

CHAPTER I

INTRODUCTION

1.1. Background

The multidimensional discipline of public relations (PR) is essential in establishing and preserving the connections between businesses, people, and the general public. It includes tactical communication initiatives meant to persuade, educate, and involve numerous stakeholders in order to build a favorable reputation and image. PR enables successful communication and relationship-building by acting as a bridge between companies, people, and the public. Strategic planning, media relations, crisis management, reputation management, and communication are all components of the dynamic discipline of public relations.

Public relations has a long history that began in the early civilizations, when kings and other authorities used various means of persuasion and communication to sway the populace's opinions. For instance, ancient Greeks utilized rhetoric as a persuasive technique in public speaking, while Egyptian pharaohs used hieroglyphics on obelisks to communicate with their citizens. These early instances provided the foundation for PR's future application.

Early in the 20th century, Bernays used sociological and psychological theories to influence public opinion. He felt that one might sway public conduct by appealing to people's feelings, wants, and hidden reasons. The "Torches of Freedom" campaign for Lucky Strike cigarettes, among other noteworthy Bernays efforts, showed the effectiveness of PR in influencing public opinion. Later, he earned the title "father of modern PR." Today, PR has developed into a multidimensional industry that includes stakeholder involvement, media relations, crisis communication, and reputation management. Building and maintaining connections between businesses and their stakeholders that are mutually beneficial

is the goal of the strategic communication discipline known as public relations. (Lyoyd, Toogod 2015)

The importance of ethical questions developed as PR's breadth and power expanded. To help PR professionals behave themselves ethically, professional associations like the Public Relations Society of America (PRSA) and the International Public Relations Association (IPRA) have adopted codes of ethics. These ethics place a strong emphasis on the value of openness, truthfulness, and consideration of the interests of stakeholders, ensuring that PR is a responsible and moral profession.

In order to communicate vital messages and interact with stakeholders, public relations relies on efficient communication tactics. This includes not just the communication of information but also attentively hearing the opinions and worries of stakeholders. In order to communicate messages that are consistent with company aims and values, PR professionals use a variety of platforms, including media relations, social media, events, and internal communication. PR professionals may improve comprehension, shape perceptions, and create deep connections with stakeholders by highlighting the necessity of assessing relationships and gauging the effectiveness of communication activities.

Internal public relations is a crucial component of any successful organization. It involves creating and maintaining positive relationships and communication channels between an organization's leadership, management, and employees. Effective internal public relations can lead to increased employee engagement, improved job satisfaction, and higher levels of productivity. When employees feel valued and heard, they are more likely to be loyal to their organization and contribute positively to its success. Furthermore, internal public relations can help to prevent and manage conflicts within an organization by promoting transparency and open communication (Kates, 2006). Overall, investing in internal public relations is a wise decision for any organization that values its employees and seeks to create a positive work environment.

School community relations (school PR), according to Lumbald and Steward, is a deliberate process of two-way communication between a school and its publics aimed at school development. If it is relevant to university public relations, it might suggest that public relations executes the intended two-way communication process between institutions and their audiences. The above opinion's important point is how public relations handles two-way communication. It has another connotation, but it has the same meaning as Prayudi (2012) mentioned as boundary spanning, i.e. public relations practitioners strive to communicate varied interests and management policies to the audience, but they also aim to bridge the audience interests in order to be accepted by management. The concept is similar to universities in general.

Also like others, universities have their own target audience. From Bernays in Mukarom and Laksana (2015) the target group of public relations, the audience is divided into two parts. Internal are people inside or people in an organization. The other is an external audience, aimed at people outside the organization who are interested in or have questions about their relationship with the organization.

A successful PR campaign at all levels of an educational unit should ensure that the communication needs of all key audiences are met. This obviously includes parents, students and staff, but the primary audience is not just those directly associated with the school, but all stakeholders important to the success of the school and students such as taxpayers, seniors, non-parent residents, New residents, area business leaders and property owners, political officials, religious leaders, social services, law enforcement, news media, and more (Setyanto, Anggarina, Sundoro, 2019).

From what has been said above, a university's audience includes both internal and external audiences, with internal audiences not only including faculty, but also parents, students, and staff. The audience within the university has its own characteristics. For example, how universities organize communications with students. Students are generally young people aged 18-22. It refers to the current

era, with an age range including millennials, that has the dominant characteristics of Internet users as a communication medium.

The habits of students who primarily utilize the Internet influence public relations' communication with them. Traditional media can become outmoded and ineffectual at communicating messages. As a result of contemporary technological advancement, it should use new means to transmit messages to pupils. It is a problem that university public relations must deal with. The preceding example is not only about the dynamics of public relations in the digital age, but it also becomes a case study in managing internal communication, particularly in institutions. The overall internal audience must be handled, adding to the complexity of communication. In this case, the University of Amikom has more than 14.000 students in total, according to the University's rector, Prof. Suyanto in an interview.

The abbreviation "media PR" stands for "media public relations," and it refers to a strategic communication technique that focuses on controlling and influencing the public perception and reputation of certain people, groups, or businesses through a variety of media outlets. To successfully communicate information and shape public opinion, it entails establishing and maintaining favorable relationships with journalists, reporters, editors, and other media professionals. While internal media PR in a university setting focuses on managing and shaping communication within the university community, including faculty, staff, students, and other stakeholders. It involves developing strategies and implementing tactics to engage and inform the internal audience about university initiatives, events, achievements, and important updates.

The goals for internal communication PR is responsible for making sure that all members of the university community are informed promptly and accurately about news, policies, and procedures. This involves disseminating information about new advances in academic programs, research, campus activities, and administrative issues. promoting a sense of purpose, commitment,

and community among academics and staff. This may entail emphasizing their successes, thanking them for their efforts, and giving them chances to further their careers. Additionally, it helps foster a feeling of community and encourage student involvement.

A common awareness of the university's culture and aims may be fostered through internal media PR, which will improve the working and learning environments. In times of crisis, it may also provide fast and accurate information that could affect the university community. The management of crisis communication, addressing issues, and safeguarding the safety and wellbeing of students, teachers, and staff all depend on internal media PR. Highlighting and spreading information about internal conferences, seminars, events, and other initiatives that are important to the university community. Facilitating two-way communication between the internal audience and the university administration.

This may entail asking for feedback, conducting surveys, and setting up forums for staff members and students to voice their ideas and worries. To achieve these objectives, internal media PR in a university setting may utilize various communication channels and tools, including intranets, internal newsletters and magazines, email communications, internal social media platforms, staff meetings, town hall sessions, and other face-to-face interactions. The use of technology and digital platforms can help reach a diverse and geographically dispersed university community efficiently.

When comparing magazines to other printed or digital materials magazines offer distinct advantages as an internal communication medium. Compared to newspapers, which are often thrown away after a day, magazines typically have a longer shelf life. Magazines are generally maintained by employees for a longer period, allowing material to be reread and assimilated over time. Employee exposure to and engagement with the content is more likely as a result of the prolonged exposure. Magazines are meant for leisurely reading, delivering a more immersive and interesting experience for readers. Magazines are able to capture

and hold readers' attention for longer periods of time by using a combination of skillfully crafted visuals, storytelling, and in-depth articles, which improves message retention. (Meyer, 2023)

Organizations may effectively express their brand identity and culture through magazines since they frequently have a high visual appeal. Magazine layout, style, and photography may be altered to conform to the company's branding standards, resulting in a unified and aesthetically pleasing product that appeals to staff. Additionally, it provides the benefit of targeted and customized material that may particularly address the wants and requirements of the organization's staff. The outcome is more customized and pertinent communication. Organizations may provide material that answers employee problems, showcases internal accomplishments, gives industry insights, and promotes pertinent internal events or projects. (Smith 2008)

The University of Amikom Yogyakarta's Communication Science study program was selected as the subject of this project primarily because it lacks an internal magazine. It was agreed that this study program would be our goal since the authors and the team who were studying there felt uneasy and that there was a lack of knowledge and engaging reading material. Since the change is being experienced by the whole Amikom public within this project's chronology, it was decided to make it the subject of the first edition in this case. Both new and elderly individuals must make a lot of adaptations in this situation. Additionally, it features a great deal of public turmoil.

1.2 Problem Focus and Problem Formulation

The need for public relations media as a means to communicate and provide information to parties who cannot communicate directly properly, so that based on these problems can be formulated :

1. How is the process of designing visual designs in internal public relations media?

2. What are the results of designing visual designs in internal public relations media?

1.3 Objectives

Based on the formulation of the problem, the purpose of this study is :

1. To analyze how the process is taken in designing visual designs in internal public relations media.
2. To describe and analyze the results of the design process in internal public relations media.

1.4. Benefits

Based on this research, it is hoped that it can contribute to the development of knowledge related to visual design, these benefits are divided into two parts, namely theoretical benefits and practical benefits which are expected to be of benefit to the development of communication science.

1.4.1 Theoretical Benefits

1. To apply communication sciences that have been studied by researchers at universities, especially in the scope of visual communication design theory and public relations media.
2. For the development of research with a similar focus in communication science, especially in the fields of public relations and visual design.

1.4.2 Practical Benefits

This thesis can be a practical reference material for other researchers that discuss internal public relations as well as visual design.