The Development of Public Relation Past and Present

Oktri Permat Lani [1], Ilham Havifi [2], Deni Arkaan [3], Temy Unel [4]
[1] *Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia*
[2] *Universitas Andalas, Indonesia*
[3] *Bolivarian University of Venezuela, Venezuela*
[4] *Northern Caribbean University, Jamaica*

Corresponding Author: Ilham Havifi, E-mail; ilhamhavif@soc.unand.ac.id

ABSTRACT

The development of public relations in Indonesia began in 1950 and is increasingly known as PR or public relations. The development of Public Relations in Indonesia moved to accompany the political and state conditions at that time. The Indonesian government realizes that the public needs to be aware of developments that have occurred since the recognition of Indonesian sovereignty by the Dutch kingdom. Starting from this thought, public relations activities began to be institutionalized under the name of public relations because the activities carried out were mostly for outside the organization. Up to now, PublicRelations has been used by local governments, state-owned enterprises, the central government or what is more commonly known as "Humas".

Keywords: *Public Relation, Past, Present*

INTRODUCTION

The development of public relations in Indonesia began in 1950 and is increasingly known as PR or public relations. The development of Public Relations in Indonesia moved to accompany the political and state conditions at that time. The Indonesian government realizes that the public needs to be aware of developments that have occurred since the recognition of Indonesian sovereignty by the Dutch kingdom. Starting from this thought, public relations activities began to be institutionalized under the name of public relations because the activities carried out were mostly for outside the organization (Silver, 2018). Up to now, Public Relations has been used by local governments, state-owned enterprises, to the central government or what is more commonly known as "Humas".

In the beginning, Government Public Relations in Indonesia were not as complex as Government Public Relations in the book Effective Public Relations. Minister of Communication and Information Muhammad Nuh, in an Antara News article accessed through www.antara.co.id revealed that "Government Public Relations Faces Heavy Challenges" This article acknowledges that public relations officers in various government agencies have faced serious challenges since the press freedom era (Qu, 2019). "Unfortunately, currently most of the government's PR in carrying out their duties and functions are still having many problems, from the problem of the structure and organization of PR, the work culture/culture of PR practitioners or officials who are still not strategic enough, and have not been supported by adequate work facilities (Bridge, 2021). What is even more concerning.

Most of the government's public relations human resources do not meet the qualifications of professional public relations officers (A. A. Anani-Bossman, 2021b). Therefore, he hopes that various government institutions will immediately improve their working facilities and increase the knowledge and insight of Public Relations officers/officers in order to address this tough challenge (Mackey, 2019). To be able to build a positive image of the government, Public Relations must work professionally and consistently in addition to efforts to improve government performance that can be seen and felt directly by the public (Pang, 2020). Magdalena Wenas expressed serious thoughts about public relations as Chair of the PRSI (Public relations Society of Indonesia) organization in an article she wrote in B&B magazine, that public relations are a broad and strategic concept - public relations is not just a profession. But a profession with a blend of science and art, as well as a blend of ethics and attitude (Ferguson, 2018).

Public relations cannot be equated with marketing and advertising because the products are not just brochures, posters, billboards, product advertisements, press conferences, or a 'gimmick' (Eroglu, 2020). The most important thing in carrying out the public relations profession is the behaviour and ability to carry yourself as a public relations officer, which can be shown through the character as a representation of the Company he represents (E. J. Sommerfeldt, 2019). The work process of Public Relations is a continuous circular process and is a continuous process in the form of a spiral (Henke, 2021). The implementation of the function of public relations or Public Relations requires a variety of reliable expertise, people who can be trusted, supervision, coordination, attention to every detail and carried out in a professional manner (Xifra, 2020).

Therefore, government PR has two strong basic objectives; namely, Democratic governments must report their activities to the public, and effective government administration allows citizens to participate and provide support. Government public relations have a tactical role, and public relations strategy concerns several things (E. Sommerfeldt, 2018). The tactical task in the short term, Public Relations seeks to provide messages and information to the general public and certain audiences as its target audience (Özkul, 2018). Ability to communicate reciprocally and then motivate or influence public opinion by trying to "equalize perception" with the goals and objectives of the agency/institution it represents (Jefkins, 2018). The Strategic (long-

term) task of Public Relations is to actively participate in the decision-making process (decision) making process), contributing suggestions, ideas, and up to bright and creative ideas to the success of work programs, relevant agencies/institutions, and up to the implementation of national development (Silver, 2018). Finally, this is how to try to create a positive public image or opinion.

In this era of super-sophisticated technology, public relations are indeed facilitated in the dissemination and collection of information from various existing media (A. Anani-Bossman, 2022). However, it is undeniable that in terms of disseminating information, Public Relations must work hard so that the information that will be disseminated is actually read and known by external parties, considering that there will be a lot of other information coming to external parties (Wiyono, 2019).

RESEARCH METHODOLOGY

The method used in this study is a qualitative research method. According to Kirk & Miller, qualitative research is a particular tradition in social science that is fundamentally dependent on observing humans in their own area and relating to other people in their language and terminology (Fayette, 2018; Groenland, 2019; Guest, 2020). Furthermore, in this study, researchers used library research.

RESULT AND DISCUSSION
A. The Development of Public Relations in the Past.

Historically, the term Public Relations as a technique was strengthened by the activities carried out by pioneer Ivy Ledbetter Lee who in 1906 succeeded in overcoming the paralysis of the coal industry in the United States with success. For this effort, he was appointed The Father of Public Relations (Place, 2019). The development of PR can actually be related to human existence. The elements of informing the community, persuading the community, and integrating the community, are the foundation for the community. Goals, techniques, tools and ethical standards change over time. For example, the primitive tribes used force, intimidation, or persuasion to maintain control over their followers. Or use magical things, totems (sacred objects), taboos (taboo things), and supernatural powers.

The invention of writing will change the method of persuasion. Public opinion came into play. During the era of Ancient Egypt, scholars were opinion-formers and users of persuasion. At the time of ancient Greece began to develop the Olympics to exchange opinions and improve relations with the people. Evaluation of public opinion or opinion is the latest development in the history of humanity (Ihlen, 2018).

The foundations of the public relations function were found in the American Revolution. When a movement is planned and executed. Basically, each period of development has a different strategy for influencing the public and creating public opinion for the development of the organization. The following is the development of public relations from time to time (Wright, 2019):

19th century: PR in America and Europe is an independent study program based on the development of science and technology.

1. 1865-1900: The public is still considered stupid

2. 1900-1918: The public is informed and served
3. 1918-1945: The public is educated and rewarded
4. 1925: In New York, PR as official higher education
5. 1928: In the Netherlands, it entered higher education and at least at the faculty
6. as a compulsory subject. In addition, many quality courses are held.
7. 1945-1968: The public began to open up and know a lot
8. 1968: In the Netherlands experienced rapid development. In the scientific direction because of routine and continuous research. In America, the development is more towards business.\
9. 1968-1979: The public was developed in various fields, and the approach was not just one aspect.
10. 1979-1990: Professional/international enter globalization in mental and quality change

1990-present :

1. Changing in Mental, Quality, Mindset, Perspective, Attitudes and Behavior Patterns Nationally/Internationally.
2. Building Local, National, and International Cooperation.
3. Learning from each other in the fields of politics, economy, social culture, science, and technology, according to the needs of the global/information era.

Public Relations, which is translated into public relations (PR), has two meanings. First, public relations in the sense of a communication technique or technique of communication, and second, public relations as a method of communication or method of communication (Lemon, 2018). The concept of Public Relations is actually related to the activity of creating understanding through knowledge, and through these activities, there will be changes that have an impact (Galloway, 2018). Public Relations concerns a form of communication that applies to all organizations (non-profit – commercial, public-private, government-private). This means that Public Relations is much broader than marketing and advertising or propaganda and has much earlier.

B. Development of Public Relation Today.

In the beginning, Government Public Relations in Indonesia were not as complex as Government Public Relations in the book Effective Public Relations. Minister of Communication and Information Muhammad Nuh, in one of the Antara News articles accessed through www.antara.co.id, revealed that "Government Public Relations.

Facing Heavy Challenges" This paper acknowledges that public relations officers in various government agencies have faced serious challenges since the era of press freedom. But unfortunately, currently, most of the government's public relations in carrying out their duties and functions are still constrained by problems of the structure and organization of public relations, the work culture of practitioners or public relations officials who are still not strategic and have not been supported by adequate work facilities. What is even more concerning is that most of the government's public relations human resources do not meet the qualifications of professional public relations officers (Prastowo, 2019).

Therefore, he hopes that various government institutions will immediately improve their working facilities and increase the knowledge and insight of Public

Relations officers/officials in order to address this tough challenge. To be able to build a positive image of the government, Public Relations must work professionally and consistently in addition to efforts to improve government performance that can be seen and felt directly by the public. Magdalena Wenas expressed a serious thought about public relations as Chair of the PRSI (Public relations Society of Indonesia) organization in an article she wrote in B&B magazine, that public relations are a broad and strategic concept - public relations is not just a profession. But a profession with a blend of science and art, as well as a blend of ethics and attitude. Public relations cannot be equated with marketing and advertising because the products are not just brochures, posters, billboards, product advertisements, press conferences, or a 'gimmick' (Chaikhamwang, 2018). The most important thing in carrying out the public relations profession is the behaviour and ability to carry yourself as a good public relations officer. Can be shown through the character as a representation of the Company it represents.

Government public relations, when viewed in terms of its roles and functions compared to public relations of non-government companies, do have many differences because government public relations does not have anything that is traded (commercial aspect) (Langham, 2018). Although in its activities, government Public Relations also carries out publications, promotions, and advertising. The government's public relations activities are more focused on public service in order to improve public services. Through the Public Relations work unit or program, the government can convey information or explain certain policies and actions, and activities in carrying out their government duties or obligations (A. A. Anani-Bossman, 2021a). Currently, most of the government's Public Relations in carrying out their duties and functions are still constrained by problems in the structure and organization of Public Relations, the work culture of PR practitioners, or officials who are still not strategic and have not been supported by adequate work facilities. The condition of the majority of government public relations human resources has not met the qualifications of professional public relations officers. One of the roles of government public relations is to build the image of the government (Mundy, 2021).

The existence of a public relations unit in a government-owned institution or agency is a functional and operational necessity in an effort to disseminate and publicize the activities or activities of the relevant agency aimed at both internal and external public relations (Tam, 2022). Indeed, broadly speaking, government public relations acts as a communicator from the government and helps the government achieve the goals and objectives to be achieved by the government agency/institution so that, in the end, it can create favourable images and opinions. The purpose and function of Government Public Relations (Government Public Relations) in create a reputation for good governance in the eyes of the public. This needs to be studied because researchers have reviewed the phenomena and background of this research. Public relations is the spearhead or a funnel that must be able to connect both internal parties and external parties in the government itself (Sani et al., 2020).

C. Cases Study

Nestle is a well-known company engaged in the food and beverage sector. The Nestle Company has had a public relations case. This case occurred in 2013 in 12 countries, such as Italy, France, England, Netherlands, Sweden, Greece, Spain, Ireland, Romania, and many more. It was discovered that Nestle products contain horse meat DNA in beef products. So a public relations officer must take quick action to save the Nestle Company.

Public relations immediately confirmed to the public that Nestle would temporarily stop the production of beef contaminated with horse meat. Apart from that, they also temporarily decided on their meat supply which was the root of this case. The Nestle Company also apologized to the public for not being careful in producing and not providing products with high standards to the public.

After that, to rebuild public relations and trust, the Nestle Company's public relations party used the method of making advertisements that were displayed through the media and events for the public. The things done by the public relations party from Nestle have quite a positive impact on the Company.

CONCLUSION

From the explanation above, we can understand a little that public relations, from time to time, have developed physically and non-physically. In the past, public relations used tools that were simple and a bit troublesome, and we can see that nowadays, public relations have developed rapidly and using tools that have been updated and are very modern and continue to make it easier for us to do it where, when and when we like. According to Broom et al. (2000:6), Public Relations is a management function to identify, build, and maintain relationships mutually beneficial relationships between the organization and the various publics, which determines its success and failure. According to Cutlip (2009:6), Public Relations is a management function that builds and maintain good and fruitful relationships between organizations with the public that influence the success or failure of the organization. Frank Jeffs, in his book Public Relations, states: that the scope of the PR objectives is very broad. Through a series of in-depth discussions, then some of them the main ones are as follows:

1. To change the public image in the eyes of the public in connection with new activities carried out by the Company.
2. To spread the success stories that have been achieved by Company to the community in order to get a confession.
3. To increase the weight of the quality of prospective employees.
4. To improve the relationship between the Company an
5. The audience, in connection with the occurrence of an event
6. which results in criticism, doubt, or misunderstanding in public against the good intentions of the Company.
7. To educate users or consumers so that they are more effective and understanding in utilizing the Company's products.
8. To support the Company's involvement as a sponsor of organizing an event.

9. To introduce the Company to the wider community, as well as open up new export markets.
10. To prepare for the issuance of additional shares or because there are companies that are going public.
11. To convince the public that the Company is able to survive or rise after the crisis.
12. To increase the Company's capability and resilience in the face of takeover risks.
13. To create a new corporate identity.
14. To disseminate information about activities and participation of organizational company leaders in everyday social life.

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