

EVOLUTION OF PUBLIC RELATIONS



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PR

Public relations

**Anyone
knows?????**

Evolution of PR's three principal functions:

- Press agency—1800s were the “Golden Age” of the press agent
Think Daniel Boone, Davy Crockett, Buffalo Bill and Annie Oakley (p.42)
- Publicity—placing stories in the media
- Counseling—advising clients and management
 - hyping: the promotion of movie and television stars, books, magazines, etc. through shrewd use of the media and other devices
 - press agent: is at the center of hyping and is defined as “a person whose work is to get publicity for an individual, organization, etc.”



DEFINISI PR

The PRSA's 2012 definition —

*“Public relations is a **strategic** communication **process** that builds mutually beneficial relationships between organizations and their publics”.*

*“Public relations is a **planned** process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication.”*

International Public Relations Association (IPRA)

PR merupakan

- fungsi manajemen yang khas yang mendukung pembinaan dan pemeliharaan jalur bersama antara organisasi dengan publiknya mengenai komunikasi, pengertian, penerimaan dan kerjasama, melibatkan manajemen dalam permasalahan dan persoalan
- Membantu manajemen memberikan penerangan dan tanggapan dalam hubungan dengan opini publik
- Menetapkan dan menekankan tanggung jawab manajemen dalam mengikuti dan memanfaatkan perubahan secara efektif, bertindak sebagai sistem peringatan dini dalam membantu mendahului kecenderungan
- Menggunakan penelitian serta teknik komunikasi yang sehat dan etis sebagai sarana utama

EL Berneys, USA, 1956

PR merupakan upaya dengan menggunakan informasi persuasi dan penyesuaian untuk menghidupkan dukungan publik atas suatu kegiatan, atau suatu sebab

BENANG MERAH BERBAGAI DEFINISI PR

Public relations is a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools.

Hubungan publik (PR) adalah fungsi manajemen khusus yang membantu membangun dan memelihara jalur komunikasi, pemahaman, penerimaan, dan kerja sama timbal balik antara organisasi dan publiknya; melibatkan manajemen masalah atau isu; membantu manajemen untuk selalu mendapat informasi dan responsif terhadap opini publik; mendefinisikan dan menekankan tanggung jawab manajemen untuk melayani kepentingan umum; membantu manajemen mengikuti dan secara efektif memanfaatkan perubahan, berfungsi sebagai sistem peringatan dini untuk membantu mengantisipasi tren; dan menggunakan penelitian dan teknik komunikasi yang sehat dan etis sebagai alat utamanya.

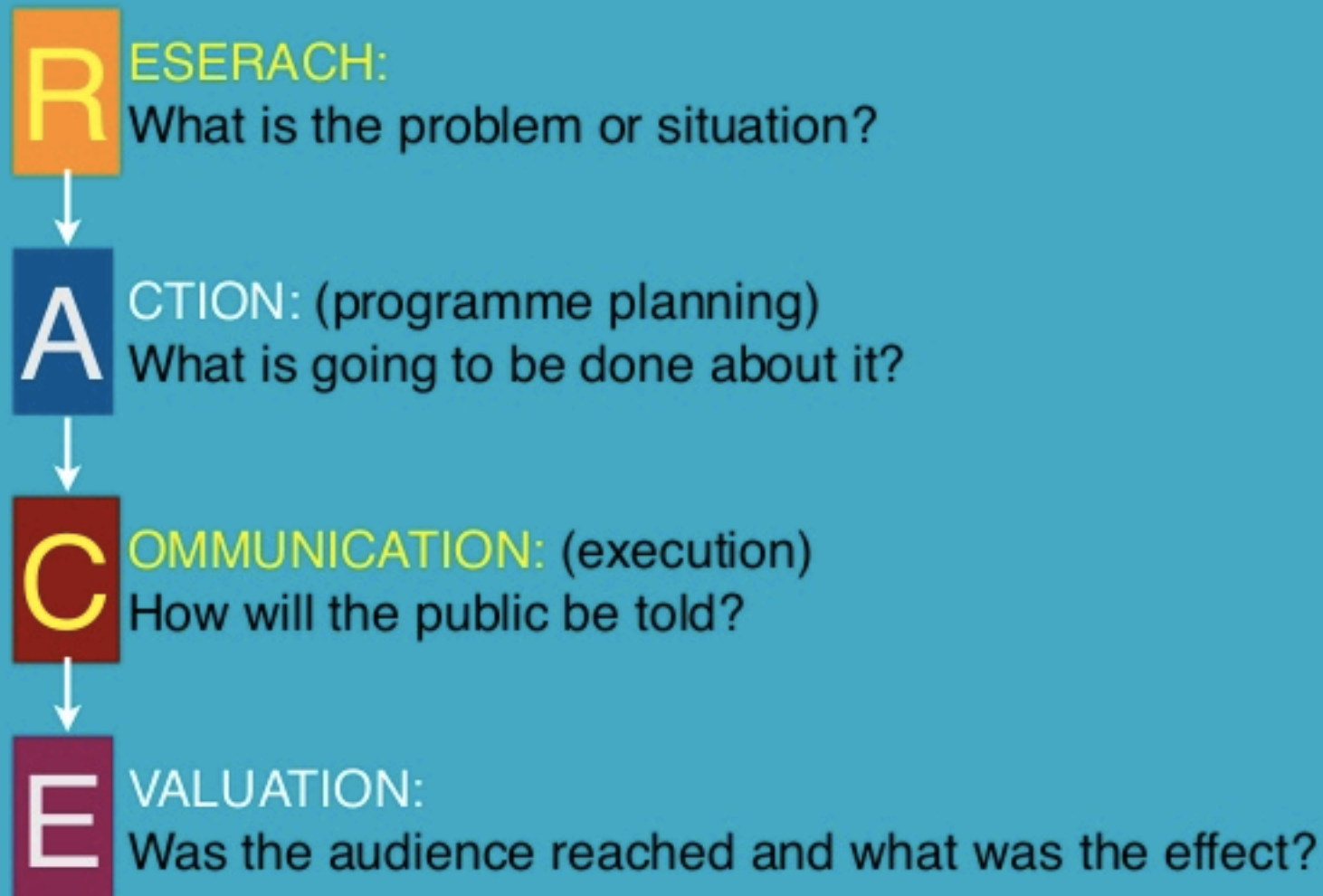


No matter which formal definition one settles on to describe the practice, to be successful, public relations professionals must always engage in a planned and ethical process to influence the attitudes and actions of their target audiences.

Public Relations as a Process

John Marston in his book *The Nature of Public Relations*

The RACE Acronym



Public Relations as a Process



Public relations professor Sheila Clough Crifasi

R.O.S.I.E

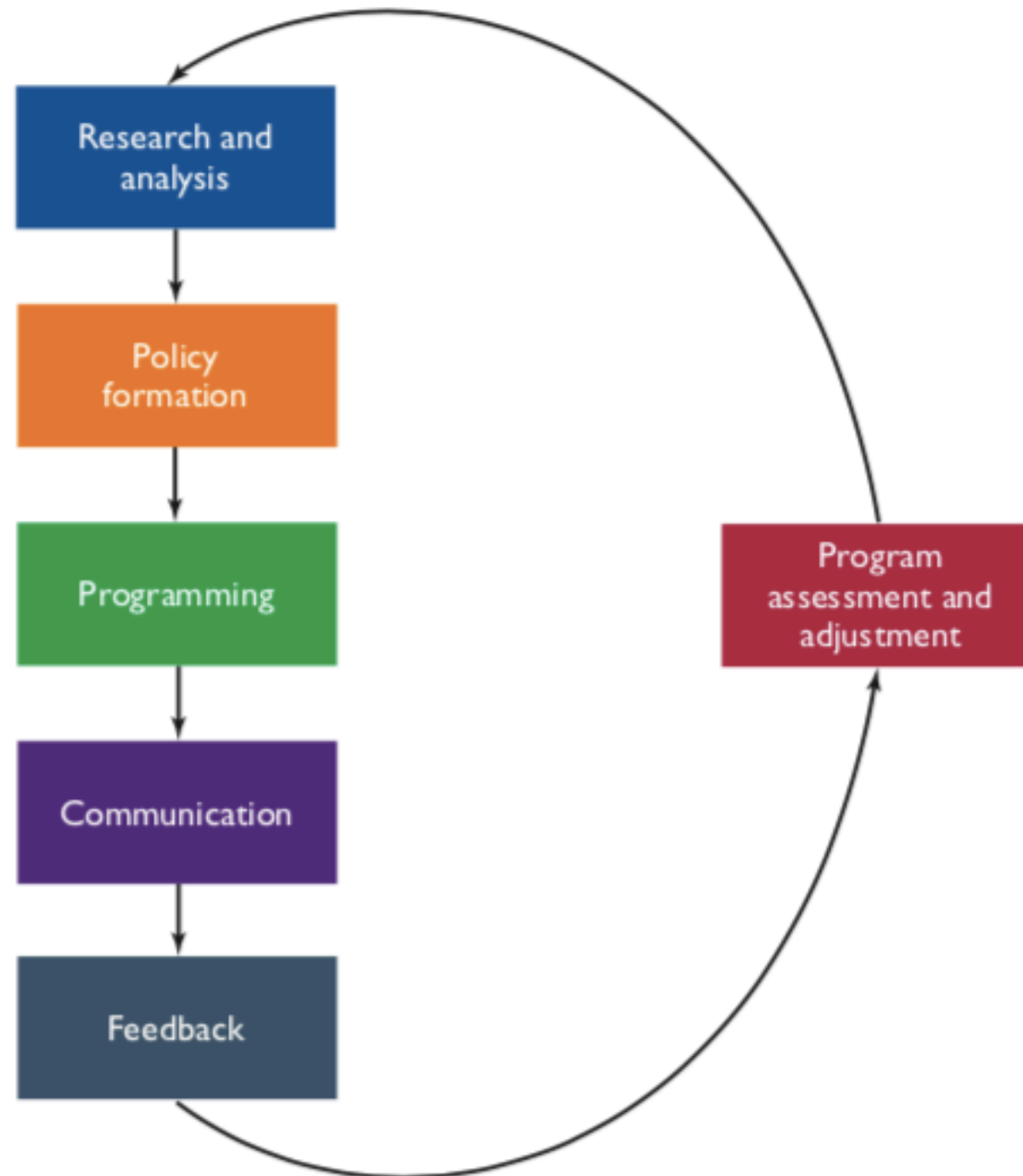


Figure 1.3 The Public Relations Process

The conceptualization of public relations as a cyclical process, feedback, or audience response leads to assessment of the program, which becomes an essential element in the development of another public relations project.

PR = HUMAS ?

Falsafah PR



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graph TD; A[Falsafah PR] --> B((PR)); B --- C[Humas];
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PR

Humas

Falsafah

- 4 unsur :
 1. PR merupakan falsafah manajemen yang bersifat sosial
 2. PR merupakan perwujudan falsafah tersebut pada tataran kebijaksanaan

Falsafah

3. PR merupakan komunikasi dua arah yang menunjang keberhasilan kebijakan itu dengan menjelaskan, menginformasikan, mempertahankan atau mempromosikannya kepada publik sehingga tercipta saling pengertian dan etiket baik
4. PR merupakan suatu cara pendekatan untuk menciptakan opini publik



Edward L. Bernays along with ***Ivy Lee***, in the early 1900s defined public relations as “a management function which tabulates public attitudes, defines the policies, procedures and interests of an organization... followed by executing a program of action to earn public understanding and acceptance.”

Edward L. Bernays may truly be called the father of Public Relations and ***Ivy L. Lee*** the first Public Relations Counselor.



SEJARAH



**THE FATHER OF PR
IVY LEDBETTER LEE**

**TAHUN 1906 BERHASIL MENANGGULANGI
KELUMPUHAN INDUSTRI BATU BARA DI
AMERIKA SERIKAT “ THE PENNSYLVANIA
RAILROAD COMPANY”**

**MENDESAK MENGUBAH ‘TRADISI’ YANG
TIDAK TEPAT DIRAHASIAKAN, DIUBAH
KE ARAH PENJELASAN**

**JAWABAN KEPADA WARTAWAN HARUS
JUJUR, ADIL OBJEKTIF, TRANSPARAN
SEHINGGA MASYARAKAT MEMPUNYAI
KEPERCAYAAN**

THE HISTORY OF PR



BEFORE 18TH CENTURY

Throughout the ages, people have been using different methods of communication and persuasion.

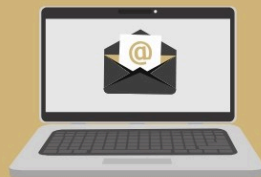
18TH CENTURY

Public relations was used to influence people to support wars and politicians.



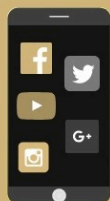
20TH CENTURY

Ivy Lee & Edward Bernays became contributors to modern PR and published the first media release.



21ST CENTURY

The internet brought change about how news is consumed and how people communicated with the introduction of email.



DIGITAL AGE

With the introduction of social media and smartphones, new professions such as trend spotter, content marketer and brand ambassador are created.

FUTURE

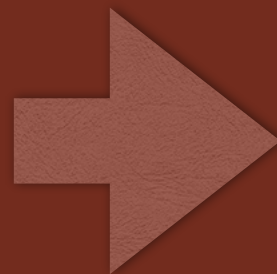
With new technology always on the horizon, the way we communicate with each other will change dramatically.



PR mengalami perkembangan sesuai dengan konteks sosial masyarakat yang juga ikut berkembang

PR THEN AND NOW

Negatif
(Manipulatif,
propaganda)



Positif
Transparan, Informatif,
Saling pengertian

9 EXAMPLES OF BASIC

Public Relation Disciplines

-  Media Relations
-  Investor Relations
-  Government Relations
-  Public Affairs
-  Community Relations
-  Customer Relations
-  Influencer Marketing
-  Crisis Communications
-  Corporate Social Responsibility