The Hasta Communications team collects articles from releases given to the media to determine the PR Value, which is a determinant of success from a PR point of view.

## **2. DOING RELEASE DISSEMINATIONS**

### **A. DISSEMINATIONS RELEASE DISSEMINATIONS**

If the publication of an article does not reach the promised target, the Hasta Communications team evaluates the media follow-up to minimize the failure rate within the specified target. The Hasta Communications team never pushes to raise the news, but the Hasta team suggests taking another angle in writing articles so that publication keeps going up and does not reduce the key message in it.

### **B. MAKING PRESS RELEASE**

If the important message in the release is not conveyed properly by the media partners, the Hasta Communications team will give advice to get the best angle in publishing the article to avoid any losses on both sides

### **C. DOING MEDIA MONITORING**

If Plan A doesn't go smoothly, the Hasta Communications team always does Plan B, namely by sending a blast release to get the promised article to the client. If the Hasta Communications team does not follow up on the specified media, what will happen is that the progress of media monitoring becomes slow and affects other work.

### **3. DOING OVERALL REPORTS**

Of course the Hasta Team will provide clear and detailed report results because to avoid ambiguity in a report, because if a report does not contain one of the small points it will have an impact on the big points

### **4. COMMUNITY AWARENESS INCREASES**

#### **A. VIEW AND READ ARTICLES**

Each media has readers who read the headline news on the news event every day and Hasta Communications takes this opportunity to approach clients and the public through the media by increasing SEO (Search Engine Optimization). By just reading articles, the public can increase awareness of the brand/product because the delivery of the key message must be considered and easily digested by the public. Therefore good cooperation between the Hasta Team and the client must be good to achieve the desired goals

#### **B. DOING A RELEVANT CAMPAIGN**

The Hasta Communications team in making campaigns is always in accordance with the current phenomena because linking these two things can attract public attention which will eventually cause a reaction to reading the article.

#### **C. MAKE ACTIVITIES LIKE PRODUCT INTRODUCTION EVENT**

The way clients make events with the Hasta Communications team is by determining the intent and purpose of holding the event because the success of an event will occur if the event team (EO) understands and understands what the event is for (brief). By holding an event, closeness between the client and the public will be built because the public wants to know in detail what the advantages or differentiation are from other brands/products. So far the Hasta Communications Team in building good relations between clients and the public

looks quite good because the delivery of messages used is in accordance with what is requested by clients through Hasta Communications by thinking of good decisions

## **5. BRAND RECOGNITION THROUGH THE RIGHT MEDIA**

### **A. SEGMENTING MEDIA**

The targeting of article readers is usually influenced by two factors, namely the selection of the right media and the appropriate target audience. Choosing the right media will certainly have a good impact on readers or the brand/product that is being reported because writers can provide reviews in a more professional manner and in accordance with the selected channel (lifestyle, sport, urban, etc.)

### **B. MEDIA SEEDING**

The Hasta Communications Team made observations on online media to carry out media seeding. The criteria that can be delivered are media that: have traffic summaries, news channel segmentation, and have good relationships with clients and the Hasta Communications Team. Clients and the Hasta Communications Team conduct media seeding with the hope that the journalists provided can provide factual and relevant reviews regarding the brands/products submitted by the Hasta Communications team and clients.

## **6. ESTABLISHING A GOOD RELATIONSHIP BETWEEN CLIENTS AND THE MEDIA**

### **A. ONLINE INTERACTION**

The client will carry out an online conference to discuss current issues and the Hasta Communications Team will be the moderator or party that guides the discussion to keep it active

### **B. *COFFEE WITH MEDIA***

The Hasta Communications team carried out the coffee with media initiative to get closer to the media by bringing the good name of the client and so far this method has been quite effective in maintaining the relations of the three entities. Usually coffee with media is done after lunch time between 14.00-15.30. By holding coffee with the media, the client will be introduced to media partners who are invited. This method is very effective for conducting company introductions for clients who are not well known by media partners and from this

method media partners can see from another perspective to publish articles because of this introduction.

## **CONCLUSION**

Hasta Communications conducts a Dissemination Release so that the media can publish the articles they cover during the event and at the end of the month the Hasta Communications team does a full report. Hasta Communications has made several efforts to bring clients closer to the media, one of which is inviting segmented media that they feel are suitable for clients to conduct 101 interviews, media engagement and media seeding. The way Hasta Communications and clients create events is by first determining the aims and objectives because the success of an event will occur if the event team (EO) understands and understands what the event is for (brief).

Conducting media seeding is one of Hasta Communications' methods for journalists to provide factual and relevant reviews regarding brands/products submitted by the Hasta Communications team and clients. DoCoffee with media is one way to get closer to the media by bringing the good name of the client and so far this method has been quite effective in maintaining the relationship between the three entities. So far, Hasta Communications has been building good relations between clients and the public looks pretty good because the delivery of the message used is in accordance with what was requested by the client through Hasta Communications by thinking about a good decision. All of these methods are used by Hasta Communications to obtain client satisfaction and raise image.

## **REFERENCE**

- Erzani (2021). PERAN KONSULTAN PUBLIC RELATIONS DALAM AKTIVITAS MEDIA RELATIONS PERUSAHAAN STARTUP. *Jurnal Komunikasi Global* Vol 10 No 2
- Titis Gandariani (2016) PUBLIC RELATIONS DAN KEMAMPUAN MENULIS PRESS RELEASE SEBAGAI PUBLISITAS KORPORAT. *Jurnal Lentera Komunikasi* Vol 2 No 1
- Tolapa (2018) PERAN PRESS RELEASE SEBAGAI BENTUK PENYEBARAN INFORMASI PUBLIK DI BAGIAN HUMAS PEMERINTAH KOTA GORONTALO. *Jurnal Al- Qitshi* Vol 3 No 2
- Alem Pamungkas (2020) STRATEGI PUBLIC RELATIONS DALAM MEMBANGUN CITRA POSITIF (STUDI EMPIRIS PADA PONDOK PESANTREN MODERN DARUL AMANAH SUKOREJO KABUPATEN KENDAL). *Jurnal Komunikasi* Vol 2 No 2
- Fatimah (2022) Strategi Public Relation Dalam Menjalin Hubungan Baik dengan Media Pelabuhan Indonesia Regional III. *JOURNAL COMMUNICATION SPECIALIST* Vol 1 No 2