

Media Relations Strategy of the House of Representatives of the Special Region of Yogyakarta in Shaping a Positive Image

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ABSTRACT

Keywords

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DPRD DIY is a legislative body that functions to represent the people of DIY in the government. However, DIY itself experiences many problems such as poverty, unemployment, social inequality, and unending waste. DPRD DIY as a representative of the people must gain the trust of the community so it is important to maintain and shape the image in the community. This research aims to find out how the Media Relations Strategy of the Regional House of Representatives of the Special Region of Yogyakarta in Shaping Image. This research uses descriptive qualitative methods, the data in this study were collected by means of interviews, observation, and documentation. The results showed that the DIY DPRD Public Relations in shaping the image involved four stages, namely defining the problem using the ISA website, planning media relations activities, carrying out media relations activities in the form of press tours, press conferences, and FGDs. The last stage is to evaluate the success of media relations activities using quantitative and qualitative methods.

1. Introduction

Public Relations which is a management function that has an important role in bridging communication between an institution or organization and its public (Luqman, 2013). Through this relationship, it is expected to have a positive impact on the success of the organization. Public relations has several responsibilities, including managing communication and maintaining a positive image of the organization in the eyes of the public (Ayudia Wulandari, 2021).

PR also plays a role in building good relationships with the media to maintain a positive image. A harmonious relationship with the media is very important in ensuring that information conveyed by the institution can be conveyed accurately and on time. Public relations must be able to establish effective communication with the media, be it through press conferences, interviews, or cooperation in holding events or programs so as to form a positive image (Apriyani, Amrullah & Hatta, 2020).

The Regional People's Representative Council (DPRD) is a legislative body regulated in Indonesia's democratic system. As an institution elected by the people, the DPRD has a great responsibility in representing the aspirations and interests of the community. This is also true for the DPRD of Yogyakarta Special Region (DIY), which has an important role in the governance of Yogyakarta City (Kariem, 2018).

The Special Region of Yogyakarta (DIY) has the highest poverty rate in Java-Bali at 11.4%, plus many unemployed people, and there is a social gap in DIY (Jogjaprov, 2023). This condition is quite impressive because DIY is a city of Tourism, on the Eid holiday 2024 DIY Tourism Office estimates that there are 2 million tourists to DIY and data from the Indonesian Hotel and Restaurant Association (PHRI) shows occupancy of 90%. This should have a positive effect on economic growth and the creative economy sector in DIY (Suara, 2024). Economic problems are not the only ones that occur in DIY, there is also the problem of garbage piling up due to the closure of TPST Piyungan by the

DIY Government. This has led to the accumulation of garbage at several points in DIY, causing a sense of discomfort for the community (Detik, 2024).

As an institution that represents the people, DPRD DIY must pay attention to their image in the eyes of the public. A good image is very important in gaining public trust in the performance and integrity of the DPRD DIY. This is because the DPR, as the parent of the DPRD, has 61.4% of the public with moderate trust, 7.1% with high trust, and 26.6% with low trust. The DPR itself is in the second lowest position of public trust in government institutions (Kompas, 2023).

To maintain a good image, the DPRD DIY needs to uphold ethical values and integrity in carrying out their duties. They must work transparently, responsibly, and be oriented towards the interests of the community. DPRD DIY also needs to establish good communication with the community, listen to aspirations and input from various levels of society, and provide a quick and appropriate response to problems faced by the community. To achieve the goal of establishing and maintaining a good image, there are many strategies that can be carried out by public relations, one of which is media relations. In this case, the DPRD DIY public relations uses several strategies to maintain the image of the DPRD DIY performance, such as using media relations strategies.

Based on the description above, it can be seen that the institution needs a strategy to form a positive image for the institution, so the author is interested in researching the existing problems with the title "Media Relations Strategy of the Yogyakarta Special Region House of Representatives in Shaping Image".

2. Method

The research method used in this study is descriptive qualitative research. Descriptive qualitative research is a research method used to understand and explain phenomena in depth with a focus on context and complexity (Sugiyono, 2016). The data in this study were collected using three methods: observation, interview, and documentation. Then, the data was analyzed using the data reduction method, data presentation, and conclusion drawing. To validate the data using data triangulation techniques, triangulation techniques can be likened to data validity checking techniques by comparing the results of interviews with research objects (Sugiyono, 2016).

3. Result and Discussion

The results of this research show that DPRD DIY conducts a media relations strategy in shaping a positive image. DPRD DIY as a government institution needs to improve a positive image because they are representatives of the people so that by having a positive image they can gain public trust. They use PR strategies by identifying current conditions, then with that they do planning as a solution to existing problems, as the third stage they carry out planned activities, namely media relations, the last stage is the evaluation of programs that have been implemented using quantitative and qualitative methods to assess whether media relations is successful. This shows the role of public relations in carrying out their duties from the beginning that they conduct research, planning, implementation, to evaluation. PR has a complex task in carrying out its duties, from this we can know the importance of public relations in an institution.

3.1. Presenting the Results

a. Problem identification (Defining the Problem)

The first step in a public relations (PR) strategy is to conduct a thorough monitoring of the opinions, attitudes, and behaviors of parties related to an organization (Cutlip and Center, 1952). Basically, this step is a crucial first step in solving problems by understanding the current conditions that are happening. In this context, the Regional People's Representative Council (DPRD) of Yogyakarta Special Region (DIY), as a government institution that functions as the people's representative at the regional level, urgently needs to continuously monitor public opinion on the performance and reputation of their organization.

Monitoring public opinion is very important because it provides various strategic benefits for the DIY Council. By understanding the views and sentiments of the public, DPRD DIY can ensure that

the policies and decisions they make are in line with the needs and aspirations of the community. This understanding also allows them to detect problems or public dissatisfaction early on, so that corrective measures can be taken before the problem grows larger and more intractable. In addition, monitoring public opinion can also improve the transparency and accountability of the institution, which in turn will strengthen public trust in the DIY DPRD. Utilizing technology to gauge public opinion has become an important strategy in managing modern public relations. The Regional People's Representative Council (DPRD) of Yogyakarta Special Region (DIY) has adopted this approach by using the Intelligent Socio Analyze (ISA) website to monitor audience sentiments and feelings towards their institution.

The data generated by the ISA shows that the majority of audience sentiment towards the DIY DPRD is neutral. This indicates that most people do not yet have strong views, either positive or negative, towards this institution. The high percentage of neutral sentiment, 94.30%, suggests that audiences tend to be passive or do not have enough information to form a clear opinion about the DIY Council. However, the 0.44% negative sentiment, although small, remains a concern as negative sentiment has the potential to spread and influence the perception of the wider community. Conversely, the 5.26% positive sentiment indicates that there is a small group of people who have a positive view of the DIY DPRD, but the number is still very limited compared to the neutral sentiment.

Furthermore, the analysis of audience feelings provides a deeper insight into how the public feels about the DIY Council. The feeling of anticipation, which dominates with a score of 5, indicates that the audience is expecting or looking forward to something from the DIY Council. This could reflect the public's expectations of future policies or decisions made by the organization. Coming in second with a score of 3 indicates that there are some elements of the DIY Council's policies or actions that are appreciated by the audience. However, this score is still relatively low, indicating that further efforts are needed to improve public satisfaction. Most worrying is the feeling of trust, which is at the lowest position with a score of 2. This low level of trust is an indication that people may be skeptical or doubtful of the ability or integrity of the DIY Council. Trust is a key element in the relationship between government institutions and the public; therefore, this low score requires serious attention from the DIY Council.

b. Planning

In this second stage, the data that has been collected in the first step, namely problem identification, is analyzed in depth to determine the steps to be taken by the organization. This stage focuses on finding solutions to the problems found and formulating appropriate follow-up strategies (Cutlip and Center, 1952). After a process of problem analysis, the Yogyakarta Regional House of Representatives (DPRD) decided to adopt a media relations strategy to help improve the positive image of their organization. In this context, media relations was seen as a viable option to improve public perception of DPRD DIY and strengthen the relationship between the organization and the community. The main target of media relations activities chosen by DPRD DIY is the general public. The main objective of this strategy is to enhance the positive image of DPRD DIY in the eyes of the public. By strengthening its positive image, DPRD DIY hopes to build greater trust and support from the public in carrying out its duties as representatives of the people. DPRD DIY hopes that by strengthening relationships with the media and delivering positive and informative messages, they can improve their image in the eyes of the public. Thus, this media relations activity is expected to create a more positive relationship between DPRD DIY and the public, and make a significant contribution to improving perceptions and increasing public support for this institution.

c. Implementation

The third step in a public relations strategy is to implement a pre-planned program to achieve specific goals. In this context, DPRD DIY implements media relations activities in order to obtain publications that will improve its positive image in the future. Media relations is one of the key components in an organization's communication strategy that aims to build and maintain mutually beneficial relationships with the mass media. Media relations involves a variety of activities and approaches designed to ensure that information conveyed by the organization is well received by the media and, ultimately, by the wider public.

In this digital era, the role of the media is increasingly important in shaping public opinion and influencing public perceptions of government institutions. Therefore, DPRD DIY needs to have an effective media relations strategy to improve its transparency, accountability and positive image in the eyes of the public. Some of the activities carried out in the context of media relations by DPRD DIY include press tours, press conferences, and FGDs. These activities play an important role in ensuring that information about the activities and programs carried out by DPRD DIY can be widely disseminated and well understood by the public.

Press Tour. Press tours are activities that invite journalists representing the media to participate in visits to various locations to cover programmed activities. In this case, the press tour can help improve the reputation of the DPRD DIY by showing the commitment and dedication of members to the activities carried out for the community. By doing so, DPRD DIY can gain the trust and support of the community.

One concrete example of press tour activities is working visits to various regions. In February 2024, DPRD DIY invited journalists to participate in Commission A's working visit to Cirebon. During this visit, journalists were able to see first-hand how members of DPRD Commission A conduct work visit activities. The media coverage generated from this activity not only increased the visibility of DPRD DIY but also highlighted important issues that may not be widely known by the wider public. Thus, the press tour doubles as a communication and education tool.

Press Conference. A press briefing is a communication tool used by organizations to convey important information to the public through the mass media. It involves a meeting between a figure or representative of the organization and several journalists organized to broadcast policies, work plans, and other information. The main purpose of a press briefing is to provide information to the public through the mass media quickly and efficiently.

Press briefings are usually held by DPRD DIY during important events such as plenary meetings, hearings, and other activities. During Plenary Meetings, for example, DIY Councils can use press briefings to announce important decisions, new legislation, or the latest developments on the issues being discussed. By inviting journalists to cover these events, DPRD DIY can ensure that the information is widely disseminated and well understood by the public.

Focus Group Discussion. FGD (Forum Group Discussion) in the context of media relations is a meeting designed to share information and discuss certain issues between a particular party, such as an organization or institution, and journalists. These meetings aim to deepen mutual understanding of the topics discussed as well as to increase transparency and openness. FGDs allow participants to identify various perspectives and find collaborative solutions to the issues raised.

For example, DPRD DIY often organizes FGD activities with journalists and lecturers (academics). For example, in January 2024, DPRD DIY invited journalists and lecturers from Gadjah Mada University (UGM) to discuss various issues, including elections. In this discussion, DPRD DIY, journalists, and academics collaborated to explore various aspects of elections, such as challenges, opportunities, and strategies to increase public participation.

d. Evaluation

The final step in PR strategy is to assess the implementation of a program and conduct an evaluation by assessing the implementation and success or failure of the program (Cutlip and Center, 1952). This evaluation is a very important stage because it provides in-depth information regarding the effectiveness of the program. It allows stakeholders to understand whether the set objectives have been achieved or there are still shortcomings that need to be corrected. In evaluating the media relations program, the Yogyakarta Regional House of Representatives (DPRD DIY) uses various performance indicators to assess the success of the program. These indicators consist of quantitative indicators and qualitative indicators, each of which provides a different perspective on the impact of the program. The quantitative indicators used by DPRD DIY involve measuring the number of publications made by journalists before and after the implementation of the media relations program. This indicator provides a concrete picture of how widely information about DPRD DIY has been disseminated in the mass media. The qualitative indicator involved analyzing public sentiment towards the DIY Council as measured through the ISA website. Data from the sentiment analysis showed that although public sentiment was not at its best, there was a significant improvement.

3.2. Discussion

PR strategy cannot be separated from the planning process or definite steps to achieve results. Cutlip and Center (1952) said that there are four steps for a public relations person to make a strategy, namely: (a) **Defining the Problem.** This first step involves investigating and monitoring the knowledge, opinions, attitudes, and behaviors of those related to, and affected by, the organization's actions and policies. This is essentially the intelligent function of the organization. It provides the foundation for all steps in the problem-solving process by determining "what is going on right now?"

Planning. The information gathered in the first step is used to make decisions about public programs, strategic goals, actions and communications, tactics, and objectives. this step considers the findings of the step in making organizational policies and programs. this second step will answer the question "based on what we know about the situation, and what we should do or say. **Implementation.** The third step is to implement an action and communication program designed to achieve specific objectives for each public in order to achieve the program's goals. **Evaluation.** The last step in the process is to assess the application, implementation, and is based on evaluating the feedback on how the program was successful or not. The program will be continued or stopped after answering the question "how are we doing now or how well have we done?"

Based on the PR strategy theory above, it can be concluded that the DIY DPRD Public Relations in achieving a positive image uses a PR strategy. The DIY DPRD PR identifies problems by monitoring opinions from the public using the ISA website. Then after there is a problem, they plan activities that will be carried out to form a positive image, namely through media relations activities. They carry out media relations activities in the form of press tours, press conferences, and focus group discussions. The final stage is that they evaluate the media relations activities carried out. The results of this study are the same as Alim's research (2016) entitled "Strategy Media Relations Hotel Grand Darmo Suite Surabaya In Managing Publicity In Media Massa". The results of this study and Alim's both show that the institution conducts the same media relations activities such as press tours, but for Alim's own research results have more activities such as press lunches. In addition, the results of this study are also similar to Qorib and Syahida's research (2017) entitled "The Strategy of Museum Angkut Batu City in Building Relations with Mass Media". The results of this study both carry out media relations activities in the form of press tours, but there are differences in paid advertising activities in the media.

4. Conclusion

It can be concluded in this study that in order to improve their image, DPRD DIY conducted various public relations strategies. The steps taken are: (a) They monitor public opinion through the ISA website to understand public sentiment towards them. (b) Based on this data, they developed a plan to improve public trust and sentiment. One of the strategies they used was media relations activities, which helped increase transparency. (c) They implement planned activities such as press tours, press conferences, and focus group discussions. (d) To assess the effectiveness of their efforts to enhance a positive image through media relations, they conducted an evaluation using quantitative and qualitative analysis.

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