

IMPLEMENTATION OF PUBLIC RELATIONS STRATEGY MIX IN MEDIA ACADEMY

Ari Budiarti¹, Ahmad Toni²

^{1,2} Universitas Budi Luhur, Jakarta

¹ ari_budiarti@yahoo.com*, ² ahmad.toni@budiluhur.ac.id

* corresponding author

ABSTRACT

Article history

Received : November, 4
2022

Revised : December, 30
2022

Accepted : December, 30
2022

Keywords

Keyword_1 : Public
Relations

Keyword_2 : Public
Relations Mix

Keyword_3 : PENCILS

Keyword_4 : -

Keyword_5 : -

In the formation of an organization or company, from the beginning to its development, it is always inseparable from the ongoing process of interaction with various parties. Training institutions need a targeted and effective management strategy to compete with similar competitors. Media Academy is a training institution that is a new business unit in the Media Group corporate company utilizes the role of Public Relations to expand cooperation and establish relationships so that the company can be known more widely by the public. Public Relations Mix can be abbreviated as PENCILS, is one of the strategies of Public Relations related to the duties, roles, and functions depending on the path and the components possessed in this concept are related to the work carried out by Public Relations. This study aims to determine and analyze the implementation of the Public Relations Mix strategy at the Media Academy. The method used by researchers in this study is a qualitative descriptive approach. Data collection techniques in qualitative research are by conducting interviews, observations, and documentation studies. It can be concluded that the Public Relations strategy used by Media Academy has been successful because Media Academy has implemented seven PENCILS strategies as a Public Relations Mix strategy. It can be said that Public Relations is an integral part of the overall growth process of Media Academy as a new business unit in the Media Group corporate company.

This is an open access article under the [CC-BY-SA](#) license.



1. Introduction

Public Relations has an important role in a company. There are four categories of Public Relations roles as stated by Dozier and Broom (in Nubatonis, 2015), namely: an expert prescriber, communication facilitator, problem-solving process facilitator, and communication technician.

A Public Relations officer as a professional and experienced expert advisor is of course trained in helping to find solutions to problems related to public interaction with his competence. In this case, Public Relations can help solve problems by helping to find solutions creatively, logically, and systematically. As a Public Relations practitioner, the role of a communication facilitator shows the role of a communicator and bridges between management and the public regarding things that are desired and expected by the public. As part of the management team, the role of being a facilitator of the problem-solving process by Public Relations is demonstrated by striving for rational and professional steps in solving problems or

crises that occur to help the leadership of the organization in a way by providing advice and input in taking actions and decisions related to these issues. Journalist in residence is the role of public relations as a communication technician who only provides technical communication services.

All of these roles can be used as a guide to evaluating the success of Public Relations programs. Public Relations is needed to build cooperation based on a good relationship between the company and its public.

The activities carried out by Public Relations are not only intended for the public, both internal and external but in addition to other activities to support promotional programs for the organization can be carried out by Public Relations. The formation of a brand image by an organization also requires the role of Public Relations to introduce products or services to the public at large. Public Relations has contributed to various activities that can benefit the company, including building a corporate image (Kotler, 2013).

For a company, Public Relations is a very essential element, especially if the company often interacts with the wider community, including a training institution. In this case, Public Relations can help develop an effective communication strategy for the company. The role of Public Relations is very important for a new company to expand networking, especially in the external sphere. Various relationships from various backgrounds of people or professions are targeted by Public Relations so that the company is more exposed to the public.

Media Academy is one of the new business units under the auspices of the Media Group. Media Group is known as a corporate company with various business units in it such as Media Indonesia, Metro TV, Indocater, Pangansari Utama Food Resources, Papandayan Hotel, and others. Media Academy is a business unit of Media Group engaged in training services, which is incorporated in the Media Group Network platform which houses the fields of broadcasting, journalism, communication, and other related areas.

Public Relations grew out of the private sector and because it became a business necessity of the company, it became increasingly rapidly developing in the environment. It can be said that Public Relations has a strategy to maintain the company's reputation, loyalty, and trust of its clients to increase company profits, trust in products or services, and of course, the sustainability of the company will be maintained.

Public Relations activities ideally consist of several activities that are held according to the needs of the institution and are carried out in an integrated and proportional manner. According to Harris (in Komariah et al., 2018) explained that these various activities are conceptually known as Public Relations Mix or "PENCILS" of Public Relations. Public Relations Mix or also known as the Public Relations mix or PENCILS for short, is a strategy carried out by Public Relations related to its duties, roles, and functions depending on its path, and the components owned in this concept are related to the work done by Public Relations.

In this case, PENCILS as the main component of the Public Relations Mix can be used by Public Relations practitioners. PENCILS includes seven Public Relations strategies, namely: Publication, Event, News, Community Involvement, Inform or Image, Lobbying and Negotiation (Lobbying and Negotiation), and Social Responsibility.

According to Ruslan (in Hamzah et al., 2020) when describing in detail the correlation of the components of the Public Relations Mix strategy, as follows: (1) Publications, namely Public Relations practitioners have a role in disseminating information about activities carried out by companies so that can be published to the public to create a good image for the company, (2) Event, which is to design and compile an event design to promote the company's products and services. The event can take the form of a regular event organized by the company or an event that is just a momentum fix, (3) News, that is, Public Relations practitioners must be skilled in making good writing, as well as making news such as press releases, bulletins, and newsletters that explain the company's activities for publication, (4) Community Involvement, namely the involvement of Public Relations by approaching through social contact with the public to create

a good image of the company, (5) Inform of Image, that is, Public Relations practitioners have the task of informing the public or making the company better known so that it gets feedback in the form of a positive image, (6) Lobbying and Negotiation, which is one way to reach a mutual agreement so that organizational activities can be carried out optimally requires good negotiation skills from Public Relations practitioners, (7) Social Responsibility, namely the aspect of social responsibility in the world of Public Relations as a company's commitment to the environment will be a very important factor. This social responsibility can be held regularly by the company and used as a company agenda. This is done to cultivate a good image in the eyes of the public. As a young business unit, the role of Public Relations is needed by Media Academy to create relationships with the public, especially its clients. Media Academy as a training institution has both internal and external clients. Internal clients come from business units under the auspices of the Media Group, while external clients are individual or corporate participants.

In developing the Media Academy, it is necessary to have active communication that arouses participation from the public to be moved to choose Media Academy as a training institution. It is a must for communication practitioners to manage these communication activities.

Communication practitioners who manage communication activities at Media Academy are in the Public Relations & Partnership division. The Public Relations & Partnership Division carries out almost all communication activities in the organization as its field of duty, although in its work Public Relations needs to coordinate and cooperate with other divisions and business units so that the organizational goals that have been set can be achieved.

Public Relations in this case can be said to be an important part of managing the organization. In addition, Public Relations is also responsible for the success or failure of communication actions of the organization (Ishak, 2012).

Starting from the beginning of the formation of an organization or company until its development, it is always inseparable from the process of interaction with various parties continuously. In this case, at all layers both formally and informally, the interactions built by the organization will have a major effect on the operational implementation of the organization. The pattern of communication interaction that is built is not only limited to the internal scope of the organization but also includes interaction with the public outside the organization concerned. Thus, an organization or company is required to always interact with the public internally and externally continuously.

Public Relations has several objectives according to Ruslan (in Suryanto, 2015) including, developing a positive image of the company to consumers as an external public, helping to realize mutual understanding between the public and the company, encouraging the development of Public Relations synergies with marketing functions, introducing brands, effectively building brand knowledge, and supporting the marketing mix.

Many still don't realize that Public Relations can also be part of the Public Relations mix (Public Relations Mix). As a new business unit and required to meet organizational targets, Media Academy needs to optimize promotional efforts to reach a wider target market.

Based on the presentation above, researchers feel the need to dig deeper into how the role of Public Relations supports organizations in promoting Media Academy and how Media Academy through Public Relations can build good communication, inside and outside the company to create a good image in realizing an environment that conducive and comfortable with clients so that effective relationships are built. The purpose of this study is to know and analyze the implementation of the Public Relations Mix strategy at the Media Academy.

2. Method

Explain the systematic steps carried out in research activities. The methods discussed include research methodology, research subjects, instrument development, and data analysis

techniques / statistical tests carried out. The research method describes the research stages in detail and clearly so that it can be referred to by other researchers (repeatable and reproducible).

The research method used is a qualitative descriptive approach to describe the state of affairs on observations in the field in a more specific, transparent, and in-depth manner. In this case, the human becomes a research instrument and produces writing in the form of words or statements that are in accordance with actual conditions. (Sugiyono, 2016).

According to Strauss and Corbin (in Nugrahani & Hum, 2014), this qualitative research is research that can be used to study human life, history, behavior, organizational activities, social movements, or kinship relations. The descriptive method according to Sukardi (in Mujiyanto et al., 2021) is a method that seeks to provide an overview and interpretation of the object of research as it is. A phenomenon reported in qualitative research comes from an effort to understand the complexity of the phenomenon under study and its interpretation. Efforts to understand this phenomenon in qualitative research are carried out from the point of view of the actors in it (Sarosa, 2021).

This study used two types of data, namely primary data and secondary data. Researchers collected primary data from interviews with informants as research subjects. Meanwhile, secondary data is collected through existing data and obtained by researchers by reading, seeing, and listening.

Data collection techniques in qualitative research are by conducting interviews, observations, and documentation studies. Interviews were conducted from May-June 2022. Researchers interviewed two key informants. This research uses data analysis techniques by running the stages of data collection and raw facts in the field. Furthermore, the data that has been collected is reduced and presented in the format of a complete description or explanation tailored to the topic of the problem. After that, the data is presented by describing the results of the interview and compiling it into a narrative text. In the last stage, conclusions are drawn by researchers with the findings of strong evidence obtained from the results of the study to answer research questions.

3. Results and Discussion

Media Academy is part of the Media Group Network platform under the Media Group corporation located in West Jakarta. Media Academy was initiated in early 2019 and was formed through a convergence process of relatively the same business units and then inaugurated on October 28, 2020.

Media Academy as a non-formal educational institution with the tagline "Learn and Achieve Your Competencies" focuses on training in the fields of Broadcasting, Communication, Hospitality, Food Industry, and Management. These training programs are intended for internal and external companies, both online and offline. There are regular training programs that are held regularly for individuals, but there are also training programs in the form of cooperation projects with clients from both private and government institutions. At this time the Media Academy is also in the process of establishing a Professional Certification Institute (LSP).

Media Academy is led by Andi Setia Gunawan as Head of Media Academy but has its own division to handle publications and cooperation under the leadership of Henny Puspitasari as Head of Public Relations & Partnership. The two leaders became key informants in this study.

Publications

The informant explained that as a newly developed business unit, although Media Academy is a company under the Media Group corporation that is widely known by the public, it still needs a serious strategy to introduce it to the public or the public in general and clients in particular. Media Academy has been publishing through various means.



Figure 1. Media Academy publication advertisements in medcom.id

As shown in figure 1, by utilizing the Media Group Network platform to display advertisements about the Media Academy profile or its training programs, the Public Relations Media Academy coordinates with related business units so that slots can be given for publication. Regular training programs for the public from Media Academy have been published in Media Indonesia daily, aired on Metro TV, and published on portals mediaindonesia.com, medcom.id, metrotvnews.com, www.lampost.co, including broadcasts on MG Radio, Radio SAI Lampung, and Media Group Network partner radios, as well as business units on other Media Group Network platforms.



Figure 2. Media Academy publication ad in Marketeers magazine

Public Relations cooperates with third parties. One example as shown in figure 2, Media Academy teamed up with Marketeers Magazine to post an advertisement about its training program at the magazine with a specific agreement.

Publications are also carried out using social media through the Instagram platform (@media_academy.id), Facebook (Media Academy), YouTube (Media Academy ID), Twitter (@media_academyid), website (<https://www.media-academy.id>) which is still under development. In addition, Media Academy also utilizes publications via WhatsApp and Telegram. Public relations professionals need to know which social media to use for which audience (Susilo, 2020).

The existence of other business units that also have clients is certainly a positive thing for the Media Academy. Public Relations Media Academy on several occasions was also invited to approach word of mouth with clients from other Media Group business units. One of the business units in the Media Group, namely Medcom, also has a cooperation program in the form of scholarships with a number of campuses in Indonesia, namely the Online Scholarship Competition (OSC) which is used by the Public Relations Media Academy to publish word of mouth.

Publication is one of the important components of the Public Relations Mix strategy. With the existence of publications, it can create a positive image for the company and can also expand the reach of clients. According to Nisberg (in Pratiwi & Yulianita, 2020) publication is information designed with the intention of showing, introducing, and maintaining the good name of a person or an organization.

Event

The informant explained that as a newly developed business unit, although Media Academy is a company under the Media Group corporation that is widely known by the public, it still needs a serious strategy to introduce it to the public or the public in general and clients in particular. Media Academy has been publishing through various means.

As explained by the informant, one of the events driven by Public Relations is to take advantage of the momentum of the Media Academy's anniversary. At the inauguration of the Media Academy on October 28, 2020, Public Relations also invited several representatives from a number of companies, although not much considering the Covid-19 pandemic situation which certainly limited the number of guests to maintain health procedures.



Figure 3. Media Academy Online Training Activities

As shown in figure 3, during this pandemic, Media Academy conducts more training with online methods. With the aim of taking advantage of the online training event, at every opportunity of the training implementation at the beginning of the training, a sponsor's message was inserted regarding the profile of the Media Academy and its programs. In addition, Public Relations has plans to organize an international seminar which of course will be used as well as possible to introduce the Media Academy to a wider range of clients, including from abroad.

Basically, an event is a special and open event that is held at a certain time. Media Academy's Public Relations & Partnership Division has compiled a work program to hold a number of events aimed at introducing the Media Academy and its training programs. The forms of events can be in the form of routine company events or momentum in nature. Events have an open nature if they invite other parties to join in participating and enjoying the course of activities.

According to William O' Toole and Phyllis Mycolaitis (in Dewi & Runyke, 2013), it is possible that an event carried out by the company has many purposes. Corporate events can be said to be part of the company's communication strategy. If it is done well, the management of the event will produce a quality event. And in the end, the event becomes one of the weapons to attract the attention of the client.

News

The informant explained that Public Relations also carried out plans to expand internal cooperation with other business units that are members of the Media Group Network platform.



Figure 4. News of Media Academy training activities in mediaindonesia.com

Figure 4 shows the news of one of the training activities carried out by the Media Academy. Media Academy has the advantage of getting support from Media Group's business units in the fields of broadcasting, journalism and communication, including online media owned by the Media Group Network platform. Therefore, a number of Media Academy training activities are often published on Metro TV, Media Indonesia, Lampung Post, and Medcom. One of the new broadcasting companies of the Media Group Network, BNTV, even collaborated with the Public Relations Media Academy by rebroadcasting online training programs that had been implemented by Media Academy on the television channel.

The involvement of the media in the media is to inform the mission, policies, and practices of the organization in a positive, consistent and trustworthy manner (Herika & Ruliana, 2018). The existence of such news can certainly improve a positive image in general in the eyes of the public and specifically in the eyes of its clients.

Community Involvement

According to the explanation from the informant the Public Relations of Media Academy made a number of surveys related to training programs that have been held to the public. One of the efforts of Community Involvement, Public Relations targets participants who have participated in training activities at the Media Academy to provide advice and input on the training they have participated in. Participants were also asked for their opinions on other training needs. To make decisions later on based on field demands, public relations must objectively investigate what is happening in the field (Nirwana & Damastuti, 2022).

In addition, it is also explained more broadly that Public Relations handles social media and WhatsApp accounts Media Academy and other accounts also conduct surveys to followers of Media Academy social media accounts regarding their desired training needs. Based on these inputs, Public Relations provides the processed data to the Media Academy Learning Program Division for follow-up.



Figure 5. Media Academy's face-to-face activities with one of the clients

In figure 5, it can be seen that the Media Academy was initiated by Public Relations to approach one of the clients. Media Academy has several large clients in the form of private companies, universities, state-owned enterprises, ministries, and others. The involvement of Public Relations is an effort by Media Academy to get closer to the public and of course for the company to create a good image.

Public Relations involvement by establishing social contact with the public or the community as an effort to create a good image. Community involvement in Public Relations shows that organizations must consider and build their practices according to the needs of the community (Mohammed & Sharipudin, 2017). Community Involvement as a process of public involvement in problem solving or decision making and making decisions using public input.

Inform of Image

The informant explained that Media Academy can be said to have a good image in the eyes of clients. One of them is shown by the presence of positive testimonials from clients, both individual and corporate participants. A number of the company's clients re-requested Media Academy to cooperate (repeat order).



Figure 6. Training activities for East Timor at the Media Academy

One example as shown in figure 6, Media Academy once provided training for one of the departments in the East Timorese government. Initially, the training was conducted in Timor Leste, but because the client was satisfied and showed their trust in the Media Academy, they asked for further training held at the Media Academy office located in West Jakarta.

To maintain relationships, Public Relations always tries to retain clients, answer questions that arise on social media or emails, as much as possible provide the best service and keep client complaints from happening, there have been small but immediate complaints that can be handled.

Public Relations carries out activities that play a very important role in maintaining the company's image (Yunus & Riatno, 2019). The role of Public Relations is to build a good relationship between the company and clients so that they can understand and understand each other, with the aim of fostering a good image of the company itself. The outcome is good for the sustainability of the company because of the good imaging.

Basically, companies invest in a good Public Relations strategy to maintain a fruitful relationship with the public. There is an obligation that every company has to introduce its existence to the public at large. This is done so that the public gives attention and response in the form of a positive image. Informing the public or the public of its existence is the company's obligation. The company does this to attract public attention in order to get attention and response in the form of a positive image.

Lobbying and Negotiation

As explained by the informant, although the main task of marketing is carried out by the Sales Marketing Division on the Media Group Network platform, several major cooperation projects are obtained directly by the Public Relations Media Academy. For example, the Public Relations Media Academy once had a client of one of the leading private universities in Jakarta. At first, the client only collaborated with Media Academy to conduct online seminars. In the end, the Public Relations Media Academy was able to lobby and negotiate with these clients to expand its cooperation with the Media Group Network platform as shown in figure 7.



Figure 7. Media Academy cooperation project activities

Thanks to these efforts, the private university was willing to cooperate in the Medcom Online Scholarship Competition (OSC) scholarship program and organized a dies Natalis activity broadcast in the Metro TV studio.

One of the strategies so that mutual agreement can be reached is the ability to negotiate well so that organizational activities can be run well. Public Relations Media Academy has the ability to convince clients to cooperate which is mutually beneficial to both parties. In this case, it offers clients a bundling program in order for it to be published on the Media Group Network platform. Measuring the effectiveness of a communication process can be seen from the achievement of the goals of the sender of the message (Aprilyantini, 2019).

In the management function of public relations, there is a responsibility to seek, build, and maintain mutually beneficial interests between the organization and its public, in this case, the success of the function is determined by the role (Tiara & Oktaviani, 2021).

Social Responsibility

According to the informant's explanation, the values of social responsibility are considered important for the Media Academy. Public Relations understands how they can communicate and promote their clients' corporate social responsibility strategies, both internal and external.



Figure 8. Entrepreneurship Series training schedule

It can be seen in figure 8, for the internal free entrepreneurship series training program organized by Media Academy is intended for all Media Group employees. The Public Relations Media Academy has a very wide network. The Head of Public Relations & Partnership Media Academy is a Public Relations professional who has more than 25 years of experience in his field and is active in Public Relations as a professional organization for Indonesian Public Relations and Communication practitioners. The resource persons who filled out the entrepreneurship series training program were recommended by the Public Relations Media Academy.



Figure 9. Submission of donations from webinar activities

As shown in figure 9, the incoming funds obtained from one of the webinar activities conducted by the Media Academy with the theme "Community Movement Against Covid-19 for Indonesia" were handed over through the Media Group Foundation to be managed according to the needs of the community or the public. In addition to representing Media Academy in maintaining relationships with clients, Public Relations also always tries to establish social contact with the public. A number of other programs that have been run include providing discounts and even free training to attract participants.

Social responsibility is shown through the company's concern for the interests of other parties broadly rather than just the interests of the company (Ernawan, 2014). One of the things that determines the success or failure of a company is to show attention to the surrounding social environment.

Media Academy performs social responsibility with two goals. The first is to take actions that reflect concern more than just increasing profits. The second is to use social responsibility as a valuable way to increase customer loyalty, communicate to them that the business shares their values, and declare that they are an organization that clients can trust.

4. Conclusion

Public Relations is an integral part of the process of growing and strengthening the existence of Media Academy as a training institution that has not been established for a long time.

Media Academy has implemented PENCILS' strategy as a Public Relations Mix in expanding networking and establishing relationships so that the company can be known to the public.

In other words, Public Relations has a role in supporting the Media Academy in promoting its training programs. Public Relations at Media Academy is also able to build good communication, inside and outside the company so that it can create a good image and build effective relationships or relationships with clients.

References

- Cindya Yunita, C. Y. P. (2020). Marketing Communication Strategy in Building Awareness Environmental Friendly Products in PT. Virtus Venturama: (Studi Kasus Pada PT.Virtus Venturama). *Jurnal Spektrum Komunikasi*, 8(2), 149-158. <https://doi.org/10.37826/spektrum.v8i2.89>
- Dewi, M., & Runyke, M. (2013). Peran Public Relations dalam Manajemen Event (Studi Terhadap Peran Public Relations Galeria Mall dan Plaza Ambarrukmo Dalam Pengelolaan Event Tahun 2013). *Jurnal Komunikasi*, 8(1), 79-90. <https://doi.org/10.20885/komunikasi.vol8.iss1.art6>
- Ernawan, E. R. (2014). Tanggung Jawab Sosial Perusahaan (Corporate Social Responsibility). *Jurnal Manajemen dan Bisnis (Performa)*, 11(2).
- Hamzah, R. E., Manogari, R. R., & Shabrina, R. P. (2020). Strategi Komunikasi Pemasaran Kedai Kopi Kaman dalam Meningkatkan Loyalitas Konsumen. *KOMUNIKATA*57, 1(1), 50-59. <https://doi.org/10.55122/kom57.v1i1.119>
- Herika, D., & Ruliana, P. (2018). Public Relations dalam Membina Hubungan dengan Media. *InterKomunika*, 3(1), 45. <https://doi.org/10.33376/ik.v3i1.149>
- Ishak, A. (2012). Peran Public Relations dalam Komunikasi Organisasi. *Jurnal ASPIKOM*, 1(4), 373. <https://doi.org/10.24329/aspikom.v1i4.38>

- Komariah, N., Rodiah, S., & Rakhmat, M. Z. (2018). Kegiatan Public Relations sebagai Upaya Penguatan Eksistensi Perpustakaan. *Baca: Jurnal Dokumentasi Dan Informasi*, 39(2), 197. <https://doi.org/10.14203/j.baca.v39i2.431>
- Kotler, P. (2013). *Manajemen Pemasaran, Analisis Perencanaan dan Pengendalian*, (Terjemahan Ancella Anitawati Hermawan): Vol. II (13th ed.). Jakarta Salemba Empat.
- Maharani, T. (2015). Strategi Komunikasi Humas Pt Pelindo Iii (Persero) Dalam Mewujudkan Penerimaan Warga Sekitar Tambak Osowilangun Terkait Pendirian Pt Terminal Teluk Lamong. *Jurnal Spektrum Komunikasi*, 3(1), 80-87.
- Mohammed, R., & Sharipudin, M. N. (2017). An Integrated Model to Measure Organization-Public Relationship (O-PR) and Reputation Practises in Malaysian Universities. *Jurnal Komunikasi, Malaysian Journal of Communication*, 33(3), 196-213. <https://doi.org/10.17576/JKMJC-2017-3303-12>
- Mujianto, H., Fanaqi, C., & Raturahmi. (2021). Strategi Komunikasi Pencegahan Trafficking Berbasis Komunitas di Kabupaten Garut. *Jurnal Spektrum Komunikasi*, 9(2), 1-11. <https://doi.org/10.37826/spektrum.v9i2.112>
- Nirwana, D. P., & Damastuti, R. (2022). Public Relations Campaign Strategy “Ready for Safe Tourism” of PT TWC (PERSERO). *Jurnal Spektrum Komunikasi*, 10(1), 47-61. <https://doi.org/10.37826/spektrum.v10i1.277>
- Nubatonis, S. I. (2015). *Peran Public Relation Dalam Program Larasita Badan Pertanahan Kabupaten Timor Tengah Utara di Kelurahan Kefa Tengah*. 4(1), 11.
- Nugrahani, F., & Hum, M. (2014). *Metode Penelitian Kualitatif*. Cakra Books.
- Pratiwi, I., & Yulianita, N. (2020). Hubungan Implementasi Strategi Public Relations dengan Citra Merek. *Prosiding Hubungan Masyarakat*, 6(2), 4.
- Puasini Aprilyantini. (2019). Membangun Partisipasi Komunikan dalam Kegiatan Campus Social Responsibility (CSR): Studi Kasus : Mahasiswa Stikosa-AWS dalam Membangun Partisipasi Komunikan. *Jurnal Spektrum Komunikasi*, 7(2), 29-40. <https://doi.org/10.37826/spektrum.v7i2.36>
- Sarosa, S. (2021). *Analisis Data Penelitian Kualitatif*. PT. Kanisius.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Suryanto, S. M. (2015). *Pengantar Ilmu Komunikasi*. CV. Pustaka Setia.
- Susilo, A. (2020). Cyber Public Relations Activities pegipegi.com in Improving Brand Awareness. *Jurnal Spektrum Komunikasi*, 8(1), 22 - 29. <https://doi.org/10.37826/spektrum.v8i1.61>
- Tiara, E., & Oktaviani, F. (2021). Strategi PR Radio Dahlia Dalam Menghadapi Persaingan di Era Industri 4.0. *Al-Kalam Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(2), 22. <https://doi.org/10.31602/al-kalam.v8i2.5295>
- Yunus, M. R., & Riatno, E. B. (2019). Peran Public Relation dalam Meningkatkan Citra Perusahaan Melalui Program Corporate Social Responsibility pada PT. Angkasa Pura I (Persero) Cabang Bandar Udara Frans Kaisiepo Biak. *Jurnal Komunikasi*, 1(1), 24.