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

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 Jefkins1992: 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)

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)
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)

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

KEY WORDS

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

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)

KEY WORDS

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

BUILDING POSITIVE RELATIONS WITH YOUR PUBLIC