

## **The Implementation of National Convention Event of PR Indonesia 2018 in Facing the Challenge of PR 4.0**

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### **ABSTRACT**

Referring to the global predictions of consultants in the next 12 years, Indonesia will become one of the 5 countries in the world with the largest economy. All indicators and research suggest Indonesia is heading towards that. All economists forecast that Indonesia in the near future will be in line with developed countries such as Japan, China, India, Australia and South Korea. Public Relations (PR) practitioners can become Public Relations 4.0 and build the Indonesia Brand. How Public Relations 4.0 Communication-PR Indonesia is currently able to align Indonesian names synonymously with Global Brand and the strength of Global Economy. The Implementation National Convention Events of Public Relations Indonesia 2018 in the Challenge PR 4.0. In the Information Center show at the events, for the needs of the factual and actual as well as give you an idea related to what kind of an overview of the range of its continuous efforts to build trust are keywords and strategic step in the world of PR. Warren Buffet statement about the importance of maintaining the reputation was also based on efforts to cultivate trust. In this paper using a type of qualitative research with the analysis of descriptive data in the first phase of this study, the writer obtained data as well as the facts of the events or activities that have been carried out in the form of units of the analysis in-depth interviews are not just limited to a list of questions but also for research into resource/ key informants in directly.

**Keywords:** Public Relations 4.0, PR Communication, Trust, Reputation

### **I. INTRODUCTION**

The efforts to build trust is a long process and these should be taken by PR to build a reputation as a PR program output. In connection with the efforts to build this trust, the leading expert Francis Fukuyama introduced the term society with mutual-trust is high or vice versa mutual-trust is low (High/Low-Trust Society), and then he continued his idea with the book of *Trust: The Social Virtues and the Creation of Prosperity (1995)* to show that the relationship between trust is very closely related to reputation in the eyes of society. Public relations practitioners face increasingly complex challenges in delivering messages because

more and more alternative media are disseminating information, including the use of social media.

Therefore, it is very important for PR to understand the public or target audience in order to be able to foster their trust that has an impact on credibility. Credibility is very closely related to trust. As well as trust, emergence credibility sourced from a variety of factors, among others, they are trust, competence, and honesty as an important factor contributing and building TRUST. The PERHUMAS website can be used as an information medium capable of communicating messages and important information to reflect it on a website of [www.perhumas.or.id](http://www.perhumas.or.id)

Located at the 3rd Floor Djakarta Theater, MH Thamrin No. 6, Jakarta on 10-11 December 2018 at 08.30-17.00 p.m. the National Public Relations Convention event was held successfully. The number of participants present at the event estimated 400 people from various circles, government officials, Chairman of the Company, and the Professional Public Relations Officer of the Company, practitioners and professional public relations consultant, academic seta Minister of BUMN Mrs. Rini Sumarno is scheduled to close the National Public Relations Convention 2018. The event was opened by the President Joko Widodo at the State Palace on December 10 as well as several other speakers who came from practitioners and academics PR scheduled to have been present at this event.

Communication/ public relations figures, mass, print, electronic and digital media figures, political figures and community leaders, academics and communication/ public relations experts, non-governmental organizations and non-profit institutions, Management and Members of Public Relations and Students and enthusiasts of communication and public relations issues understand that public relations is currently facing 4.0 era with increasingly developing technology, as well as humans, must develop along with the times. In era 4.0 we face Big Data and Public Behavior that were very fast and reactive. In activities in the era of 4.0 public relations practitioners must be efficient and effective in using technology. There are so many tools that we can use in era 4.0, both in terms of publishing information related to companies, monitoring the media and researching the extent to which the messages delivered are conveyed and interpreted well by the target audience.

In industry 4.0 technological advances that have replaced many human roles with “Artificial Intelligence”, also penetrated the public relations profession. Make some public relations work like writing articles replaced by AI. But this is not as threatening as a public relations career, just to make the public relations profession increasingly crucial. There are things that AI does not have, owned by humans. Namely a touch of humanism, pouring

sincerity into writing can build a story that inspires the heart and can be interpreted well. One thing that makes the role of humans in this case is that public relations practitioners are needed. Then if we discuss more in era 4.0, it cannot be separated from the role of Millennial. Understanding Millennial is also the key to success in facing era 4.0.

All solutions offered by 4.0 public relations have the ultimate goal of integrating, amplifying and awarding existing traditional media. When we talk about PR 4.0, we will talk about Corporate Image, digital media can add to that experience more broadly, faster, more, easier and more interactive. Digital PR 4.0 is able to present new experiences that traditional media cannot previously present. Public relations practitioners need to adapt to technological advancements. Innovating in delivering messages using technology requires further involvement of public relations practitioners. The role of public relations in connecting with their audiences becomes increasingly diverse and complex but is very crucial. This needs to be done so that public relations practitioners can continue to carry out their activities in the most progressively full situation.

For this reason, the presence of KNH 2018 can help Public Relations Practitioners become Public Relations 4.0 and build Brand Indonesia. How Public Relations 4.0 of Communication-PR Indonesia is currently able to align Indonesian names synonymously with Global Brand and the strength of Global Economy. The implementation of National Convention Event PR (KNH) Indonesia 2018 in the Challenge of PR 4.0 in the PERHUMAS event Information Center at KNH 2018 at the Jakarta Theater, for needs that are factual and actual and provide an overview of what the general picture is of a sustainable effort to build trust are keywords and strategic step in the world of Public Relations.

## **LITERATURE REVIEW**

### **2.1 Public Relations**

Public Relations is a form of planned communication both into and between families and one organization and all audiences in order to achieve specific goals based on mutual understanding (Jefkins, 2004: 9). In addition, Dennis L Wilcox said that: "Strategies & Tactics of Public Relations is a special management function that helps establish and maintain the direction of reciprocal communication, understanding, acceptance, and cooperation between organizations and the public (Wilcox, 2000: 3) .

Public relations can be said as a management tool designed to build support for various internal and external companies. In addition, public relations are also needed to build a positive image of the company through various publicity activities and communication with various stakeholders (Rivero & Theodore, 2014: 21). In addition, public relations is generally

associated with communication activities designed to create and maintain the image and good relations of the organization with its public (Prindle, 2011: 32).

## 2.2 Public Relations Strategy

Strategy is a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve the goals of the organization (Dananjaja, 2011: 216). Then according to Rhenald Kasali (2008) in his book *Public Relations Management*, a Public Relations practitioner can take the following steps:

1. Convey facts and opinions, both circulating inside and outside the company. These materials can be obtained from clippings of mass media in a certain period of time, by conducting research on leadership speech texts, material published by the company, and conducting certain interviews with interested parties or those considered important. This is done in order to obtain data regarding the public's view of the company.
2. Browse company official documents or learn about historical changes. Changes are generally accompanied by changes in the company's attitude towards the public or so on. This is done in order to understand the vision and mission as well as the initial purpose of the establishment of an organization, so that if a change occurs it can be immediately known.
3. Conduct a SWOT analysis. SWOT stand for Strength, Weaknesses, Opportunities, Threats. Although there is no need to analyze things that are beyond its reach, a public relations practitioner needs to carry out a weighty analysis of perceptions from outside and inside the company about the SWOT they have. Because it concerns the future, image, culture and potential of the company. Component strength and weaknesses are examined from the elements originating from within the company. Whereas Opportunities and Threats are examined from the environment in which the company or environment is located (khasali, 2003: 34).

The PR role that can be explained is : 1) Technician Communication. Here the role of public relations is considered as the technical executor of communication. Therefore PR must be able to write and edit newsletters of campaign activities, write news releases and campaign features, develop Web content about campaign information , create media communication campaigns and handle media contacts, 2) Expert Prescriber Communication. Homework is considered an expert person. PR must be able to provide input to the leadership regarding how this campaign process can be done well, 3) Communication Facilitator. PR must be able to communicate campaign messages to the public. Both internal and external public and 4)

Problem Solving Process Facilitator. PR must be able to be a facilitator and problem solving process. PR involves and is involved in management (crisis) (Yuliawati, 2018: 150).

### **2.3 Organization Management**

Every organization cannot be separated from its public, both internal and external. Internal publics are those who are directly involved in internal work while the external public is those who are outside the organization. In principle, all the public must be well served. But it is impossible for everything to be served, because it will be different from other public organizations. So that the dissemination of information cannot be spread evenly to everyone, it is precisely this limited audience that always communicates both internally and externally. Therefore public relations has its own scope in communicating with the audience as follows:

1. Advanced development shows that the scope of public relations includes nine fields of work, including: 1) internal relations: is a special part of public relations that builds and maintains good and mutually beneficial relationships between managers and employees where the organization depends on its success.
2. Publicity: is information provided by outside sources used by the media because the information has news value. The method of placing this message is a method that cannot be controlled because the source of information does not provide payment to the media for making that information.
3. Advertising: information that is placed in the media by certain sponsors who clearly identify who pays for the space and time of placement of the information. This is a controlled method of placing messages in the media.
4. Press Agency: is the process of imaging news and events that have news value to attract mass media attention and get public attention.
5. Public Affairs: is a special part of public relations that builds and maintains the relationship between the government and local communities in order to influence public policy.
6. Lobbying: is a special section of public relations that serves to establish and maintain relations with the government, especially with the aim of influencing the preparation of laws and regulations.
7. Management issues: is a proactive process in anticipating, identifying, evaluating, and responding to public policy issues that affect organizational relations with their public.

8. Investor relations: is a part of public relations within a corporate company that builds and maintains beneficial and mutually beneficial relationships in stakeholders and other parties in the financial community in order to maximize market value.

9. Development: is a special part of public relations in non-profit organizations (Broom, 2005: 11)

Therefore office activities are planned and organized, have goals and benefit both parties. As stated by Edmin Emery in his book introduction to communication, it explains: "The good and most beneficial relationship between the acceptable communications relationship with its various public." Understanding of management according to James A.F. Stoner: Management is a process of planning, organizing, leadership, and controlling the efforts of members of the organization and the use of all existing resources in the organization to achieve organizational goals that have been previously set. According to Mary Parker Follet, management is an art, because to do a job through another person requires special skills (<http://www.organ.org/>) .

From the definition above it can be affirmed that: 1) Public relations is attached to the Management, and management will not run as expected without public relations, 2) The public relations is an activity that is planned, deliberate, and sustainable to establish and maintain mutual understanding between organization with society, 3) The function of public relations is to evaluate public opinion about the organization and use communication to influence public opinion, 4) Public relations is reciprocal meaning that there is a process of mutual understanding between communicants and communicators.

#### **2.4 Indonesian Association of Public Relations (*PERHUMAS*)**

Public relations practitioners in Indonesia founded the Indonesian Association of Public Relations (*PERHUMAS*) in Jakarta on December 15, 1972, with the intention of gathering and forming a forum for practitioners. More complete objectives of Perhumas are as follows: 1) Improve the development and professional skills of relationships community in Indonesia, 2) Extend and establish knowledge about relationships community, 3) Increase contact and exchange of experience among the people its members, 4) Organize relationships with allied organizations with the field of public relations, inside and outside the country.

In 1997 Perhumas initiated the establishment of a public relations organization in Southeast Asia namely the Federation of the ASEAN Public Relations Organization (FAPRO) in Kuala Lumpur. Indonesia through Perhumas was appointed to host the FAPRO Conference in Jakarta. Perhumas has also been recorded and recognized by the International

Public Relations Association (IPRA) and has been trusted to host the IPRA conference in 1995.

Indonesia has become an IPRA board member. Even in 2000-2001 the IPRA board members were represented by Indonesia, the United States, Britain, South Africa, Kenya, Germany and Turkey. In 2000 when IPRA held a prestigious event for the PR program competition at the world level, the Golden World Award for Excellent in PR (GWA) Indonesian public relations practitioners became one of the jury teams of 30 juries representing 19 countries in the world. At present Perhumas has thousands of members/practitioners consisting of honorary members, ordinary members, members of the participants, and members of the students (*PERHUMAS Youth*)

### III. RESEARCH METHODS

In this study a qualitative approach was used with a descriptive data analysis process. The Implementation of National Convention Event of PR Indonesia 2018 in Facing the Challenge of PR 4.0 then the Paradigm used in the research is the Post positivism paradigm. The Post positivism paradigm is to see truth as something subjective and created by participants. The Post positivism paradigm is a paradigm that is almost an antithesis of understanding that places observations and objectivity in finding a reality or science. This paradigm of looking at social science as a systematic analysis of direct observation and detailed on the relevant social actors and maintain or manage the social world (Hidayat, 2003: 3).

This type of qualitative research is used as a research procedure. This study seeks to use various data sources (as much as possible data) that can be used to research, observe, describe and explain comprehensively various aspects of individuals, groups, programs, organizations or events systematically. So the important points are “complete data” and “comprehension”.

The method used in this research is qualitative method with a single case study design. A single case study has three rationalizations. They are firstly, when the case states an important case in testing a well-arranged theory, the two cases presents an extreme or unique case and third is a case of disclosure (Yin, 2011: 45). In this study, the writer tried to observe, understand and analyze the implementation of the National Convention Event of PR Indonesia 2018 in the Challenge PR 4.0. The data is on qualitative research in general form of description, narration, data, image or statement obtained from the research subject (Moleong, 2013: 157).

Then to determine the validity of the data, the researcher conducted triangulation techniques. triangulation is a technique of checking data that uses something else outside the research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory (Irawan, 2018: 118). The triangulation technique used in this study is triangulation of data and sources. Through this technique, the researcher compares the results of interviews with supporting data, then for source triangulation, the researcher compares and checks the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the informants i.e. by comparing what the public speaker said, for example, with what was said personally (3) comparing a person's perspective, with other people in his work team.

Referring to this opinion, in this study the writer conducted a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of the information obtained by: (1) comparing the observational data with interview data (2) comparing the responses of the respondents that is by comparing what is said by the public speaker for example, with what is said personally (3) comparing a person's perspective, with other people in his work team (Kusuma, 2018: 53).

#### **IV. FINDINGS**

At this point the urgency of the 2018 National Public Relations Convention was found. Through *KNH* event 2018, PR practitioners and activists in Indonesia hope to contribute significant thoughts in an effort to manage a Brand that we know about Indonesia. WITH THE POWER OF PR to Build Indonesia's reputation. The effort to build trust is a process and a long route that must be taken by public relations practitioners to build a reputation as the end point of public relations travel. Regarding this effort to build trust, leading expert Francis Fukuyama introduced the term community with high mutual trust or a *high/ Low-Trust Society*, then he continued his idea with the book of *Trust: The Social Virtues and the Creation of Prosperity (1995)* to show that the link between trust is very closely related to reputation in the eyes of society.

The Implementation of National Convention Event of PR Indonesia 2018 in Facing the Challenge of PR 4.0. The purpose of this study is to provide understanding and information to internal and external public. In both of these contexts, how can PR practitioners become Public Relations 4.0 and build an Indonesia Brand! How Public Relations 4.0 Communication-PR Indonesia is currently able to align Indonesian names synonymously with Global Brand and the strength of Global Economy. The Implementation



of National Convention Event of PR Indonesia 2018 in Facing the Challenge of PR 4.0 in the Information Center show *PERHUMAS* at *KNH* 2018 at Jakarta Theater, for the needs of the factual and actual as well as give you an idea related to what kind of an overview of the range of its continuous efforts to build trust are keywords and strategic step in the world of PR. Warren Buffet statement about the importance of maintaining the reputation is also based on efforts to cultivate trust. The long step to build trust with various PR programs and activities is very critical, because reputation cannot be built in the short term, but through various steps and positive interactions with stakeholders.

We have been in the Industrial Age 4.0 which caused a lot of changes in various sectors, one of them being public relations. There is an issue that public relations will be replaced by robots, is that right? Some welcomed enthusiastically the emergence of various technological innovations such as artificial intelligence (AI), machine intelligence (MI), virtual reality (VR) and augmented reality (AR). Even for making news content, robots are now able to do it. This artificial intelligence races rapidly along with the intelligence possessed by humans. Not only might public relations, other professions also have the same anxiety. On the one hand, technological developments are praised, but on the other hand, thrill guts, if we are not ready or do not know how to get around it. Admittedly, the biggest challenge facing the public relations world is that technological developments are less balanced by the knowledge and skills of public relations practitioners. These two things are very important to support public relations activities. The skills in question, for example analytical skills, planning and communication. Big data helps us make research quickly.

The main key is the quality of human resources. History has proven that human resources are the key to the success of a nation. And not from natural resources that tend to fluctuate in value. A nation is needed that is efficient human resources, and understands and has noble values that reflect the culture and religion of each. "For Public Relations practitioners, the key word here is to build a COMPETENCE and Global perspective! At this point the urgency of the 2018 National Public Relations Convention was found. Through *KNH* 2018, PR practitioners and activists in Indonesia hope to contribute significant thoughts in an effort to manage a Brand that we know about Indonesia. WITH THE POWER OF PR to build INDONESIA REPUTATION.

In the last 10 years, the function of public relations in Indonesia is less capable of aspects of capability and quality. In addition, there are gaps in government public relations staff and do not keep up with content dynamics. Public relations practitioners government is less able to use digital technology and English. In terms of quantity, Indonesian is still

lacking. Meanwhile, we cannot avoid the Asean Economic Community (MEA). Regulations are still traditional while the market is growing rapidly. The competitiveness of human resources in the Indonesian public relations sector is still low and is predicted to lose to foreign countries. In 2015 the National Public Relations Convention was held in Jakarta with the theme “Public Relations Journey: *the Sustainable Path to Trust & Reputation*” and produced several recommendations as follows:

1. *PERHUMAS* must immediately provide input regarding the *ROADMAP OF INDONESIA PR*.
2. Public Relations must be proactive in building network of stakeholders through public relations activities
3. Collaboration by following up discussions and cooperation with allied organizations including government, universities and industries, contributes innovation through new ideas so that the public relations profession can be more concrete and appreciated by management as a strategic function, participate in finding quick solutions to support steps for members and the government can be realized immediately. Then in 2016 the National Public Relations Convention was held in Bandung with the theme “The Power of PR - Building Indonesia's Reputation 2030”. In 2016, the National Public Relations Convention was faced by several challenges including the public relations profession is an open profession (anyone can apply it). How to place Indonesia's reputation in the global landscape. How to improve public relations competencies so that they can contribute significantly in improving reputation. Including digital innovation. The 2016 Public Relations National Convention also produced four recommendations, including: 1) Public Relations must be Positive thinking, 2) Public Relations must have a Nation character Building, 3) Create Agenda Settings, and 4) Digital Innovations

In 2017, the National Public Relations Convention was held in Bogor with the theme “#IndonesiaSpeakGood”. The background of the holding of the 2017 National Public Relations Convention is because there are still many who do not understand the role of public relations function, the transformation of the media is very fast so that public relations must also develop, and also every Indonesian citizen is public relations for that good public relations must socialize the message positive to the public so that trust and reputation arise for the organization and the country. The public relations function is not the responsibility of communication practitioners alone but is the responsibility of all citizens. Building trust and reputation must be done consistently and continuously. The National Public Relations Convention held in Bogor also produced four recommendations, they are: 1) Starting the

movement of #IndonesiaSpeakGood - so that the public is aware that they are public relations for Indonesia, 2) Think before sharing must be our guideline, 3) Public Relations must be able to process data and words so that they have a strong foundation to be able to build trust and dialogue, and 4) Coordination between various public relations organizations for the same agenda setting.

In 2018 the National Public Relations Convention was held again in Jakarta with the theme “Public Relations 4.0”. There are two backgrounds to this 2018 National Public Relations Convention. Firstly, we are in era 4.0, change is happening everywhere among various banking, financial, marketing, journalism sectors. There are concerns that the public relations profession can be replaced by robots and artificial intelligent. In era 4.0, the public armed with smartphones was the media. Public with followers of more than 10,000 are media. Robots can make their own news. Even artificial intelligent has become a news reader. News becomes INDEPENDENT without censorship so that the public is confused about which news is credible and which ones are hoaxes and fakes. Secondly, the government launched the National Industrial Development Roadmap with the branding of “Making Indonesia 4.0”, therefore, as in “Making Indonesia 4.0”, the Indonesian public relations should be PR 4.0.

Then if we discuss more in era 4.0, it cannot be separated from the role of Millennials. Understanding Millennials is also the key to success in facing era 4.0. Millennials have characteristics that are the hallmarks of the previous generation. Millennials tend to be technology enthusiasts, making them experts in using technology or gadgets in their professional activities. Not a few millennials are influencers for their generation, making this generation tend to choose sources of information from someone who is considered to have influence. This makes millennials also known as content creators; they are used to publishing daily activities and responses to things. Highly motivated, less loyal to something but very effective is another characteristic of millennials. With these various characteristics make millennials, very interested in what is happening in their social environment. This is what makes millennials play an important role in the era of 4.0.

In order to convey messages effectively and efficiently, public relations practitioners need to adapt to technological advancements. Innovating in delivering messages using technology requires further involvement of public relations practitioners. The role of public relations in connecting with their audiens becomes increasingly diverse and complex but is very crucial. This needs to be done so that public relations practitioners can continue to carry out their activities in the most progressively full situation. With the National Public Relations

Convention this time, it is expected that at least public relations practitioners who attend this seminar can wisely use technology to advance the role of public relations as a company liaison with audiences, as well as participating voicing "IndonesiaTalkGood" as a joint campaign in the face of the era 4.0.

## V. CONCLUSION

Public Relations practitioners can become Public Relations 4.0 and build Brand Indonesia. How is PR Public Relations 4.0 of Indonesian Communication. building trust is a key word and strategic step in the world of Public Relations (PR). Warren Buffet's statement about the importance of maintaining a reputation is also based on efforts to foster the trust. Public Relations Practitioners can become Public Relations 4.0 and build Brand Indonesia. How Public Relations 4.0 Communication-PR Indonesia is currently able to align Indonesian names synonymously with Global Brand and the strength of Global Economy. Implementation of Indonesian Public Relations National Convention (KNH) 2018 in Facing the Challenge of Public Relations 4.0.

In information Center of the *PERHUMAS* event 2018 in Jakarta Theater, for needs that are factual and actual and provide an overview related to what the general picture is about continuous efforts to build trust are key words and strategic steps in the world of Public Relations (PR). Warren Buffet's statement about the importance of maintaining a reputation is also based on efforts to foster the trust. The long step to build trust with various PR programs and activities is very critical, because reputation cannot be built in the short term, but through various steps and positive interactions with stakeholders in the long term.

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