

Model of Communication Strategy for Public Relations in Private University in Building The Relationship With The Media

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Abstract

The success of Public Relations work in Private University depends on the public relations strategy in building the relationship with the media. For knowing how effective PR strategy is in building the relationship with the media, A research has been done with 10 respondents (10 Private Universities in Central Java) by using descriptive qualitative approach and direct observation. There are two relationship models that have been found from this research, they are “ Imbalanced Commensalisms Relationship “ (for PR’s relationship with the media institution) and “ Harmonious Mutualism Relationship “ (for PR’s relationship with the Journalist).

Key words : Public Relations, Media , Journalist and Relations

Introduction

This globalization era has changed this enormous world into a small village where the space and time is not a hindrance for everyone to interact to each other. Within second, One person who is in one part of the world can interact and communicate to other person who are in another part of the world. All of this can be done because of the communication technology (such as Television, Radio, Internet, Mobile phone even other kinds of media) we have had so far. These media communication equipments have made the delivery of the message between communicator and recipient becomes more effective in this globalization era.

The media used in this communication is commonly called mass-media, that is the media communication and information which spread the message in a massive way that can be accessed by general public. In this paper, it shows that media has an important role in delivering the message to the public and also in PR ‘s work because PR in a company has the function as a mediator between company and its public who needs mass media. What it means by mass media is the institution media, the journalist and also the media staff. All the media components are really

needed by PR in building the relationship with the public. Unfortunately, There is no harmonious relationship between PR and the media staff especially the journalists. This is because there is a different interest between these two professions which causes a conflict between journalist and PR. On one side, in terms of delivering message to public, PR always gives priority in building positive image of the company where he/she works for. Consequently, PR is often “forced” to deliver the information which is not based on the fact in order to build positive image of his/her company. On the other side, Journalists as media staff will always try to do their jobs as good as they can based on the Journalistic ethics, that is “*delivering the true information based on the fact*”

Based on how important mass-media is for the work as a PR, and based on the different interest between PR and journalist, now the problem is “*What kind of PR communication strategy needed by PR of Private university in building a good relationship with the media in order to achieve maximum publicity?*”

The problem that will be discussed in this paper refers to the result of a research with

the title “*PR communication strategy in Private University in Central Java in building a good relationship with the media in order to increase publicity*”. The objects of the research are 10 private universities in Central Java. This research used “research and development” approach, which means a research program that will be continued by development program to achieve betterment and improvement of the program. Besides that, in order to get an effective PR communication strategy in Private University in Central Java by building a good relationship with the media and maximum publicity, the researchers will do systematically steps in the form of action, reflection and innovation by applying direct observation research method, development, experiments and evaluation.

Public Relations Concept

Abdurachman (1993) said the management strategy in doing the communication and building beneficially relationship between company and its public is done by the Public Relations practitioner. The public in this case is the private university where PR works. What it means by public here is the employee public, community public, foreign public, stock holder public and also press public. The role of PR here is to create good will and get positive public opinions or establish a cooperation based on harmonious relationship with various public. PR programmes must be focussed on internal PR and external PR (Abdurachman, 1993 : 33).

According to Broom, Center and Cutlip (1994), there is a beneficially mutual relationship between PR and Media. For example the need of a university to promote its university by putting an advertisement in the media and on the other hand, there is also a need for a media to get some incentive from the advertisement which is put by the university. This respective cooperation is done for the sake of both parties which is called publicity (Broom, 1994 : 307).

Characteristics of the Journalist

The success of PR’s job in delivering the message to the public depends on the journalist.

Because of this reason, a PR officer should know and understand the journalist in order to make his/her messages to be published. In other word, PR should know the characteristic of the journalist so he/she will know and understand how the journalist works. Rhenald Kasali (2005) said that there are some characteristics and facts about journalists. Those are : a) Journalist does not like doing with protocol; b) For journalist, bad news is good news; c) Journalist will always interested in controversial issues which influence the readers; d) Journalist does not like being paid; e) Press depends on advertising; f) Journalist likes exclusivity; i) Journalist is more knowledgeable (Rhenald Kasali, 2005: 180).

The Concept of Publicity

Abdurachman stated that Publicity is news which is written in the newspapers, magazines, or broadcasted through radio and television which are full of human interest and attract the attention of the public especially for its programmes and statements from the people involved (Abdurachman, 1993:43). This statement has also been clarified by Cutlip, Center and Broom that publicity is an information from the outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placing the messages (Cutlip, 1982 : 9).

PR practitioner can increase the publicity by doing the publicity campaign through two methods, those methods are:

- a. Press publication is an activity for giving information to the media from an individual person or organization where he/she works,
- b. Inviting Press is an activity of inviting journalist. Type of occasions that can be used to invite the journalist are : Press Conference, a meeting between organisation and the journalists; Press Reception, a way in inviting a journalist to cover an event; Press Tour, an activity of inviting press to visit the company (Morrisan, 2008:216).

The Role of PR in Private Univerity and the Role of Media in PR's Job

In this competitive situation among private universities in getting students for the university, PR has an important role for building the positive image for the community. The purpose of it is making the community confide to the university and let their children, relatives, or they themselves to study in this private university. But the fact is not all private universities have public relations and not all private universities use mass media to cover their targets. The other fact is some of the private universities have already had public relations officers, but they haven't had their function as an appropriate PR officers. It happens because not all private universities realize how important PR is in building the image of the private university. On the other hand, the role of mass media in PR's job among private universities is also different. This condition gives a negative effect for the increase of Private University's student intake.

Based on the result of the observation and deep interview with 10 Private universities in Central Java (Kudus, Magelang, Semarang, Salatiga and Solo), it shows that Private Universities in Central Java which have Public Relations officers are Sugiopranoto University in Semarang, Muria Kudus University in Kudus, Muhammadiyah University in Magelang, Muhammadiyah University in Solo, Tidar University in Magelang and also Semarang Univeristy in Semarang. Whereas, the Private Universities in Central Jave which do not have PR officers are College of Management Accounting in Salatiga, Setia budi University in Solo, Sultan Agung University in Semarang and Satya Wacana Christian University in Salatiga.

In some private universities, PR has an important role in building the image, but in some other private universities, PR's role is not so important, even most of PR's role is only concerned on promotion (for example in Satya Wacana Christian University).

PR in Sugiopranoto university, Semarang has a big role in building the university's image. This university also thinks that mass-media has a big role in supporting the PR programmes. Based

on the survey in 2007, it's clearly stated that good relationship with the journalist will influence in the new students who will register in the university. Because of this fact, PR in this university will try to build a good relationship with all mass-media (printed media, electronic media and also the internet).

Some ways have been done by PR practitioner for building a good relationship with the media, such as : a) Starting to greet the journalist through SMS everyday; b) Personal approach to the journalist because the thing that we need here is being closed and credible; c) Informal and personal contact with the journalist through mobile phone, face book and also other approaches; d) Using student reporters with "*smile, talk and interview*" principle; e) Having a gathering; f) Building personal image for lecturers through their research and also keeping the informal meeting and keep on giving what the journalists want as quickly as possible.

Other approach that has been done by this university is visiting the media institutions regularly, putting the advertisement in the mass-media as a symbiosis mutualism process, having a gathering with the media institution at least once a year, and keep on responding what is needed by the journalists quickly.

There is only one way in having a close relationship with the journalists, that is always providing information which is needed by the journalist. The information can be sent by email in the form of releases. In having a close relationship with the media, this university should also realize about the ideology of each media institution. The university has a formal relationship with other media institutions by having a meeting with the top management staff, putting advertisement, congratulating the anniversary of the media and also keeping good relationship through the alumni who work in the company.

PR in Muria Kudus University has more strategies in communicating what the university has to the community. In having the media relation, this university has the idea that mass-media has a big role in the existence of the university. It is proved that in 5 years, the intake of the students has increased up to 10-15 % because of the

relationship with the mass-media. Because of that, building a good relationship with the mass-media become one of the most important things in PR's view in this university.

While other universities keep on building a good relationship with the media institution, Muria Kudus University emphasizes on its relationship with the journalist. Quality becomes an important thing instead of the frequency. The strategy which is used by PR in this university is by visiting the journalists' offices. The news which is sent by PR, is written into an interesting news for the society (it can be in the form of advertisement or releases which have been sent twice or three times in a week). Because of this reason, the relationship with the journalist is a kind of friendship relationship, not the formal relationship and more emphasises on the role of the journalist. Reward which is given to the journalist is by having a press gathering twice a year and also having a press luncheon and giving a very good treatment to the journalists. The strategy in keeping a good relationship with the media institution will be done through SMS and personal approach and also become a writer (who contribute to the mass media in the form good writing from the lecturers and also from the Public relations) for the journalists.

Different from Sugiopranoto University and Muria Kudus university, PR in Muhammadiyah, Magelang has 3 roles, those are : building the relationship with all the components and all the society, serving the internal students well which will affect the "word of mouth" promotion and also doing an individual management approach by all components in the university. In the last 2 year data shows that the use of mass media by PR will give a big influence to the amount of students who register in the university. Approximately, each year, there are 1000–1200 university students register in this university which are spread in 6 faculties (Economic Faculty, Law Faculty, Moslem education Faculty, Technology and Health Faculty).

The fact that the role of PR gives a very big influence to the intake of the students, make PR in the university had a special strategy in

building the good relationship with the mass-media. The relationship with the journalist has been done informally. This is because PR in this university has a journalist background and has a writing hobby. Journalist is not only as a friend in work, but it is more like a colleague in many things including the discussion. Consequently if a journalist called 'bodrex journalist' comes in a certain event which is held by the Muhammadiyah university in Magelang, the journalists' friends will try to restrain him to get close to the speakers. The closed relationship between the journalist and PR in this university happens because the journalist has been treated as PR's own relatives and always got involved in all the university programmes.

As a form of appreciation to the journalist, so in every special day (such as during the lebaran day), parcels or greeting cards will be sent to the journalists. In this university, the cooperation with the mass media is not only done with journalist, but also with the institution media. Because of that, the strategy which is done by PR, is by putting advertisement in mass media (can be an advertisement for attracting new students). Putting advertisement in some special events in some media is one of the beneficial cooperation's. Other strategy is by having a cooperation with the PWI, a journalist association. Twice a year, PR holds a media gathering and press conference, especially when the university has a very big event.

For publicity, Muhammadiyah University Magelang gives more support on the students who make publications. In term of its relationship with the media institutions, this university doesn't have special strategy.

PR in Muhammadiyah Solo (UMS) has a big role in building the image of the private university. PR in UMS has its principle that is always having a new innovation every year. For example, the new program that was made in 2009 was RSBI program (Internationally Based School Program) for Educational Faculty, Economic Faculty, Communication Program which are made by the rector of the university. Other programmes which are made, are comparative study and workshop for all the deans to Charles

Darwin university in Australia for 1 years. This program is made as one of the way to build the university's image by having cooperation with other universities.

Besides the other programmes above, having a direct approach to the market, having an informal discussion with the High school students in the campus of UMS and being broadcasted on television are the other programmes done by PR of this university.

PR in this university has an idea that the strategy in building relationship with the journalist is an important factor because he/she realise that the university's success depends on the publicity done by the mass media. This idea is also proved by the increasing intake of the new students from year to year. In 2009, there were 6.300 students who registered as new students in the university. Due to this reason, the university use a lot of mass media service in building the UMS's image. In handling the negative news, personal approach with the journalist is used by PR in this university.

Tidar Univesity Magelang, has already had a PR officer, but PR in this university has not done his/her role as a PR, because this PR division has just been formed for 1 year. Publication and building image are done by using their own radio broadcasting, distributing leaflets and visiting high schools. Due to this reasons, they do not use mass-media. Consequently, they haven't reached their maximum target, because they only got 400 students for 5 faculties with 9 departments.

PR in most universities do not have special strategy in building a relationship with the media. The media used by Tidar University is only printed media (Suara Merdeka, Bernas, Radar Jogja (Jawa Pos), Wawasan and radio (Tidar's radio)). Publication using printed media is only used on certain events, even though it is still seldom used. Mostly the publication is only done through their own radio. Consequently the relationship between media is not really good. The result is less publication of the university in the media. Meeting with the journalist has never been done unless they have a special event in the campus. As a consequence, PR in Tidar

University does not have a close relationship with the journalists.

Similar to Tidar University, Semarang University has also had a PR, but his/her role only emphasize in getting new students to study in the university. Due to this reasons, most of PR programmes in this university are emphasized on holding events which can attract new students. PR in this university has the idea that mass media has an important role in PR's work in this university, especially for building image and publication. It's proved from the intake of the students that they get each year (approximately 1000 students).

Based on the fact, the strategy made by the PR officer, in building relationship with the media, is having cooperation with the printed media, radio and television. This cooperation is made especially on putting advertisement in the media. The cooperation is done by signing an MOU between PR of the university and the Media institution.

The six universities above have had PR. But not all PR in those private universities have their full function as PR. Besides those six universities, there are also some universities in central Java which do not have any PR but they do the PR's job. This PR's job is done by the Vice Rector of public affair and international relations or other department. Those universities are Setia Budi University - Solo, Sultan Agung University - Semarang, Satya Wacana Christian university - Salatiga and College of Management Accounting - Salatiga.

Setia Budi University has different point of view with the other universities about the list of PR's job. Every one in the university has to be able to be the PR of the university. They have a motto '*Everybody is a marketer*'. Even though everybody should be the PR of the university, but publication and spreading information to the public becomes the responsibility of Information Bureau. PR's job is mostly done by the Information Bureau which has a closed relationship with internal and external public including the stakeholders.

In relation with the mass-media, this university mainly depends on mass media in

reaching the target market. This is because mass media (printed or electronic media) has a big influence in most of the PR's job, especially in increasing the new student intake. Due to this media relation, about 800 new students register in this university each year. Consequently, the PR's strategy will be focussed on building a good relationship with the media. The relationship with the media will be done by signing the MOU with the media institution. The cooperative program that was done by the faculty is having an entrepreneur training for the students and asking the journalist to be the speaker in the training.

In Sultan Agung University - Semarang, PR is included in the promotion department under the responsibility of the vice rector of international relations. Building image and promotion are always related to the new student intake. The promotion and building image is one of the Faculty's task. The good cooperation with the mass media has an important role to the image building and publicity of the university. Good relationship with the mass media influence the new student intake of this university each year (approximately 1500 – 1600 students).

In publishing all the information about this university, the promotion department in this university has a cooperation with the mass media. The mass media used for publishing all the information are printed media, radio and television, whereas some strategies used in building relationship with the media institution is by approaching the media with an informal approach such as sending message through SMS, individual approach to the journalist and also press gathering for clarifying the negative news. Another strategy is by having a media gathering and cooperative agreement through MOU.

In Satya Wacana Christian University, the role of PR is done by the Promotion Manager of the university. Most of the PR's job is done through the marketing approach that is using 'word of mouth' promotion. It shows that this university does not have a real PR for handling most of PR's job.

For Satya Wacana Christian University (SWCU), the cooperation with the media and journalists is one of the important things for

building the image of SWCU in public opinion. Without mass media and journalists, SWCU will be forgotten by the public. Realizing this point, SWCU (in this case is the Promotion Manager) makes a certain strategy in building the relationship with the media by having a social gathering with the media, visiting the media institution, and meeting with the journalists. Unfortunately, the relationship between media and this promotion department has not been done appropriately. This is because there are some constraints such as not all media realize that they do the publicity and there is no good cooperation between the promotion department and the faculties in the universities.

To solve these problems, there are some suggestion in building a good relationship with the journalists, that is giving a training on media writing to the lectures by Kompas and being concern to the journalists in certain occasions such as, giving a financial support when the journalist is in mourn situation, other support is by giving scholarship for the journalists who has good relationship with SWCU to take master degree program in the university.

In College of Accounting Management (AMA), Salatiga. PR's jobs are mostly emphasized in marketing task. Whereas the real PR's job, especially in building image is done by a team with a one year task project and has a cooperative program with the local authorities. Building image is done by holding some trainings, seminar and certain events for examples watching football match together and holding a Javanese musical performance. *"What they have done is the same as what Hifni Alifami said that whatever the reality is, the most important thing is public perception about what they have believed as the reality"*¹. The mass media used by AMA is the radio which can help the college in its publicity and reach the target especially in Salatiga and the surroundings.

In building the relationship with the media, this college uses Radio (Suara Salatiga) and printed media (Suara Merdeka), but only it is only confined to spread information on new student registration. There is no special strategy in building the relationship with the mass media. The

relationship with the media is only done when they have a cooperation in managing a certain event. So far the college has not arranged any gathering with the journalists.

From the description about the existence of PR in some universities in Central Java and from the role of PR in these private universities, shows that PR has its big role in building positive image of a certain university. Besides that, the involvement of mass media also has its big role in building positive image of a certain university. Because of that, having good relationship with the mass media (in this case, with the journalists and media institution) becomes one of the most important thing for a private university. Abdurrahman (1993) stated that the task of a PR is developing good will and getting positive public opinion or creating cooperation based on harmonious relationship with various public.¹ All of these can be done if mass media got involved in PR's job. What Abdurrahman said, is proved from the above analysis which shows that mass media has an important role in supporting PR's job in these 10 private universities in Central Java. Due to this condition, it's claimed that most PR who work in private universities in Central Java should think about a certain strategy for building relationship with the mass media.

In doing the task, most PR in these 10 private universities in Central Java, used various PR communication strategies. This is based on the corporate culture of the private universities and the background of study and also the experience as a PR in private universities.

Based on the strategies used by PR in most of the private universities, some of them have already had an effective strategy for building relationship with the mass media, but some of them do not do this. The reason for not having a good relationship with the media is shown by the refusal of the release sent by PR or the release will not be published by the journalists, or by observing the journalists' response while they are invited by PR of the private universities in press

conference. While the journalists have been invited by PR of the universities, they do not prioritize the invitation or they do not give any response on the invitation. The failure happened because PR of the private universities do not know well about journalists and also the media institution. Due to these reasons, a PR need to understand well the characters of the journalists. Rhenald Kasali mentioned that there are some characteristics of the journalists that should be known by PR. Those characteristics are : Journalists do not like protocol; journalist should obey the deadline, journalists like having good relationship and based on journalists' opinion, bad news is good news. The other characteristic of the journalists is, they do not like being given some money in envelopes, and finally, journalists like exclusivity and journalists are getting more educated.

The fact that PR do not really understand about the journalists' character is also shown in the discussion which is done by the researchers and the journalists on 6th October 2009. In the discussion, the journalists stated that based on their opinion, "*a PR has always tried to keep a gap with the journalists*", as what it is said by Hendro Teguh, one of the journalist from Borobudur TV station, in Semarang. He also said that "*a PR always works in a clean environment while a Journalist always works in a dusty environment*".¹ The behaviour and attitude of the PR are considered as one of the obstacles in building a good relationship with the journalists. These kinds of opinions are also stated by Ernawati, a journalist from Wawasan Newspaper.

Because of those reasons above, there are some suggestion given by the journalists as an input for the PT while he/she makes a strategy for building a relationship with the media. The suggestion is firstly, the relationship between PR and journalists is a friendship relationship; secondly, journalists can not work by using an exact time management,

² O Abdurrahman.

Dasar Dasar Public Relations.

Bandung: PT.

Citra Aditya Bakti, 1993, hal.59

¹ Alifahmi Hifni.

Sinergi Komunikasi Pemasaran.

Jakarta: PT. Mizan Pustaka, 2005, p. 141

thirdly, journalist prefers being invited through SMS or phone, and finally, journalist prefers to meet in a relaxed place.²

This situation shows that the PR strategy should be equal. As what it is stated by Soleh Dumira and Elvinaro Ardianto (2003), there are some strategies that can be done in building good relationship with the journalists and media institution. Those strategies are : a). *By serving the media*; b). *By establishing a reputations for reliability* c). *By supplying good copy*; d). *By Cooperations in providing material*, e). *By providing verification facilities* and f). *By building personal relationship with the media*. All of these become the basic of being open to each other and respect to each particular profession.¹

Based on the strategies offered by Soleh Sumirat and Elvinaro Ardianto and the interviews done to the manager of Solo Pos, Mrs Rina Yuria on 23 July 2009 and also Mr Hartono, the city editor of Suara Merdeka on 3 August 2009, stated that as a PR, he /she should have an effective media relation strategy in order to be successful in his /her job.

Mrs. Rina Yuriat (HRD manager of Solo Pos) said that as a PR, he/she should provide enough information for the journalists. PR can just do the communication by using telephone. From the media's point of view, there is no relation between having a formal and good relationship with the publication of the news. Mass media will still publish the information objectively. The most important thing for the media is that the news should be true and honest.

Mr. Hartono, the city editor of Suara Merdeka said that media role, as the source of information and as media relation, will also give information on education to the public. Because of this, the media institution hopes that PR should be active in sending the up to date and valuable news and information.

Besides that, there are also some strategies in building relationship with the media, those are putting advertisement in the media, buying newspapers for students in special occasion (for example on the graduation day) so there is a mutual symbiosis relationship between PR and media institution. PR will act as a mediator and source of information for the mass media.

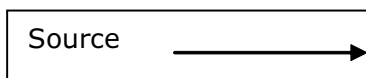
For inviting the journalists, there are some tips which are given by the media institution, that is inviting but not forcing in having a press gathering and also always planning to the fixed schedule to meet the journalists.

Model of PR strategy in building relationship with the media.

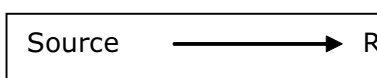
Based on the experience of the PR in 10 universities in building relationship with the media and based on the input from the journalists and media institution, the research questions that becomes a problem is "*How should the effective model of PR's strategy be in building the relationship with the media*".

Classically, the model can mean as a description which is planned and represented the fact.¹ Grunig offered 4 models of PR and media relationship. The models are :

a. Press Agency / Publicity. In this model, Public relations serves a propaganda function. Practitioners spread the faith of the organization involved, often through incomplete, distorted, or half-true information



b. Public Information. The purpose is the dissemination of information not necessarily with a persuasive intent. The public relations person functions essentially as a journalist in residence, whose job it is to report objectively information about his organization to the public.

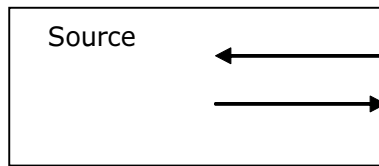


³ The discussion between the researchers and the journalists on 6th October 2009 in Satya Wacana University.

⁴ Result from discussion between the researchers and the journalists on 6th October 2009 in Satya Wacana University.

⁵ MS. Soemirat Soleh & Ardianto Elvinaro. *Dasar – Dasar Public Relations*. Bandung ; PT. Remaja Rosdakarya Offset, 2003, p. 124

c. Two-way Asymmetric. Public relations practitioners have the function more like that of the press agent/publicist, although their purpose can best be described as scientific persuasion. It is a two way communication process with the unbalanced effects.



d. Two-way Symmetric. PR practitioners serve as mediators between organizations and their publics. Their goal is mutual understanding between organizations and their publics

Feedback

Based on the experience of 10 Public relations in 10 private universities in building the relationship with the media and input from the media institutions, the model which Grunig can not be 100% applied in building an appropriate PR strategy in relationship with the media. This is because of the difference in cultural background, geographical location and the position of the university in this competitive world which will influence in establishing the PR strategy in building the relationship with the media.

It seems that building image by increasing in publicity and enhancing the relationship with the media is an important thing that most of the universities should do. This is shown that most of the universities have already had a serious and continual relationship with the media by having an agreement using the MOU with those media whether it is printed media or electronic media. This technique seems really effective, because the more the university being published in the newspapers, the more positive image of the university will be kept in the public's mind.

Building positive image of the organization in public's mind is really a unique thing to do (Hifni Alifami, 2005 : 78), but unfortunately, not all universities have not done this cooperation using the MOU. PR is more concentrated in building a good relationship. Even though we know that good relationship will lead to good publicity. This fact can prove that the model offered by Grunig can not be 100% applied nowadays.

The other fact finding is that Media prefers to have an informal relationship (as a friend) rather than formal relationship. This fact is also mentioned by the journalists in the "media - PR" gathering. This fact is also proved that media staff, do not like to have a gap between Journalists and PR. They prefer to have an equal relationship between them, so no one will feel that one makes use of others. The relationship that they will have, is by giving personal attention and flexibility in their work will enhance the relationship between them. This informal relationship, between friends, will lead to have closer relation between them so that the news that the journalists get from PR can be discussed together if they do not clear about the news and both of them will treat themselves as friends or relatives.

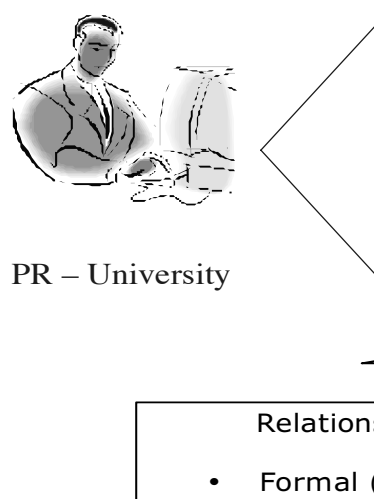
Having an informal relationship is the one that always emphasized by most of the journalists in order to get a true information. Nevertheless, Exclusivity treatment from PR to the journalists is indirectly wanted by the journalists. This is shown from the attitude and statements said by the journalists. What it means by exclusivity is that most of the journalists really want to get an exclusive news. Because of this reason, usually a journalist does not like having an interview together with other journalists without being informed first. This is shown from the questions they asked when the journalist got an invitation from certain organizations. The first question that they ask is whether other journalists are also invited or not. As we know, that one of the journalist's task is hunting for news, so if they can get the news which is different from others, it is considered worth news.

⁶ Dodi M Gozali. *Communication Measurement*. Bandung: PT. Remaja Rosdakarya, 2005, p.21

Based on the data and analysis presented in this paper, we can conclude that there are two models of PR strategy in building the relationship with the media. The first model, is the model of PR strategy in building the relationship with the media institution. The second model, is the model of PR strategy in building the relationship with the journalist.

Model of PR strategy in building the relationship with the media institution is the mixture of the 'The Two way Asymmetric' and 'Two way Symmetric' model. This model is more emphasized on the formal business relationship which happens in a symbiosis mutualism relationship (Two way Symmetric), that is a beneficial relationship. Even though it is a beneficial relationship, the media institution will still give more control on this relationship, so it can be said that this relationship is more emphasized in the control from the media institution (Two way Asymmetric - Relationship happened with unbalanced effects).

From the explanation above, it can be concluded that the model of PR strategy in building the relationship with the media institution is a formal, symbiosis mutualism relationship, which gives more emphasis the control from media institution (mixed asymmetric-symmetric model). This model is called "***Imbalanced Commensalism Relationship***". This model can be drawn as follows :



Picture 2 : Details of PR and Media Institution Relationship

Imbalanced Commensalism Relationship Model



Picture 1. ***Model of PR and Media Institution***

This imbalanced commensalisms relationship, is taken from the word 'commensalisms' which means the condition which shows the possibility of two creatures living together without harming each other and the word 'imbalanced' shows the effects given by both of them are imbalanced. This relationship is a formal, clannish and business relationship. The imbalance shows in the case of getting news. The media institution tends to hope that PR should be active in supplying news and participating in putting advertisements in the media, while media institution does not have any mutual consequence in this relationship (formal and business relationship) – Imbalanced Commensalisms. The example of this relationship is, PR of a private university puts an advertisement in the media and on the other hand, the media will publish the news sent by PR. For the detail, the relationship can be drawn as follows :

Whereas, the Model of PR strategy in building relationship with the journalists is a relationship which tends to aim at the two-way symmetrical model, even though in this relationship, PR still has a lot of functions as public information. It is shown from the relationship they have, that is an informal, friendship, symbiosis mutualism and mutual understanding relationship. Because of that, PR hoped he/she can give information which is really needed by the journalists in order to reach the same goal. This model is called “**Harmonious Mutualism Relationship**”. It is a combined two-way symmetric and public information model. The word 'Harmonius' is taken from the word

'Harmony' which means there is a harmonious relationship between PR and Journalist. Whereas, the word 'mutualism' shows that between PR and journalist, there is a mutual benefecial relationship. This model can be drawn as picture3.

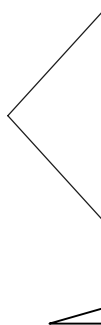
Harmonius Mutualism Relationship Model, is a combined symmetric and public information model, that is a friendship relationship in the context of symbiosis mutualism where there is mutual understanding and mutual help between them. This is an informal and friendship relationship. Moreover, we can also call it as a mutual benefecial friendship relationship. There is no gap between journalist and PR. For the detail, the relationship can be drawn as picture 4.

Harmonius Mutualism Relationship Model

Picture 3. Model of PR and Journalist relationship



Journalists



Relationship : Harm

Picture 4 : Model of PR and Journalist Relationship

Conclusion

From the result of the research, we can conclude that :

- a. Most of the PR role in private universities is the idea of building image of the university through promotion program, corporate social responsibility program and also holding events which can increase the image of the university where he/she works.
- b. Media (printed and electronic media) has an important role in supporting PR's programs. It is proved by the increase in publicity which influence to the intake of new students in that university.
- c. The model of PR strategy in building the relationship with the media can be classified into two kinds of model, those are: the strategy in building the relationship with the media institution, and the strategy in building the relationship with the journalist
- d. The model which shows the relationship between PR and the media institution, is called the Imbalanced Commensalism Relationship Model, which is an informal relationship which emphasizes on business relationship happened in a symbiosis mutualism context. This relationship is a mutually beneficial relationship where media institution will give more control. It can be concluded that this model is a formal, symbiosis mutualism model which put more emphasis in media institution (mixed asymmetric-symmetric model).
- e. The model which shows the relationship between PR and the journalist is called the Harmonious Mutualism Relationship Model, which is an informal, friendship, symbiosis mutualism and mutual understanding relationship. Even though, the role of PR as a public information is still being emphasized here (combined symmetric - public information model).

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