

# *Media Used by Public Relations Officers in Building Good Communication with Its Internal Public to Improve the Employees' Performance*

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**Abstract**– Telkom is the biggest telecommunication company in Indonesia which takes place a market leader position in Indonesia. Getting a predicate as a market leader is not a simple thing. Telkom always has to improve the employees' performance. To make the improvement, all the units of Telkom have their own efforts. In the study the writer focuses on Unit Enterprise Regional IV Jateng-DIY (UNER IV). The main factor that can improve employees' performance in UNER IV is a good work atmosphere. It can be gained by good communication in the company. Public Relations Officers (PROs) have a role to build and maintain it with the internal public that are all members of the company consisting of management and employees. This challenges the writer to study "Media used by PROs in building good communication with the internal public to improve the employees' performance" in UNER IV of PT. Telkom Tbk. The aims of this study is to gives information to the public about PROs activities in UNER IV, the roles of PROs and the media used by PROs at UNER IV in building good internal communication to improve the employees' performance. The data collection techniques are observation, interview, and library study. The analysis shows that PROs in UNER IV of PT. Telkom Tbk. build good internal communication to improve the employees' performance through disseminating information downwards from management to employees and conveying aspiration upward from employees to management. They use media namely internal website, banner, formal communication and non formal communication to support the roles in disseminating information and conveying aspiration.

**Keywords** – public relations officers, good internal communication, employee's performance.

## I. INTRODUCTION

Nowadays, many companies that run their business in telecommunication have been established in Indonesia and most of them are managed by state owned enterprises as well as private ones. They involve in a tight competition. The basic purpose of competition is to show the existence of the companies to the public. Thus, public can find out all superiorities that the companies have.

In achieving the purpose, every company must improve the employees' performance and the main factor that can improve employees' performance is a good work atmosphere. The good work atmosphere can be gained by good communication in the company. PROs have a role to build and maintain good communication with its internal public that are all members of the company consisting of management and employees. In order that everyone's energies in the company are pointed to the same direction and are not on contradictory purposes; so, the company can achieve its best.

Employees need to have a clear picture of the overall direction and ambitions of the company management and a clear sense of where they fit in and how they contribute to the company goals. Hence, Public Relations Officers (PROs) have to disseminate information downwards from management to employees through internal media, for instance internal magazine, internal website, etc.

On the other hand, PROs have to deliver aspiration upward from employees to management because employees will be more productive if management pays attention to them. So, PROs should arrange schedule of company social events and visits by management on the spot as media in delivering aspiration.

PT. Telekomunikasi Indonesia Tbk. (Telkom) is one of telecommunication companies which takes place a market leader position in Indonesia. Getting a predicate as a market leader is not a simple thing. Telkom always has to improve the employees' performance. To make the improvement, all the units of Telkom have their own efforts. In the study, the writer focuses on one of the units, that is Unit Enterprise Regional IV Jateng-DIY (UNER IV). UNER IV uses media in building good communication with the internal public to improve the employees' performance. This challenges the writer to study "Media used by PROs in building good communication with its internal public to improve the employees' performance" in UNER IV of PT. Telkom Tbk.

This essay will explain PROs activities in UNER IV of PT. Telkom Tbk, describe how PROs in UNER IV of PT. Telkom Tbk. builds and maintains good communication with its internal public to improve the employees' performance, describe the internal media used by PROs in UNER IV of PT. Telkom Tbk. in disseminating information downward from management to employees and delivering aspiration upward from employees to management and compare the theory and the practice of PROs roles in UNER IV of PT. Telkom Tbk.

## **II. LITERATURE REVIEW**

### **A. Definition of Public Relations**

[2] states that Public Relations is a division which has a duty to build to achieve the harmonious relationship between a company and its surrounding public.

Meanwhile, [1] gives three meanings of Public Relations namely:

1. Giving information to public;
2. Persuading the public to change the attitude and acts directly;
3. The efforts of integrating the attitude and acts from company to public and vice versa.

From the definitions above, the writer can conclude that Public Relations is a division which gives information to its public both internal and external about its company by doing persuasive communication to create positive image of its company.

### **B. Definition of PRO**

Many people misinterpret the definition of PRO. They only know PRO is just as PR Organizer, whereas the real definition of PRO is not like that. There are two definitions of PRO coming from different sources, as follows: [5] states that PRO is someone who works in a company and has a function to build the culture of the company in communication context and assist in handling the opinion of company stockholder.

Harwood, quoted by [2] states that PRO is someone who has knowledge and passion to achieve the social effect both private and company relations, and lessen the unexpected impact from the relations, so that benefits can be achieved by all sides.

Therefore, the conclusion which is taken by the writer from two definitions above that PRO is a person who has knowledge and passion to build communication in the company and to achieve the social relations and lessen the unexpected impact from the relations, in order to give benefits for all sides.

### **C. The Roles of Public Relations Officers**

[12] says that there are some roles of Public Relations:

- a. To inform

Public Relations Officers must be able to make a good communication and relations by informing all of the things connected to the company and its public.

- b. To explain

The information must be delivered clearly and in detail so that the leader of the company or even the public can understand the purpose of the information.

c. To suggest

Public Relations Officers can give the suggestions, constructive criticism, and provide some advice to the managements in developing the company.

d. To persuade

Public Relations Officers should be able to persuade public to accept the company and have good perception and good opinion about the company by building a good image.

e. To invite

Public Relations Officers can invite other companies or public to enlarge the costumer, launch a new brand product, get assets and relations, and solve the problems.

#### **D. Definition of Communication**

[3] defines communication as the transmission of information, ideas, attitudes or emotion from one person or group to another primarily through symbols. On the other hand, [13] state communication as a process in which the participants create and share information with one another in order to reach a mutual understanding.

From the two definitions above the writer can conclude that communication is a process in which a person or group creates and shares information, ideas, attitudes or emotion to another in order to a reach mutual understanding.

#### **E. The Roles of PROs and the Media used by PROs in Building Good Internal Communications**

Public Relations Officers can build good internal communication through disseminating information downwards from management to employees and delivering aspiration upward from employees to management. PROs can use internal media to support the roles in disseminating information and delivering aspiration.

Generally, there are many kinds of internal media based on [7]. Those are as follows:

a. Meeting

Meeting is a gathering of group or all members of organizations for discussing, sharing or another purpose.

b. Forum

Forum is any public place in which discussion take place and speeches are made.

c. Notice-board

Notice-board is a large board on which notice in connection with the organization are put.

d. Email

The system of sending and receiving messages related to the organization by computer.

e. Newsletter

Newsletter is a sheet containing news issued to members of a group or organizations.

f. Expressive box

Expressive box is a box in which the employees can put their ideas, aspiration, complaint and etc, in written format.

g. Internal Website

Internal website is a site on the internet that gives information about a particular subject or person in connection with the organization.

### **III. METHOD**

This research is qualitative research. Data collection techniques used in this research are observation, interview, and library study. The writer has observed directly the activities related to her topic in order to get information and data about media used by PROs in building good communication with its internal public to improve the employees' performance in UNER IV of PT. Telkom Tbk. She also interviewed some PROs in UNER IV of PT. Telkom Tbk. to get the data in connection with media used by PROs in building good communication with its internal public to improve the employees' performance in UNER IV of PT. Telkom Tbk. She has taken some information and theories by reading some books and documents and browsing via internet in connection with her topic that is media used by PROs in building good communication with its internal public to improve the employees' performance in UNER IV of PT. Telkom Tbk. as well.

### **IV. FINDINGS AND DISCUSSION**

#### **A. General Description about PT. TELKOM Tbk. and Unit Enterprise Regional IV Jawa Tengah - DIY**

PT. Telekomunikasi Indonesia Tbk. (TELKOM) is a state-owned corporation that has and sells TIME products. TIME (Telecommunication, Information, Media and Edutainment) business in this company has performed telecommunication operation in the form of telephone (fixed wire line, fixed wireless and cellular), data and internet, network service and interconnection, and content/application. The business is run centrally through the main company and its group members.

PT. TELKOM Tbk. is divided into several divisions. One of them is Divisi Enterprise Service (DIVES). DIVES is subdivided into 7 Unit Enterprise Regional (UNER); and UNER IV Jateng- DIY is one of that seven units which is located on 6th floor in Telkom Divre IV Jateng-DIY. UNER IV has responsibility in delivering TIME services to corporate customers in Central Java and DIY area. Central Java and DIY are 35.000 km<sup>2</sup> in width and divided into 34 cities and towns. In handling its Corporate Customers (CC), UNER IV is divided into 2 areas and 6 segments, as follows:

1. Area 1 Yogyakarta, consisting of Yogyakarta, Solo, Magelang, Pantura
2. Area 2 Purwokerto, consisting of Pekalongan , Purwokerto, Cilacap, Tegal
3. The 6 segment, consisting of Government, Army and Police Segment (GOVAP), Finance and Banking Segment (FNB), Manufacturing (MFG) Segment, Mining and Construction Segment (MNC), Trade and Industrial Park Segment (TIP), Trading, and Services Segment (TNS).

#### **B. PROs Activities in UNER IV of PT. Telkom Tbk.**

UNER IV has responsibility in delivering TIME services to corporate customers (CC) in Central Java and DIY area. The products of TIME which are sold by UNER IV to its CC are fixed wire line, Speedy, and DATIN (Data and Internet). UNER IV does not have any Public Relations division; however, some divisions in UNER IV practice PR roles. Secretariat is a division which practices PR roles in building good communication with its internal public that is all members of UNER IV consisting of management and employees. On the other hand, Marketing, consisting of Coordinator Account Manager (CAM), Account Manager (AM) and Manager Area (MA) is a division which practices PR roles in building good communication with its external public.

#### **C. The Roles of Secretariat in Building and Maintaining Good Communication with Its Internal Public to Increase the Employees' Performance**

The main factor that can improve employees' performance at UNER IV is a good work atmosphere that can be gained by good communication in UNER IV. Hence, Secretariat has to disseminate information downwards from management to employees and to deliver aspiration upward from employees to management through internal media and to arrange schedule in which all members of UNER IV can attend either in formal or non formal events. In UNER IV the events are called formal and non formal communication.

**D. The Media Used by Secretariat at UNER IV in Disseminating Information Downward from Management to Employees and Delivering Aspiration Upward from Employees to Management**

Secretariat at UNER IV uses internal website, banner and formal and non formal communication in disseminating information downward from management to employees and delivering aspiration upward from employees to management at UNER IV.

**1. Internal Website named Portal UNER IV**

Secretariat makes an internal Website named Portal UNER IV with the directory is <http://uner.divre4.telkom.co.id/uner4/>. Portal UNER IV provides all information about UNER IV activities, target, revenue, etc. Basically, Portal UNER IV consists of 11 main menus, namely: Home, Photo, Hasil WR, OGP, Knowledge, Info Competitor, Kliping, Video, Forum, Bank Data, and Links.

a. Home

Home menu is the start page of Portal UNER IV that contains performance of UNER IV and hot news in UNER IV. The tag line is THE BEST and UNER IV: Bangkit, Speed up and Be the Best

b. Photo

Photo is a menu containing the pitures collection of UNER IV important moment.

c. Hasil WR

*Hasil WR* menu is a menu which contains the newest WR result. Weekly Review (WR) is one of formal communication which is arranged by Secretariat. It is carried out once a week on Monday at 8.30 a.m., located in UNER IV meeting room. This meeting is followed by GM, all CAM, MA and Secretariat. The aims of the meeting are to know the revenue that have been reached by UNER IV and to create a new strategy in increasing the revenue in order to reach the defined target. Through showing the result of WR in main menu and running text, Secretariat expects that all member of UNER IV can update the progress of UNER IV and can decide the next step to reach the defined target.

d. OGP

OGP (On Going Project) menu is a menu which contains the progress of the selling of fixed wire line, Speedy, and DATIN.

e. Knowledge

Knowledge is a menu in which all members of UNER IV can share their knowledge.

f. Kliping

*Kliping* Menu is a menu containing the news of Telkom and Telkom competitor which is taken from 4 newspapers, namely Kompas, Jawa Pos, Bisnis Indonesia and Suara Merdeka.

g. Info Kompetitor

*Info Kompetitor* is a menu containing a lot of information of Telkom competitor which are taken from internet.

h. Video

Video is a menu containing the video collections of UNER IV on special important events.

i. Forum

Forum is a menu which is provided to all members of UNER IV so that they can discuss some issues in UNER IV.

j. Bank Data

Bank Data is a menu containing all data of UNER IV namely proposal, SBR (Special Business Request), Tender Document, Human Resources Policies, and Marketing Policies

k. Links

Links is a menu containing list of websites which are linked to Portal UNER IV, namely Portal Dives, Portal CS IV, T3 Online, CCIS Regional IV, CCIS Nasional, Play Music, Cari Pelanggan, Tomat Flash, SICAMAR, Ftp Web.

**2. There are Sub Menus of Portal UNER IV, as follows:**

a. Dashboard

Dashboard has a function to show the defined target of UNER IV, the “current month” realization and “year to date” realization of fixed wire line, Speedy, and DATIN products, so that AM can make efforts to reach the defined target.

b. Login User

Login User is a sub menu used by secretariat when they want to input data and information about UNER IV. To input data and information in portal UNER IV, all members of secretariat have to login as administrator with his or her password and user name.

c. *Berita*

*Berita* is a sub menu containing hot news of UNER IV, such as “UNER IV Menangkan Tender 5 Milyard Internet Undip” ; “Segment TIP UNER IV Perkenalkan E\_Pariwisata kepada PHRI Semarang” ; “Hubungan Harmonis Indomarco – Telkom di Awal Tahun” ; etc.

d. Area News

Area News is a sub menu containing hot news about Area 1 Yogyakarta and Area 2 Purwokerto, e. Info Dives

**3. Info Dives is a sub menu containing the newest information and general policies from Divisi Enterprise Service.**

a. Info CS Area

Info CS area is a sub menu containing the newest information of Unit Customer Service Telkom Divre IV Jateng & DIY 1<sup>st</sup> floor.

b. Event GM

Event GM is a sub menu containing pictures of UNER IV General Manager events.

c. *Pesan GM*

*Pesan GM* is a sub menu containing the newest instructions and policies of UNER IV General Manager in running text.

d. Agenda of UNER IV

Agenda of UNER IV is a sub menu containing schedule of UNER IV in current month.

e. *Komentar Anda*

*Komentar Anda* is a sub menu which is provided to all members of UNER IV in order to enable them to give comment about the development of portal UNER IV and the events of UNER IV to make UNER IV much better.

f. Polling

Polling is a sub menu which has a function to know the opinion of all members of UNER IV about portal UNER IV.

g. User Online

User Online is a sub menu that has a function to control how many people in UNER IV who access portal UNER IV.

h. Banner

In disseminating information from management to employees, Secretariat use Banner to shows the instructions of UNER IV management and to socialize them well. Banner also contains the wisdom quotes, such as "If you can imagine, you can get it; "Hasil luar biasa hanya bisa dicapai dengan cara tidak biasa"; etc made by secretariat which have functions to energize and to motivate the employees; so, they have spirit to work well.

#### **4. UNER IV Formal Communication**

In disseminating information downward from management to employees and delivering aspiration upward from employees to management at UNER IV, Secretariat arranges schedule for formal Communication in UNER IV, namely SP 135, Weekly Review and Monthly Review.

##### **a. SP 135**

SP 135 is the routine activities of UNER IV which are carried out once a week on Wednesday on 8.30 a.m. This meeting is followed by all members of UNER IV consisting of the management and the employees. Through this meeting, management can disseminate information to the employees and the employees can deliver the aspiration to the management directly.

##### **b. Weekly Review**

Weekly Review (WR) is one of formal communication which is arranged by Secretariat. It is carried out once a week on Monday at 8.30 a.m., located in UNER IV meeting room. This meeting is followed by GM, all CAM, MA and Secretariat. The aims of the meeting are to know the revenue that has been reached by UNER IV in current week and to create a new strategy in increasing the revenue in order to reach the defined target.

##### **c. Monthly Review**

Montly Review (MR) is one of formal communication which is arranged by Secretariat. It is carried out once a month on Monday at 9.00 a.m., located in UNER IV Area 1 Yogyakarta or UNER IV Area 2 Purwokerto. This meeting is followed by GM, all CAM, MA and Secretariate. The aims of the meeting are to know the revenue that has been reached by UNER IV in current month and the new strategy which can be created to increase the revenue in order to reach the defined target; and to discuss the performance analisis, the progres analysis and the action plan.

#### **5. UNER IV Non Formal Communication**

Secretariat arranges not only the schedule of formal communication, but also the schedule of non formal communication, such as gathering, futsal and rafting. The activity is followed by all members of UNER IV. It is suppose to intimate between the management and the employees and to create a good work atmosphere that can increase the employees' performance.

### **V. CONCLUSION AND RECOMMENDATION**

Based on the topic discussed on this study, the writer may conclude as follows:

1. UNER IV has some division which practice PR roles. Secretariat is a division which practice PR roles in building good communication with internal public that is all members of UNER IV consisting of management and employees. The main factor that include employees' performance at UNER IV is a good work atmosphere that can be gained by good communication in UNER IV.
2. Secretariat uses internal website, banner and formal and non formal communication in disseminating information downward from management to employees and delivering aspiration upward from employees to management at UNER IV.
3. Portal UNER IV provides all information about UNER IV activities, target, revenue and success achieved by UNER IV. Secretariat also use banner to show the instructions of UNER IV management and to socialize them well. Banner also contains the wisdom quotes used by secretariat which have functions to energize and to motivate the employees; so they have spirit to work well.



4. Through formal communication especially SP 135, the employees can convey their ideas and aspirations to management directly, so their opinions have been taken into account in decision-making. It creates the employees' satisfaction that energizes the employees to improve their performance.
5. Non formal communication is supposed to intimate between the management and the employees and to create a good work atmosphere that can improve the employees, performance.

The writer would like to give some recommendation as follows:

1. Secretariat should modify Portal UNER IV become more attractive, because user online, the sub menu which control how many people in UNER IV who access portal UNER IV every day.
2. Secretariat also should launch Portal UNER IV with the new image and socialize them well in SP 135 formal communication, so that the employees interest to access Portal UNER IV.

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