

Public Relations Officer Coca-Cola Amatil Indonesia Strategy in Running Activities of Media Relations against the News Party in the City of Medan

Nina Siti Salmaniah Siregar, Rehia K, Isabella Barus and Reka Kumara
Communication Science Study Program, Faculty of Social and Political Sciences,
Universitas Medan Area
North Sumatera, Indonesia
ninahalimsrg@gmail.com, rehia@staff.uma.ac.id, rekakumara@gmail.com

Waridah Pulungan
Government Science Study Program, Faculty of Social and Political Sciences,
Universitas Medan Area
North Sumatera, Indonesia
waridah@staff.uma.ac.id

Wiflihani
Music Education Study Program, Faculty of Language and Art
Universitas Negeri Medan
North Sumatera, Indonesia
wiflihani@unimed.ac.id

Abstract

The research was aimed to explain how the activities of the media *relations* and the strategy of a PR CCAI Medan to do the activity to the newspaper in Medan. The source of data in this research is PR CCAI Medan and three newspaper journalists who have fulfilled the criteria. The method of collecting data was done by interview, documentation and study the literature. From the result of the research gained that media *relations* activities of PR CCAI Medan in the last 3 (three) years is press conference, press reception, press calls, meeting with editor and press release. PR CCAI Medan gave priority of a harmonious and familiar *relationship* with journalists as basic strategy for approaching the media. Harmonious *relationship* with the media helped PR CCAI Medan to confirm the negative issue easily, and helpful for the media to access the reliable information from CCAI Medan as the need writing news.

Keywords

Strategy of Public *Relations*, Media *Relations*, Newspaper

Introduction

Newspapers to date have had a large number of publishers based on their respective market share, thus allowing a wide spread of information among all circles of society. Television and radio can also do the same thing but are the advantages of newspapers because of their printed form. This makes the newspaper readable over and over again and can also be stored for a long time and read again. Meanwhile, the difference with other print media is the period of publication, which are mostly published daily and on an ongoing basis. The convenience offered by newspapers is from a practical and economic perspective when compared to other media such as television and radio. Practical means that the information sent by individuals, organizations and companies to the newspaper will be easier and more likely to be published. This is also related to the economic side that exists in newspapers, where the price to be paid to be able to place advertisements or other types of writing is much cheaper than installation on television and radio. With its wide reach, newspapers have a big influence on the delivery of information besides the practicality

and economics of newspapers. This influence then makes the newspaper a target media to be able to publish information to be conveyed to the public. Likewise, companies that wish to publish through Public Relations (PR) practitioners.

The activity of public relations practitioners to publish a message or information in order to provide understanding to the public about the company in question is referred to as media relations (press relations). As said by Frank Jefkins in his book *Public Relations* (2003: 113) "press relations is an attempt to achieve maximum publication or broadcasting of a PR message or information in order to create knowledge and understanding for audiences of the organization or company concerned". Media relations activities to newspapers are carried out to facilitate the running of company publications to audiences through newspapers. Media relations is one of the PR work programs that are very important in carrying out public relations activities. The role of the mass media in disseminating information, reaching a wide audience, and even shaping public opinion is what makes this activity important.

CCAI Medan is a branch of CCAI (Coca Cola Amatil Indonesia) which carries out many Corporate Social Responsibility (CSR) activities. One of the CSR activities they have scheduled is CSR related to Islamic holidays. This is certainly an attempt by PR practitioners of CCAI Medan to restore public trust in the company. Providing iftar banquets to the public in the month of Ramadan, donating prayer equipment, and other donations which are later published Providing iftar banquets to the public in the month of Ramadan, donating prayer equipment, and other contributions which are then published in newspapers, can form an opinion that Medan CCAI company apparently pays attention to the Muslim community. Publication of CSR activities like this is an example of an effort to defuse negative issues related to the Coca-Cola company which is said to be pro Zionist. Here, newspapers play a role in disseminating information, shaping public opinion, and restoring public trust. This is proven by the presence of Coca-Cola products which still exist today.

The publication of public relations practitioners through the media indicates that there is an established relationship with the media. Good relations with the media are built using good strategies by PR practitioners in their media relations activities, which in this case is media relations activities to the newspapers. Therefore, researchers are interested in conducting research on how the strategy of public relations officers in Medan CCAI in carrying out media relations activities to newspapers in the city of Medan.

Methods

The research method in this study uses a qualitative descriptive approach. Where this method looks at an event as a whole and tries to get an overall understanding as well. Through this method, the researcher provides an overview of the conditions and phenomena related to the CCAI PR strategy in media relations activities. In this method, data is conveyed in verbal and narrative form so that it does not contain numerical calculations. There are two types of data sources in this study, namely primary data and secondary data. Primary data is data taken directly from researchers to the original source, without any intermediaries. The primary data source in this study is PR CCAI Medan and journalists from the print media in Medan who will be informants during the research process.

The informants in this study were determined by the researcher using purposive sampling technique. With the purposive sampling technique, it is expected that the criteria for the informants obtained are in accordance with the research and are able to explain the actual situation of the object / social situation under study. The criteria used by researchers as informants are a PR who has worked for at least 3 years at CCAI and has carried out many media relations activities with the print media, and 3 journalists from newspapers who collaborate with CCAI in terms of publications, journalists who become informants at least has worked in print related media for 3 years.

Results and Discussion

Media Relations Activities PR CCAI Medan

Media relations occupies an important position in the work of public relations practitioners. Frank Jefkins (2003: 113) says that relations with the press are an attempt to achieve maximum publication or broadcasting of a PR message or information in order to create knowledge and understanding for the audience of the organization or company concerned.

As an effort to achieve maximum publicity, PR CCAI Medan also carries out media relations activities in carrying out its role as PR. Through these activities, PR CCAI Medan can develop good relations with the media so as to

facilitate the publication process. This is also in line with what Efendy (1989: 153) said, that a good relationship that is maintained with the media will facilitate publication activities, press releases that are sent to the media for them to broadcast will be prioritized if a good relationship has been previously established.

However, media relations is not only focused on publicity. Some other objectives of media relations according to Wisaksono Noeradi (2007: 4-5) are:

1. Obtain the widest possible publicity regarding the efforts and activities of the institution.
2. Ensure that there is good coverage, reports or even opinions that are objective, fair, honest and balanced on matters deemed less favorable to the institution.
3. Get feedback and input on the efforts and activities that the institution will or have undertaken.
4. Complete the completeness of information for the institution to make an accurate assessment of the situation or things that affect the success of the institution.
5. Realizing a lasting relationship with the mass media, both leaders and personnel, based on mutual trust and respect for one another.

Based on these objectives, PR CCAI Medan also carries out media relations activities including:

1. Obtain the widest possible publicity through the media invited to cooperate. For the newspaper itself, PR CCAI Medan maintains good relations with several newspapers, including large newspapers with their respective readers, such as, Analisa, Waspada, Medan Bisnis, North Sumatra Post, Tribune, and SIB. By cooperating with many media, the possibility of getting the widest possible publicity is also greater, because each newspaper has its own readers.
2. Ensure that there is good coverage, reports or even opinions that are objective, fair, honest and balanced on matters deemed less favorable to the institution. This is in line with the hope of carrying out media relations activities by PR CCAI Medan. PR CCAI hopes that the media feels close to the company, so that if there are negative issues regarding the company, the media can confirm the issue.
3. Get feedback and input on the efforts and activities that the institution will or have undertaken. In one of the media relations activities, namely conducting a meeting with the editor and field coordinator of PR CCAI to conduct discussions and share information about activities that will or have been carried out by PR CCAI Medan. And here the media can provide feedback, opinions or input on PR CCAI Medan activities.
4. Realizing a lasting relationship with the mass media, both leaders and personnel, based on mutual trust and respect for one another. This is manifested by PR CCAI Medan by holding regular meetings three or four times a year. The purpose of this activity is to stay in touch and build good relations with the media, not only with media crews but also with editors and field coordinators.

To support the success in dealing with the media, media relations activities can be broadly divided into two types, namely media relations activities in the form of events and media relations activities in the form of writing. Some media relations activities in the form of events according to Rini Darmastuti (2012: 181-183) are Press Conferences, Press Reception, Press Visit (Facility Press), Press Calls, Media Briefing, and Meeting with Editor. And media relations activities in written form are Press releases, Letters to the Editor of the Local Newspaper, Public Service Announcements, and Electronic Communication.

Based on the above theory, the media relations activities carried out by PR CCAI Medan in the last 3 years include;

1. Press Conferences, PR CCAI Medan will conduct press conference activities in urgent situations or if the company wants to publish information such as the activities being held by CCAI Medan. Press conferences are one of the media relations activities that are rarely carried out by PR CCAI Medan.
2. Press Reception, The press reception is a media relations activity that is routinely carried out annually by PR CCAI Medan. This activity was scheduled by PR CCAI Medan in the month of Ramadan by holding an iftar dinner with the media crew.
3. Press Calls, Press calls were carried out by PR CCAI Medan when the media needed news and PR CCAI Medan was asked to become a source by providing information and / or opinions, directly by telephone. PR CCAI Medan must always be ready to be asked for information or opinions by the media crew.
4. Meeting With Editors, Meeting activities with the editor are carried out routinely by PR CCAI Medan, three or four times a year. The meeting with the editor was held while visiting the media office and newspaper editors were also visited at this activity.
5. Press release, PR CCAI made a written press release accompanied by photographs that supported the content of the release. The releases that are sent are usually related to activities carried out by PR CCAI, such as releases

containing CCAI's CSR activities. According to PR CCAI Medan, what needs to be considered in writing a release is the inclusion of 5W + 1H elements and an inverted pyramid system.

CCAI Medan PR Strategy in Media relations Activities

The role and function of PR can be carried out well with the right strategy to achieve organizational goals. The media relations strategy is a careful plan for building good relations with the mass media. For the sake of smooth communication between PR and the media, Soleh Sumirat and Elvinaro Ardianti (2003: 23) gave an explanation of the PR communication strategy with the media, namely:

1. By serving the media: namely providing services to the media in a way that is always ready when needed by the mass media.
2. By establishing a reputation for reliability: namely upholding a reputation to earn trust. Public relations practitioners need to do other ways to build public trust in their company or organization. Writing articles sent to the mass media, for example writing in the form of straight news or features. In addition, PR practitioners can carry out social activities to the public which will then be published by the mass media.
3. By supplying good copy: namely a strategy to provide a good information script. A good information manuscript contains data that can actually be accompanied by pictures or photos. This strategy can also be done by sending good news releases, with the aim of the releases being sent according to the tastes of the mass media.
4. By cooperations in providing material: namely collaboration in providing information material. PR CCAI Medan carried out this strategy through press conference activities. During the press conference, PR CCAI Medan delivered information and explanations about the issues being discussed. If the press conference activity is carried out regarding the activities that are being held by the company, PR CCAI Medan must explain the activity. The question and answer activity at the press conference also helped the media to complete the information needed for PR CCAI Medan.
5. By providing verification facilities: a strategy by providing facilities for media workers. PR CCAI Medan implemented this strategy through press conferences and press receptions. At the press conference, PR CCAI Medan provided a comfortable place for media crews to cover. Another facility provided is transportation money as a form of corporate responsibility and appreciation for media crews who have attended the press conference. Secondly, at the press reception, this activity which is carried out routinely every month of Ramadan is facilitated by a comfortable place and banquet for media crews. In addition, PR CCAI Medan also gave souvenirs in the form of goody bags or CCAI beverage products to the media crew.
6. By building personal relationship with the media: namely building personal relationships with the media. This strategy is the basic strategy used by PR CCAI Medan to approach media crews. PR CCAI Medan stated that there were five basic strategies that were carried out to get closer to the media team. First, visit places where media crews often gather. When they get there, get acquainted with media crews who want to get acquainted. Second, after PR first met the media crew, after that they went to the media office. Arriving at the media office, then he got acquainted with the editor in chief and the media field coordinator. Third, plan the next visit. Suppose plans to return to visit media crews in places where they often gather. Fourth, rearrange the planned visit to the media office. Ask for contact numbers and addresses of the media if needed. Fifth, when the company holds activities, PR can invite the media. PR can also send activity information or releases to the media crew so that the news can be published in the media. When the media is holding an activity, the company can provide assistance such as beverage products that CCAI produces. This will be considered as a form of attention paid by the company to the media. Of the five basic strategies, PR CCAI Medan prioritizes the establishment of good personal relationships first. A close personal relationship with the media crew which can then help facilitate other media relations activities that must be carried out as a PR job.

PR CCAI Medan also implemented this strategy through press receptions and meetings with editors. PR CCAI Medan in the press reception activities intends to build good relations with the media and strengthen the existing relationship between the company and the media. And this activity is routinely carried out every year so that the relationship with the media crew can be maintained continuously. This strategy was also carried out by PR CCAI Medan through meeting activities with the editor. This activity is routinely carried out three or four times a year by visiting media offices and holding meetings with editors and field coordinators. The purpose of this activity is to stay in touch and build good relations with the media, not only with the media crew but also with the editors and field coordinators of the media.

Conclusion

Developing media relations activities that have not been carried out, such as writing articles outside of the press release, which can be in the form of articles, opinions or features that are sent to newspapers. This can be an opportunity for PR CCAI Medan to make publicity other than release. Conducting media gathering activities which are rarely done at CCAI Medan. This activity can strengthen the relationship between CCAI Medan and the media who have been helping the company's publication activities. Establish cooperation and good relations with other stakeholders besides the media such as the government and local communities who also play an important role in the life and activities of the company.

References

- Ardianto, E. (2004). *Komunikasi Massa Suatu Pengantar*. Bandung: Simbiosis Rekatama Media
- Metodologi Penelitian Untuk Public Relations Kuantitatif Dan Kualitatif*. Bandung: Simbiosis Rekatama Media (2010).
- Cutlip, S.M., Center, A.H., Broom, G.M. (2006). *Effective Public Relations*. Jakarta: Kencana Prenada Media Group
- Darmastuti, R. (2012). *Media Relations: Konsep, Strategi Dan Aplikasi*. Yogyakarta: Andi.
- Effendy, O.U. (1989). *Human Relations Dan Public Relations Dalam Management*. Bandung: Mandar Maju
- Hubungan Masyarakat: Suatu Studi Komunikologis*. Bandung: PT Remaja Rosdakarya (2002).
- Gani, P.K. (2015). *PR Corner*. Jakarta: Kepustakaan Populer Gramedia
- Iriantara, Y. (2005). *Media Relations*. Bandung: Simbiosis Rekatama Media
- Jeffkins, F. (2003). *Public Relations*. Jakarta: Erlangga
- Kasali, R. 2005. *Manajemen Public Relations*. Jakarta: Pustaka Utama Grafiti
- Kriyantono, R. (2010). *Teknik Praktis Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Jakarta: Kencana Prenada Media Group
- Meleong, L.J. 2000. *Metodologi Penelitian Kualitatif*. Bandung: Rosdakarya
- Ruslan, R. (2010). *Manajemen Public Relations Dan Media Komunikasi*. Jakarta: Rajawali Pers
- Sugiyono, (2014). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta
- Soemirat, S. Dan Ardianto. (2003). *Dasar-dasar Public Relations*. Bandung: PT. Remaja Rosdakarya
- Noeradi, W. (2007). *Panduan Praktis Kehumasan Bermitra dengan Pers, Melepas Isolasi Dunia Bisnis*. Lembaga Pers Dr. Soetomo (LPDS)
- Wardhani, D. (2008). *Media Relations Sarana Membangun Reputasi Organisasi*. Yogyakarta: Graha Ilmu
- Inneke Ocviani . 2011. *Media Relations dan CSR Humas PT.KAI (PERSERO) DAOP 6 Yogyakarta (Studi Deskriptif Kualitatif tentang Media Relations dan Corporate Social Responsibility (CSR) sebagai aktivitas Humas dalam Program Eksternal Relations di PT.KAI (Persero) DAOP 6 Yogyakarta)*. Skripsi Universitas Sebelas Maret, Surakarta.
- Dedy Riadin Saputro. 2009. *Aktivitas Humas dalam Menjalankan Media Relations (Studi Deskriptif pada Bagian Humas dan Informasi Pemerintah Kota Yogyakarta)*. Universitas Islam Negeri Sunan Kalijaga, Yogyakarta.
- DokterSehat.com. 2012. *Bahaya Minuman Bersoda*.
<http://doktersehat.com/bahaya-minuman-bersoda/> [20 Maret 2016].
- Ichsan, A. S. 2014. *Boikot Produk Israel*.
http://www.republika.co.id/berita/koran/khazanah-koran/14/08/13_na8b8a34-boikot-produk-pendukung-israel [20 Maret 2016]
- Ameera. 2014. *Muslim India boikot Coca-cola dan Pepsi sebagai aksi protes terhadap dukungan Amerika kepada Israel*.
<http://www.arahmah.com/news/2014/07/28/muslim-india-boikot-coca-cola-dan-pepsi-sebagai-aksi-protes-terhadap-dukungan-amerika-kepada-israel.html> [20 Maret 2016].

Biographies

Dr. Nina Siti Salmaniah Siregar, MSi. Associate Professor from Faculty of Political and Social Science in Department of Communication Science at Universitas Medan Area (UMA), Medan , North Sumatera , Indonesia. She completed her bachelor degree in Communication Department from Universitas Sumatera Utara (USU) and received her postgraduate from Communication Department Universitas Padjajaran Bandung, and she has take doctoral from UINSU (Universitas Islam Negeri Sumatera Utara) in Islamic Communication Department. Currently

She is also listed as a lecturer in Magister of Pshycology , and Magister Public Administration in UMA's Post Graduate Program, and also listed as editorial committee of the Journal "Simbolika" from Communication Departement of UMA.

Rehia K, Isabella Barus, Communication Science Study Program, Faculty of Social and Political Sciences, Universitas Medan Area North Sumatera, Indonesia rehia@staff.uma.ac.id

Reka Kumara, Communication Science Study Program, Faculty of Social and Political Sciences, Universitas Medan Area, North Sumatera, Indonesia rekakumara@gmail.com

Waridah Pulungan, Government Science Study Program, Faculty of Social and Political Sciences, Universitas Medan Area, North Sumatera, Indonesia waridah@staff.uma.ac.id

Wiflihani , Music Education Study Program, Faculty of Language and Art, Universitas Negeri Medan ,North Sumatera, Indonesia wiflihani@unimed.ac.id