

## Minggu 02



### Kompetensi

Mahasiswa mampu mendeskripsikan berbagai definisi, kata kunci, dan karakteristik *public relations*.

# Definisi PR

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## THE CONFUSION SURROUNDING PUBLIC RELATIONS

Karena setiap orang dalam perusahaan dari direktur sampai tukang sortir surat dalam ruang administrasi melakukan berbagai bentuk *public relations*, beragamnya definisi PR membingungkan beberapa pihak.

The man believed to be the first to use the term "Public Relations" was THOMAS JEFFERSON, PRESIDENT OF THE UNITED STATES in 1807 in his Seventh Address to Congress, when he changed a phrase in the text to "public relations".

## Definisi PR yang Beragam

"...PR adalah keseluruhan upaya yang dilangsungkan secara **terencana** dan **berkesinambungan** dalam rangka **menciptakan** dan **memelihara niat baik** dan **saling pengertian** antara suatu **organisasi** dengan segenap **khalayaknya...**"

(IPR dalam Jefkins 1992: 8)

Continued...

"...The **management function** which **evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptance...**"

(Public Relations News in Cutlip, Center & Broom 2004: 4)

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Continued...

"...A **management function that uses communication to facilitates relationships and understanding** between an **organization** and its **publics...**"

(McElreath in Johnston & Zawawi 2004: 6)

"...**Management of communication** between **organisation and its publics...**"

(Grunig & Hunt in Johnston & Zawawi 2004: 6)

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Continued...

"...The **ethical** and **strategic management of communication** and **relationship** in order to **build** and **develop coalitions** and **policy**, **identify** and **manage issues** and **create** and **direct messages** to achieve **sound outcomes within socially responsible framework...**".

(Johnston & Zawawi 2004: 6)

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## PR DEFINITION

Public Relations is the profitable integration of an organization's new and continuing relationships with stakeholders by managing all communications contacts with the organization that create and protect the reputation of the organization.

"Strategic PR and Integrated Communications" - Clarke L. Caywood

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## KEY WORDS

- Profitable Integration
- Managing all Communications Contacts
- Create and Protect Reputation

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## PUBLIC RELATIONS DEFINITION

"The art and science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programs of action which will serve both the organization's and public interest."

(IPRA, Mexico City 1978)

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## KEY WORDS

- Art and Science
- Analyzing
- Predicting
- Consequences
- Counseling
- Planned
- Action
- Serve Both Organizations - Public

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## PUBLIC RELATIONS



**BUILDING  
POSITIVE RELATIONS  
WITH  
YOUR PUBLIC**

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