

THE ROLE OF PUBLIC RELATIONS IN ESTABLISHING GOOD RELATIONS WITH SOURCES ON METRO TV'S PRIME TIME MORNING SEGMENT

Mutiara Sang Dewi Wijaya¹ & Yugih Setyanto²

¹Faculty of Communication Sciences, Tarumanagara University, Jakarta
Email: mutiara.915190158@stu.untar.ac.id

²Faculty of Communication Sciences, Tarumanagara University, Jakarta
Email: yugihs@fikom.untar.ac.id

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ABSTRACT

Communication as a social entity is the coordination of meaning between a person and an audience, and is absolutely necessary for survival. The act of sharing information, ideas or attitudes, language is needed to communicate and interact with each other. As part of the management function, public relations seeks to build and enhance good and beneficial relations between the organization and the public. In this study, researchers used a qualitative descriptive analysis method to analyze the existing data. Material that is broadcast to viewers is also very supportive to be published because the information provided can be helpful in viewers who are watching at that time. Public Relations of Metro TV is responsible for distributing information and as a communicator between Metro TV companies and resource persons. Both parties need this information to make decisions that support the common interest. A publicist is taught to have good intentions and words of communication to establish relationships with sources. Public Relations must also know the characteristics of the source in order to build a sense of comfort in opening a conversation. Metro TV's public relations role is to maintain good relations with sources, namely by two-way communication, facilitating communication, and maintaining communication. Four indicators show the role of Metro TV's public relations in building good relations with resource persons: the expert prescriber category, the Problem Solving Process Facilitator category and the Communication Technician category.

Keywords: Communication, good relations, Metro TV, resource persons, public relations

1. PREFACE

Communication as a social entity is the coordination of meaning between a person and an audience and is absolutely necessary for survival. The act of sharing information, ideas, or attitudes requires language as a means of communication and interaction with other people. Language is a spoken language system that is useful for communicating and interacting between members of a linguistic community (Susanto, 2018). Therefore, implementing communication in everyday life is essential. In this era of rapidly developing information, it is of course important to convey ideas through appropriate communication channels (Halik and Abdul, 2013). One of them is television, which is a popular mass media in society. Television functions similar to other mass media: informing, educating, entertaining and persuading (Mulyana, 2017).

The communication used must also be effective. Effective communication facilitates the distribution of information between the communicant and the communicator (Mulyana, 2017). Similarities in certain areas, such as language, education level, and economic level, can make it easier for people to connect and make communication more effective. Moreover, effective communication is linear, unidirectional but also interactive, and temporary. Three conceptual communications are: (1) communication as one-way information, namely conscious activity in transmitting stimuli to obtain reactions from other people. (2) Communication as interaction, namely the process of cause and effect, action and reaction, alternating directions; (3) Communication as a communication process, where someone verbally and non-verbally expresses other people's actions (Mulyana, 2017).

Effective communication is what shapes and influences television station broadcasts. This effective communication also influences and attracts the attention of the audience (Mulyana, 2017). Broadcasts containing news content must have communication that includes causal processes, behavior reactions, and alternating directions. This is also related to zig-zag communication, which is meant by communication as a communication process, a process of negotiation experience, determining to a certain extent understanding of the topic being discussed. In this communication process, news programs materialize naturally and become part of everyday life (Lewicki, 2015). So, communication is the process of conveying messages through persuasion or orders using symbols from the communicator to the communicant through media which results in certain effects.

Public relations plays an essential role in the success of an organization. This management function is responsible for building and maintaining good and beneficial relationships between the organization and society (Cutlip, Scott M, 2016). This public relations function is related to the communication process, especially in the news media, to provide information to a wide audience. Public relations plays a role in carrying out two-way communication aimed at creating mutual understanding, mutual respect, mutual trust, creating good will, getting community support, and so on to achieve a positive image for the company (Ruslan, 2017). Public relations can undoubtedly build good relationships with sources at television stations.

Stations in Indonesia act as a means of communication for the community, whose functions are to educate, inform and become agents of reform. Television station programs in Indonesia are broadcast in the form of information about events in the community, usually called news as a television station identity, one of which is Media Television Indonesia or Metro TV. Metro TV is Indonesia's first 24-hour news television, which began operating on November 25, 2000. Metro TV is Surya Paloh's company through the Media Group. Surya Paloh started the press business after founding the *Harian Besar* newspaper.

The public knows Metro TV as a television that provides news continuously. This television dares to provide 70% and 30% of share of news programs or breaking news programs (personal interview with Made Ngurah Putra Kusuma as executive producer on April 22 2022). There are various kinds of news programs broadcast on Metro TV, one of which is the Metro Morning Prime Time segment, which discusses programs that broadcast coverage based on various fields, including national, political, legal, economic, business, social, cultural, VOA reports, foreign affairs, sports, morning dialogue and traffic reports. This program requires resource persons as basic references to communicate news that will be distributed to the public. A resource person has information worthy of being explored or researched and is knowledgeable enough. The resource person functions as a source of accurate and reliable information and has credibility regarding something that is discussed or discussed (B. Oczalina, M. Ali, 2019). Therefore, in an interview or discussion, several sources are sometimes asked for their opinions on the issues being discussed.

2. RESEARCH METHOD

The research approach in this study is qualitative, which investigates phenomena using a collection of arguments that are narrowed down into valuable information. Qualitative research can be used to examine problems in government organizations, sports, arts and culture so that it can become a policy for realizing shared prosperity (Gunawan, 2014). When collecting the necessary data, the researcher made direct observations at the place where the research was held

and used the results obtained to provide an overview of "The Role of Public Relations in Building Good Relationships with Sources in Metro TV's Metro Morning Prime Time Segment". The primary data in this research was obtained from the source and processed by the institution. The main data can form the subject's opinion, individually and in groups, and comes from observations of the characteristics of objects, events, activities and the results of exclusive tests (Ruslan, 2017). The primary data for this research comes from five informants, namely: Yohanes Siahainenia as News Room Manager, Made Ngurah Putra Kusuma as Executive Producer, Ahmad Taufiq as Producer, Anisya Syaria as Guest Relations Staff, and Hanny Pusfita Sari as Guest Relations Coordinator.

Secondary data is data obtained through intermediaries or produced by other parties. Secondary data can be in the form of notes, reports or documentation of specific institutions (Ruslan, 2017). The function of secondary data is to complement information related to research.

There are six data types for case study research: documents, archives, notes, interviews, observations, and physical equipment (Robert k. Yin, 2019). According to Lofland (in Moleong) states that primary data sources for qualitative research are words or interviews, behavior or observations, and additional data in document format. The author does this when viewed from the 5W and 1H elements (Moleong, 2017).

Using data acquisition techniques in document format to answer what, where, when, who, how, and why the author uses data acquisition techniques. Detailed interviews or detailed interviews with informants and key informants (Yin, 2019). In this research the author collected by means, namely:

Interview

Moleong (2017) said an interview is a way to obtain and exchange information or ideas, including questions and answers, face to face or via telecommunications media to reach a topic. This process is carried out by two parties: the interviewer who asks the questions and the resource person who answers the questions. Researchers conducted face-to-face interviews with Yohanes Siahainenia as newsroom manager, Made Ngurah Putra Kusuma as Executive Producer, Ahmad Taufiq as Producer, Anisya Syaria as Guest Relations Staff, and Hanny Pusfita Sari as Guest Relations Coordinator.

Observation

Observation is a systematic, logical, rational process for observing and recording situations and researchers can do this directly or indirectly (Suwendra, 2018). Researchers carried out observations to find out the activities of "The Role of Public Relations in Building Good Relationships with Sources in Metro TV's Metro Morning Prime Time Segment" directly. Researchers used the triangulation method in this research. This method cross-checks the source's answers with available empirical data to find out the truth. Data triangulation is an effort to validate the level of trust and consistency of data. In this research, the author used source triangulation. After collecting all the necessary data, both the results of observations and interviews, the data is then selected according to qualitative methods and analyzed to obtain appropriate information.

Data analysis is a scientific process in determining the data sequence, organizing it into a certain pattern, and categorizing it. At the end of the process, the data is interpreted into relevant information, explaining certain facts and looking for correlations between one fact and another.

After obtaining the required data, then process the data using qualitative methods, then analyze it in the following way:

Data reduction

- a) The research data obtained is then written into a description or report. The researcher then reduces these reports, summarizes them, selects core points, focuses on important issues, looks for themes or patterns. Data that has gone through this stage provides a clear picture of the observation results, besides shortening the researcher's time in reviewing the data if needed.
- b) Display Data
This stage is to display data patterns that can provide a complete picture of the information. The form can be in the form of a matrix, graph, and network. This method will make it easier for researchers to master the data as a whole and not be confused by the detailed information.

Concluding and verification

Researchers are required to be observant in seeing patterns, themes, relationships, similarities, things that often appear, phenomena and so on. So, researchers must be able to draw conclusions from the data that has been processed. While the research process is still ongoing, conclusions need to be verified. Verification can be done by looking for new data to achieve intersubjective consensus, namely joint agreement, to guarantee validity better.

Based on the stages in data processing, the data analysis used in this research is qualitative descriptive data processing. The data collected is in the form of word descriptions originating from in-depth interviews and direct observation. Then qualitative descriptive analysis describes the situation or event by exploring or explaining the relationship between the facts found.

Documentation

Documentation is a technique for obtaining data directly from the company by compiling, managing and recording all activities through photos, text, books, notes and transcripts (Nurdin, 2019). Researchers documented with photos, videos and data regarding the activity "The Role of Public Relations in Building Good Relationships with Sources in Metro TV's Metro Morning Prime Time Segment".

3. RESULT AND DISCUSSION

Based on the formulation of the problem studied, the researcher wants to know that the role of Public Relations in building good relationships with sources is a task carried out by Public Relations at Metro TV. To find answers to the existing problem formulation, researchers conducted interviews, observations and documentation to strengthen the answers to the problem formulation. The theory researchers use is the role of PR practitioners by Dozier and Broom (in Ruslan, 2014). According to Dozier and Broom, Public Relations becomes an intermediary and helps management by creating opportunities to listen to what the public has to say and creating opportunities for the public to know about management's expectations. This role demands sensitivity as a mediator and translator of communications between the company and its public. In this case, researchers can link the theory used with practical field work through interviews, observation and documentation, namely Metro TV public relations or known as guest relations which is closely related to the sources.

Dozier dan Broom (in Ruslan, 2014) divides the role of public relations into four categories, namely:

Expert prescriber

Experienced and highly skilled public relations practitioners can provide the best solutions in resolving problems regarding relations with the public. The success or failure of a television program is one of the responsibilities of an expert prescriber. A person becomes an expert advisor as long as they meet several indicators, namely: (a) Create a standard communication policy; (b) Detect public relations problems as early as possible; (c) Make plans and recommendations regarding actions that need to be taken; (d) Be responsible for all program successes and failures; (e) Colleagues recognize he is an expert; and (f) Become a figure worthy of trust.

Researchers found the continuity of the above statement through interviews, observation and documentation. Metro TV Public Relations applies the expert prescriber category, namely by carrying out two-way communication with sources. Metro TV Public Relations communicates to establish good relationships with sources by inviting, searching, following up and re-selecting sources who will appear on Metro TV programs, one of which is the Metro Morning Prime Time Segment. To do this, a communication process and appropriate methods are needed so that the program can run well without any obstacles for either the resource person or the program.

Communication facilitator

In this context, PR practitioners become communicators or mediators with the aim of helping management accommodate the public's wishes and expectations. On the other hand, organizations require public relations to communicate the organization's desires, policies and hopes to the public. The existence of two-way communication will create a situation of mutual understanding, trust, respect, support and tolerance. Broom (dalam Ruslan, 2014) mentions indicators of the role of communication facilitator including: (a) Ensure updated information submitted to management; (b) Make a report on the results of a public opinion survey; (c) Create opportunities for management to be willing to consider their opinions; (d) Encourage organization members to obtain information; (e) Carry out communication audits/assessments; and (f) Represent the organization in meetings or activities.

Researchers found the continuity of the above statement through interviews, observation and documentation. Metro TV Public Relations applies the communication category *facilitator*, namely by providing the latest information to the resource person, telling or promising the right time for both the resource person and the runner who is running while on air.

Problem-solving process facilitator

This public relations practitioner plays a role in the process of solving management problems. This effort aims to help company leaders from serving as advisors to decision-making positions when overcoming problems or crises, but still ensuring rationality and professionalism as well. There are several indicators of the role of problem solving process facilitator according to Broom (in Ruslan, 2014), namely: (a) Ensure that there is a systematic public relations plan; (b) Collaborate with management to improve capabilities and skills; (c) Striving for increased management participation; (d) Ensure that management is actively involved; (e) Move to be a driver/catalyst; and (f) Creating various kinds of alternatives in solving existing problems.

Metro TV Public Relations applies the problem solving process facilitator category, namely by having another resource person plan, when the informant cannot be contacted or has problems when carrying out a projection dialogue in the Metro Pagi Prime Time segment.

Communication technician

This role makes the PR practitioner a journalist in resident who only provides technical communication services or known as methods of communication. The communication system in an organization depends on each section or level, namely technically communication, both the flow and communication media used from the leadership level to subordinates will differ from subordinate to superior level. The same thing also applies to communication flows and media between one level, for example communication between employees of one department and another (employee relations and communication media model). According to Broom (in Ruslan, 2014), the following are indications that show someone has a role as a communications technician: (a) Able to prepare homework materials; (b) Edit or rewrite for grammar check; © Handle technical aspects; (d) Producing brochures and pamphlets; (e) Carrying out photography and graphic design activities; and (f) Maintain contact with the media and send press releases.

Metro TV Public Relations applies the technical communication category, namely by contacting and coordinating with runners and other production teams such as executive producers, producers, production assistants, editors, graphic artists and guest writers to coordinate reports and regional coordination during on-air programs. Apart from that, Metro TV's public relations also provided materials that the producers wanted to convey to sources via telecommunications media. With a press release to the resource person to fulfill the projection criteria discussed during the dialogue on Metro TV's Metro Pagi Prime Time segment.

4. CONCLUSIONS AND RECOMMENDATIONS

Metro TV as a television station that focuses on news and information that follows developments has presented 70% news and 30% non-news, information that is interesting and worthy of being reported to the Indonesian people, which is educational in nature and broadcast in three languages, namely Indonesian, English, and Mandarin. The company always wants to be a company with the best service for the community and to encourage the company to take an enthusiastic and multi-dimensional approach to the community through various programs on Metro TV. Media Televisi Indonesia, led by Surya Paloh, a shareholder of Media Indonesia Newspaper, obtained a broadcasting license under Metro TV on October 25, 1999. Media Televisi Indonesia is located on Jl. Pilar Mas Raya Kav A-D Kedoya, Kebon Jeruk, West Jakarta City, DKI Jakarta.

Metro TV is a television media that always provides information and education to the general public, and is the only television that provides important, reliable, fast and independent news. In this case, Metro TV has carried out a massive positioning strategy as news TV in the public's subconscious. This strategy made Metro TV reach the peak of its market share, and created its uniqueness that succeeded in differentiating it from other TV stations. For example, the widespread news about political marketing activities, as well as social awareness activities as well as communication program opportunities provide a strategic role for Metro TV as a news TV.

Informant A is Hanny Pusfita Sari, familiarly known as Ka Hanny by researchers. Informant B is Anisya Syaria, familiarly known as Ka Nisya by researchers. Informant C is Ahmad Taufiq, who is familiarly called Mas Taufiq by researchers. Mas Taufiq is a newsroom producer on Metro TV's Metro Pagi Prime Time program. Informant D is Made Ngurah Putra Kusuma, familiarly called Mas Bli by researchers. Mas Bli is an executive producer of the newsroom on Metro TV's Metro Pagi Prime Time program. Informant E is Yohanes Siahainenia, who is familiarly called Uncle Yos by researchers. Researchers can find out that the role of Metro TV public relations in

maintaining good relations with sources based on the theory used is to maintain reciprocal communication and minimize potential relationship obstacles by seeking active communication, as well as keeping communication channels available.

The theory used by researchers is the role of PR practitioners, according to Dozier and Broom. The role referred to by Dozier and Broom is to act as a broker (intermediary) and provide opportunities for management to hear public opinions and ensure that the public knows what management expects. In this case, researchers can link the theory used with practical field work through interviews, observation and documentation, namely Metro TV public relations or known as guest relations which is closely related to the sources. According to Dozier and Broom, there are four roles of public relations, namely: An expert public relations practitioner who is experienced and has qualified skills so that he can find alternative solutions in resolving relationship problems with the community.

The purpose of this statement is that Metro TV public relations acts as a source of information and communication between the Metro TV company and resource persons, which is needed, both management and resource persons, to make decisions in the common interest. Public relations must study, find out, and coordinate with producers regarding the sources who will be interviewed. When public relations has carried out initial communication with the sources, public relations must first explain the purpose and purpose of inviting the sources to be interviewed and inform them about the issues or problems that will be discussed later, so that For each resource person who will be invited, the public relations party must have insight into the issues that will be discussed with the resource person. In the Metro Morning Prime Time Segment, a publicist is taught to have good intentions and communication words to build relationships with sources.

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