

Pertemuan 1

Public Relations

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Agenda

- Introduction
- SAP/Silabus
- House Rules
- Hospitality
- How it relates to PR
- What is PR
- PR Jobs...

Silabus

1. **Evolusi:** What is Public Relations?
2. **Evolusi:** The Growth of Public Relations
3. **Preparation/Process:** Communication
4. **Preparation/Process:** Public Opinion
5. **Preparation/Process:** Management
6. **Preparation/Process:** Ethics & Law
7. **Preparation/Process:** Research
8. **The Publics:** Print Media Relations & Electronic Media Relations
9. **The Publics:** Employee Relations
10. **The Publics:** Multicultural Community Relations, Government, & International Relations
11. **The Publics:** Consumer Relations
12. **Implementation:** Public Relations Writing, PR & the Internet
13. **Implementation:** Integrated Marketing Communication
14. **Implementation:** Crisis Management

Evaluasi

- Kehadiran/presensi
- Partisipasi kegiatan kelas
- Pembuatan dan penyajian tugas
- Ujian Tengah Semester (UTS)
- Ujian Akhir Semester (UAS)

Nilai Akhir

$(40\% \times \text{UTS}) + (40\% \times \text{UAS}) + (20\% \times \text{Tugas})$

Framework of Thinking

- Hospitality ---- PR?
- Relationship ?

Hospitalitas

- Definisi
 - Hospitalitas adalah keramahtamahan, sebuah perwujudan dari ungkapan rasa kehangatan dalam menerima orang lain, rasa hormat, serta persahabatan dan persaudaraan kepada orang lain, terutama kepada tetamu yang datang.
(Kompas 10 Juni 2008)

- Dalam kenyataannya, hospitalitas bergandengan dengan industri pariwisata.
- Unsur dalam hospitalitas:
 - *Tangible*
 - *Intangible*: layanan, suasana, kesan, dan kehangatan

Ruang Lingkup

- Studi hospitalitas merangkum dunia pariwisata berikut pengaruh ekonomi dari pariwisata.
- Hospitalitas adalah roh utama pada industri perhotelan, restoran, dunia hiburan, tempat tetirah (*resort*), *spa*, MICE, kapal pesiar, lembaga-lembaga perawatan, serta klinik privat.

Standard Hospitalitas Dunia (World Class Hospitality Standard)

- Swiss adalah negara yang menjadi referensi utama bagi dunia kepariwisataan global.
- Mengapa?
 - Sejak abad pertama, Swiss sudah menjadi tujuan wisata, terutama bagi orang-orang Romawi.
 - Perkembangan jalur *pass Alpen* di abad ke-8
 - Swiss memiliki banyak sumber mata air untuk penyembuhan --- *spa*
 - Perkembangan industri pariwisata (hotel, transportasi dan infrastruktur, dan lainnya) pada abad ke-19.

5 Keutamaan Hospitalitas Swiss

1. ***Immaculate Precision*** (presisi tanpa cela)

- Analogi Arloji: buatan Swiss
- Ketepatan, Ketelitian, dan Selalu Rinci
- Presisi juga terkait dengan manajemen yang baik, perbaikan tampilan, dan ketepatan waktu.
- *Credo: Ketepatan Waktu adalah Selangkah menuju Kesalehan*

2. ***Discreet Discipline*** (disiplin yang bijaksana)

- Mampu melaksanakan diplomasi secara cerdas, luhur, dan rendah hati, serta memiliki keterampilan yang terkait dengan kompetensinya, mampu mengantisipasi dan menyelesaikan masalah, membangun relasi, dan menguasai berbagai bahasa.
- Waspada dan selalu ingin tahu guna membuat akomodasi terkait budaya, bahasa, status sosial

5 Keutamaan Hospitalitas Swiss

3. ***Dependable Quality*** (kualitasnya dapat diandalkan)

- Analogi: Lonceng
- Terkait budaya kerja, tuntas, dan berkualitas dalam bertindak, membuat satu sama lain saling bertanggung jawab.
- Pelaksana: diharapkan mengutamakan kualitas melebihi ketentuan dan ukuran manajemen, tekun mencari keunggulan kualitas dan layanan, serta perbaikan.

4. ***Practical Innovation*** (inovasi praktis)

- Analogi: Pisau Victorinox
- Produk-produk hospitalitas diharapkan dapat bermanfaat bagi masyarakat, mampu menyatukan jaringan (*networking*) dan selalu berusaha menciptakan solusi praktis di dunia kerja.

5. ***Professional Leadership*** (kepemimpinan profesional)

- Kepemimpinan yang profesional, rendah hati, sederhana, tetapi bertanggung jawab, mengembangkan kegigihan dalam berusaha, berusaha menjadi pelopor, dan selalu tuntas dalam melakukan pekerjaan (*getting things done*)

Careers in Public Relations

Goals of a Public Relations Employee

- To market and sell products or services of a firm profitably.
- In small firms, The owner or chief executive officer assumes all advertising, promotions, marketing, sales, and public relations
- In large firms, which may offer numerous products and services nationally or even worldwide, executive vice president directs overall advertising, promotions, marketing, sales, and public relations policies.

What is the Outlook for Public Relations Jobs?

- **Jobs that are unlikely to move offshore have these Characteristics**
 - **High degree of ambiguity (top management positions)**
 - **Unpredictable (hands on technical troubleshooting)**
 - **Understanding of the culture is critical (authoring books, marketing, comedians)**
 - **Time is of the essence (fast product development)**
 - **Requires a high degree of collaboration (making a movie)**
 - **Requires close proximity to the end customer (firefighting, auto repair, dental work)**
 - **Requires high degree of creativity and innovation (creating new products, technical breakthroughs, writing music)**

Jobs Within the Field

- ***Promotion managers***
- ***Marketing managers***
- ***Public relations managers***
- ***Sales managers***

Working Conditions

- Long hours, including evenings and weekends.
- Almost 38 percent of advertising, marketing, and public relations managers worked 50 hours or more a week in 2000.
- Working under pressure
- Substantial travel



Travel Requirements of Job

- Sales managers

 - travel to national, regional, and local offices and to various dealers and distributors

- Marketing Managers

- Public Relations Managers

 - travel to meet with special interest groups or government officials

- Advertising and Promotion Managers

 - travel to meet with clients or representatives of communications media



Education Requirements

- Sales managers Marketing Managers

Advertising and Promotion Managers :

Bachelor's or master's degree in business administration with an emphasis on marketing
Courses in business law, economics, accounting, finance, mathematics and statistics are
advantageous.

- Public Relations Managers :

Bachelor's or master's degree in public relations or journalism. The applicant's curriculum should include courses in advertising, business administration, public affairs, public speaking, political science, and creative and technical writing.

Other Requirements for Employment

- **courses in management and completion of an internship**
- **Familiarity with word processing and database applications**
- **Computer skills**
- **The ability to communicate in a foreign language**

How to Rise in Salary and Status

- **Participation in management training programs conducted by many large firms**
- **Promoting experienced staff or related professional or technical personnel**
- **Employee participation in seminars and conferences**
- **Certification programs for advertising, marketing, sales, and public relations managers**

What Personality Traits are Necessary for Advancement

- **Maturity**
- **Creativity**
- **High motivation,**
- **Resistance to stress,**
- **Flexibility**
- **Decisiveness**
- **Ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public.**
- **Tact, good judgment, and exceptional ability to establish and maintain effective personal relationships**

Salary

- **Median annual earnings in 2000 for advertising and promotions managers :\$53,360**
- **Marketing managers, \$71,240**
- **Sales managers, \$68,520**
- **Public relations managers, \$54,540**
- **Earnings ranged from less than \$27,840 for the lowest 10 percent of advertising and promotions managers, to more than \$137,780 for the highest 10 percent of sales managers.**

Public Relations Specialist

- Serve as advocates for businesses, nonprofit associations, universities, hospitals, and other organizations
- Build and maintain positive relationships with the public.

As managers recognize the growing importance of good public relations to the success of their organizations, they increasingly rely on public relations specialists for advice on the strategy and policy of such programs.

Duties of the PR Specialist

- Prepare press releases
- Contact people in the media who might print or broadcast their material.
- Arrange and conduct programs to keep up contact between organization representatives and the public.
 - Set up speaking engagements and prepare speeches for company officials.
- Represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies
- Plan conventions.
- Prepare annual reports
- Write proposals for various projects.

How one person landed the job!

Lisa Frieden, Online Interview 1999

- **Spent 7 years at UCSB with a PH.d in English**
- **Got an internship**
- **Started with a job placement agency:**

“Once you start working somewhere, you have access to the company's internal job listings, which often times are much better pickings than what is posted to the public.”

- **Networked:**

“Network for all you're worth. Let everyone know your situation. You'd be surprised who might have a lead for you.”

- **Her day?**

“I spend most of my day thinking and writing. Each project is completed in a few hours or less”

Tugas

- PR Role Model
 - Temukan profil seorang PR pada perusahaan / organisasi yang ada di dunia (lokal/internasional).
 - Apa saja kegiatan-kegiatan PR yang dilakukan oleh PR tersebut untuk perusahaannya!
 - Menurut Anda apakah ia seorang PR yang handal?
- Sifat:
 - Tugas Individu
- Syarat:
 - Ketik, 1 spasi, minimal 600 kata