

# Trends And Urgency Of Public Relations In The Modern Era (Comparisons In The West And Indonesia)

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*Abstract: The purpose of this paper is to describe how the development and urgency of public relations in the modern era by looking at the comparison in the United States and Indonesia. So that we get a picture that there has been a shift in the role and function of public relations due to the development of information technology. In response to this, efforts to innovate technology and information that can be accepted by the community are needed. Public relations in America is based on the development of science and technology. It is very important to note that so that we are successful in implementing PR is that every PR activity must be programmed in a clear, firm, systematic, orderly, and quality manner. there needs to be development of the scientific side on a regular and continuous basis. Company PR when the New Order started from something simple and accidental. The practice of Public Relations or Public Relations (PR) in Indonesia in 2020 is projected to intensify the use of data management and analysis technology as a basis for formulating smarter strategies, building more focused campaigns, targeting public groups more precisely, and through methods. more creative. The current trend has actually led to work scenarios that include trans-digital means. The USC Annenberg Center for Public Relations through the 2019 Global Communications Report states that in the future, it is predicted that technology will be used more by Public Relations for social listening, website performance analysis and social media management.*

**Keywords:** Urgency, Public Relations, Modern

## I. INTRODUCTION

The role of communication is very important for humans in their daily lives, in accordance with the communication functions that are persuasive, educational, and informative. Because without communication there is no interaction process, namely the exchange of knowledge, experience, education, persuasion, information, and so on. The process of conveying such information or messages generally takes place through a medium of communication, and especially conversational language that contains understandable meanings or in the same symbol. The use of language can be concrete or abstract.

When associated with PR activities, the means of communication are very important in conveying messages for the achievement of common goals and understanding with the public, the target audience. Public relations continues to be a

new field of study without a consensus definition of its boundaries, changing nature, or the theoretical underpinnings of scholars and practitioners (Thurlow, 2018).

Then Public Relations (PR) has actually been known and practiced by people for centuries. Frank Jekkins (1992) states that the holy books of major religions in the world contain a form of public relations. It is reported that since ancient times humans have always tried to create an understanding of the faith they profess.

Daily public relations activities are to carry out reciprocal communication (two-way communications) between an institution or an institution with the public for a specific purpose, policies, activities, production of goods or services, and so on, for the sake of company progress or a positive image for the institution concerned. However, because real and virtual life is increasingly interconnected, it is difficult to

separate the results of office public relations efforts from those that are done online (Valentini, 2016).

In modern life, where the development of society enters the global era and the information age, it is very important how we can relate to one another. Mutual trust is a strong foundation for meeting physical, material, and spiritual needs. In the slightest PR activities, one cannot leave morality and respect one another.

The rapid technological advances, in essence, progress for every field if we respond proactively. However, it also requires a wise attitude. Like in the business world, sometimes someone doesn't want to filter because we don't want to be left behind with other people. As a result, there has been frequent recognition of the importance of good relationships and adjustments of attitudes with employees internally, with the external environment, and with public groups that have working relationships.

Such organizations neglect very important things, namely the human and social aspects. This in turn will create difficulties for the organization. Public relations is very relevant in organizations today because it has become the most powerful tool to express the image of an organization to the public. Public relations is often a key strategic supporter in today's highly competitive business environment. A well-articulated public relations strategy will always provide a good working strategy aimed at enhancing the company's image to the public. The public relations strategy is seen to be the result of a strategic thinking process by senior management especially to improve strategic management so that the company image is better communicated to the public. Strategic public relations provides top-level management with a broad means of communication to the public in order to connect with their clients (Oetiono, 2015).

When the company's leadership is less filtering and too interested in new and luxurious things, it can happen that he will be less aware of the progress of the business and the benefits he gets, which actually depend heavily on employees who work with dedication and responsibility. Such employees are extremely productive. Therefore, it is important to approach and adjust attitudes and views of the community towards individuals and companies, for the sake of the broader public interest. This is a very important task in modern management today.

## II. DISCUSSION

The relationship of an organization or company with the community is one of the functions of public relations which has two main elements. The two main elements are activities in the framework of the implementation of management functions, and as a management tool that is translated into real planning to realize the goals to be achieved according to predetermined goals. PR must be grateful that the reality of life together is a complex situation. Not only because of technological developments but also because of the possibility to communicate with one another. Apart from that, there is an increasing sense of mutual influence in every incident from the environment that is faced or from different individuals within it, organizations, countries, and other existing forces.

However, these interpersonal needs still exist and are still needed for each individual as well as in making changes in life together. Likewise, for organizations that want to increase their influence on the environment, this becomes very important and needs to be worked on and must always be improved. Anne van der Meiden said that the ideal form of PR is face-to-face communication. Good communication from the organization with external parties will be a "representative of the organization" itself. So important is the relationship in PR activities, PR experts then say that the more we have relationships, the more successful our PR will be. For this reason, we will discuss specifically what the real meaning of PR relations is.

The fact shows that each period has its own development strategy. This also happens in our individual lives, in every period of life, from the time we are in the womb, birth, childhood, and beyond. Each of us can evaluate ourselves so that we know exactly how we are developing. Likewise, developments within the organization can influence the public to create mutual trust. How are the efforts in creating public opinion? Because in essence, it is very valuable for the development of the organization and the public.

If public opinion is created continuously, the public will get a clear picture of the organization and they will be happy to use the product or service provided. This means that the public will really get the desired product and the organization will be able to achieve its goals. In its history, PR was born by a pioneer, as well as a pioneer who was later appointed as The Father of Public Relations, namely Ivy Ledbetter Lee who in 1906 managed to overcome the paralysis of the coal industry in the United States with success.

The following describes the chronology of the development of public relations in western countries.

No.	Year	Chronology
	Abad ke 19	PR in America and Europe is an independent study program, based on the development of science and technology
	1865-1900	The public is still considered stupid
1.	1900-1918	The public is informed and served
2.	1918-1945	The public is given education and respect
3.	1925	In New York, PR as official higher education
4.	1928	In the Netherlands, entering higher education, and at least being in the faculty as a compulsory subject. In addition, many quality courses are held
5.	1945-1968	The public began to open up and know a lot
6.	1968	The Netherlands has experienced rapid development. Towards a scientific direction because of routine and continuous research. In America, the development is more towards business
7.	1968-1979	The public is developed in various fields
8.	1979-1990	Professional/international entering the globalization of change
9.	1990-	Changes in mental, quality, mindset,

sekarang	perspective, attitude and behavior patterns nationally / internationally
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Table 1: Development of Public Relations in the West

It is very important to note that so that we are successful in implementing PR is that every PR activity must be programmed in a clear, firm, systematic, orderly, and quality manner. Regarding the importance of the quality of PR it is necessary to develop the scientific side regularly and continuously (Rumanti, 2002).

Actually, for a long time, most "traditional organizations" have been carrying out the function of PR that connects organizations with internal and external parties, but public relations is getting more attention after the development of the modern concept of organization. Since its inception, PR practice has involved most PR practitioners who are journalists who have previously experienced intensive education and training, including understanding the ins and outs of circuses and theater so that journalists can report them in detail to the public through the media they control.

On the other hand, around the end of the 19th century, PR as a profession that actually works in the framework of publicity and promotion has emerged. At that time, there were several companies that established a special internal unit called the PR department, such as in Westinghouse 1889. This office or special unit called the PR department emphasized the distribution of correspondence rather than playing a role as PR (Liliweri, 2011).

As a science, PR is still relatively new to our people. Public relations is a combination of various sciences and belongs to the ranks of social sciences such as political science, economics, history, psychology, sociology, communication, and others. PR is critical to the survival of a company, organization or institution. In connection with this definition and seen in reality, it can be said that PR functions to foster good relations between every component of the organization, foster motivation, encourage participation, and be proactive.

In the last more than 100 years, PR has experienced a very fast and rapid development. The development of PR in each country is not the same, both in terms of form and quality. This is evidenced by the results of the IPRA research which annually holds a PR Congress. The process of PR development is largely determined by public awareness of this complex situation (Rumanti, 2002).

Public relations, abbreviated as public relations, as a translation of Public Relations, was only known in Indonesia in the 1950s, after Indonesian sovereignty was recognized by the Kingdom of the Netherlands on December 27, 1949. After the country's capital was moved from Yogyakarta to Jakarta, the government and the people reformed themselves to fill the freedom that had been fought for with great sacrifice.

It can be imagined how broad the tasks and work that must be thought, planned, and carried out by agencies and institutions, including the executive, legislative, and judiciary, because the scope is not only as broad as the archipelago nationally, but also as wide as the world internationally.

At that time it was realized that the people needed to immediately know about the functions of each ministry/department, agency, agency, and others so that things went as expected. The need for this to be promoted is to

support the activities of the Ministry / Department of Information which have been held since the first Cabinet of the Republic of Indonesia was formed, but are too thorough and too heavy on political information and government policies, both the central and regional governments.

It is not surprising that the activity which is institutionalized as a bureau, division, or section, bears the name of public relations because many of its activities are carried out outside the organization, namely the community. In fact, this is not the meaning of Public Relations that is practiced in developed countries.

Although there are differences regarding when the practice of public relations began, the same opinion is that public relations is an integral part of the government, and its symptoms which later become important elements for the concept of public relations have been recognized since humans existed. These symptoms are the relationship between a person and another, a person's desire to tell something to others, a person's efforts to influence others, the suggestion of a leader to his followers, the invitation of a ruler to his people, and so on.

By nature, a person cannot live alone. He will look for other people to be his life partner in order to fulfill his impulses, which instinctively consists of the following activities:

- ✓ Symptoms due to the life struggle instinct
- ✓ Symptoms due to self-defense instincts
- ✓ Symptoms due to the instinct to continue the offspring (Uchjana, 2006).

### III. FROM CONCEPT TO PUBLIC RELATIONS PROFESSION

It has been explained beforehand about the emergence of symptoms in human relations, which then become an element of the conception called Public Relations which we shorten to become Public Relations. The concept of public relations is thanks to the thoughts and activities carried out by scholars, including Ivy L. Lee, Paul Garret, T.J. Ross, Eric Jhonston, Arthur W. Page, Carl Byoir, and Verne Burnett. The tendency of public relations activities in Indonesia to match public relations activities in developed countries is increasingly evident. Almost all agencies and companies in Indonesia are equipped with public relations.

The fact shows that structurally public relations in Indonesia have not been placed in top management, and many of their activities are one-way to the external public only. Indeed, there are a number of agencies that place public relations at a relatively low level structurally, but the head of public relations operationally serves the external public at the direct instruction of the agency leadership. In fact, when the head of the agency faces the outside public, he is always accompanied by the public affairs official.

The fact that most employment agencies or organizations have not dared to place bureaus or sections directly under agency leaders, perhaps because the heads of public relations, have not been able to show their activities to support the leadership's policies, or perhaps because the head of public relations has not been tried to be given the opportunity. Such a

situation occurs because in Indonesia most public relations positions are still held by scholars from non-communication disciplines that cover public relations knowledge, some are held by law, socio-political, economic scholars, and some are even held by doctors or engineers.

However, it does not mean that a law scholar, socio-political, economist or doctor and engineer cannot be a good publicist. It could be, if he was diligent in learning public relations knowledge from professional books and magazines while practicing it carefully. In fact, he's probably better than the public relations / communications science bachelor's degree in public relations.

The tendency of public relations activities in Indonesia to match public relations activities in developed countries is increasingly evident. Almost all agencies and companies in Indonesia are equipped with public relations. Meanwhile, public relations education is increasingly being recognized as important, both by the government and by the community. The Faculty of Publicity, Padjadjaran University in Bandung, which in 1982 changed its name to the Faculty of Communication Sciences, has since 1960 educated PR graduates. Bandung Islamic University and Nusantara Islamic University, both in Bandung, respectively in 1983 and in 1984 have also opened the Faculty of Communication Studies with Public Relations as one of its majors. Meanwhile, to increase the knowledge of the heads of public relations in various agencies, the Directorate of Public Relations Development of the Indonesian Ministry of Information has carried out various activities in the form of upgrading.

In order to increase the effectiveness and efficiency of public relations, in 1967 the Governmental Inter-Public Relations Cooperation Agency (BKS) was established within the cabinet departments of the Republic of Indonesia. Because it felt less developed, in 1970 the forum for cooperation was upgraded to the Government Public Relations Coordinating Board (Bakor). In 1971, it was confirmed by the Decree of the Minister of Information No. 31 of 1971, the abbreviation for the Government Public Relations Coordinating Board above was changed to Bakohumas, with an affirmation of its duties as follows:

- ✓ Coordinating, integrating and synchronizing, and cooperating between public relations departments / state institutions
- ✓ Planning and implementing public relations activities in accordance with government policies.

This activity was further expanded by the establishment of the Regional Bakohumas in March 1976 as an implementation of the Minister of Declaration's Instruction Letter No. 02 / INSTR / MENPEN / 1976. This regional Bakohumas was formed in each province-level I region throughout Indonesia.

The efforts to develop public relations in Indonesia in the 1970s were not only limited to domestic areas but also crossed national borders. Public relations in Indonesia declared itself a member of the Federation of the Asian Public Relations Organization (FAPRO) which was founded in Kuala Lumpur in 1977. And in March 1981 Indonesia hosted the second FAPRO Congress. In the congress, regarding the development of public relations in Indonesia, experts spoke, apart from Bakohumas, also from Perhumas, the non-governmental

Public Relations Association which is a member of the International Public Relations Association (IPRA).

Up to that point, public relations in Indonesia has shown progress, although not all agencies are functioning public relations properly, in accordance with the definition of public relations. If all public relations in Indonesia determine their functions and practice them as carried out by the Directorate of Public Relations at the Ministry of Information, Public Relations in Indonesia has implemented one of the dimensions of public relations.

The Directorate formulates the functions of Public Relations - as listed in the Information Manual and Manual - as follows:

- ✓ Carry out internal relations, namely providing understanding of all matters concerning the Department of Role to the internal public, namely employees.
- ✓ Making external relations, namely providing information about all matters concerning the Ministry of Information to the external public, namely the public in general.
- ✓ To conduct research and development of public opinion through special relationships with elements of public institutions.
- ✓ Conducting coaching and guidance to develop public relations as a medium of information.
- ✓ Organizing coordination, integration and synchronization as well as cooperation in public relations activities for the improvement of public information services.

The formulation above shows that the public relations that are carried out by the Ministry of Information of the Republic of Indonesia and which are promoted through Bakohumas determine the public inside and outside the organization as the target of activities. Another dimension that needs to be carried out by public relations in Indonesia-if they want to identify themselves with public relations as conceptualized by Ivy Lee and practiced in developed countries is the openness of the head of the mass media regarding the activities of agencies that the public should know. However, public relations in Indonesia from year to year and from decade to decade have shown significant progress, and will continue to progress in accordance with the development of society, especially the development of industry and commerce.

The development of society and technological advances in the process go hand in hand with influences. Society develops due to the influence of technological advances, and technology advances rapidly due to a growing society. With increasingly sophisticated technology, especially electronic communication technology, the world is getting smaller. Satellite communication systems, live broadcast systems, videotext, electronic mail, mini computers, and many other cutting-edge electronic technology products, cannot possibly be ignored by kahumas in their activities; if not now, it is inevitable that in the coming years. Therefore, kahumas need to prepare from an early age to understand and master it. The public relations officer must be aware of the influence of the electronic revolution's products, and at the same time must be able to use it for the benefit of the organizations they represent.

Said John Naisbitt in his very famous book, Megatrends, among others: We have shifted from an industrial society to one based on the creation and distribution of information; and



we are moving in the dual directions of high tech / high touch, matching each new technology with a compensatory human response. "(We have shifted from an industrial society to a society based on information creation and distribution; and we are heading both directions from high technology / high touch, matching each new technology with human responses as a counterweight).

The future state of the world is not only a predictive study of John Naisbitt; Alvin Toffler had even done it long before. Toffler wrote a book called *Future Shock* in 1970 that really shocked the world, so that no less than seven million copies were sold out. In 1980 he published his next book, entitled *The Third Wave*, which also attracted worldwide attention. And in 1983 he wrote another book, entitled *Previews & Premises*, which was broader in his horizon.

Toffler's book is actually aimed at developed countries which have tended to shift from the life of the Second Wave (The Second Wave) to the Third Wave (The Third Wave). However, many intellectuals in developing countries - including Indonesia - also paid attention to Toffler's thoughts, even though most developing countries tended to shift from The First Wave to the Second Wave. If intellectuals in developing countries take this attitude, it is because developed countries through their increasingly sophisticated technology can exert influence rapidly on countries that are currently still at a developing stage.

It is something that is not impossible if developing countries do not pass through the Second Wave life, but directly from the First Wave, namely agricultural life, to the Third Wave, which is completely electronic life. Why is that? Marshall McLuhan in his work, *Marshall McLuhan Message The Medium*, says that underdeveloped countries have the advantage of being able to do "leapfrog" without a full-blown process. He said that such a situation had occurred in the United States in the 18th century, when the latest technology directly in Europe was immediately applied in America. Hollywood and New York were never touched by the 19th century, but directly from the 18th century to the 20th century. So says Marshall McLuhan.

So, it is not impossible for a developing country like Indonesia to make a "leap" of frogs from the life of the First Wave directly to the Third Wave, without being touched by the Second Wave. In his discussion of the Third Wave, Toffler emphasized that the Third Wave creates a cognitariat, a group based on knowledge, which is based on the use of the mind over the use of muscles. This cognitariat has organized information, imagination, and cultural values, which are essential for production. In addition, this group is relatively more educated, with a broader view, worldwide. More than that, this group has its own communication media, both print and electronic media.

The practice of Public Relations or Public Relations (PR) in Indonesia in 2020 is projected to intensify the use of data management and analysis technology as a basis for formulating smarter strategies, building more focused campaigns, targeting public groups more precisely, and through methods more creative.

The current trend has actually led to work scenarios that include trans-digital means. USC Annenberg Center for Public Relations through the 2019 Global Communications Report

states that in the future, it is predicted that technology will be used more by Public Relations for social listening, website performance analysis and social media management (Hinson, et al, 2009). Social media involves using mobile phones and web-based technology to design highly interactive platforms that individuals and communities use to share, create, communicate and customize user-generated content. The penetration of social media around the world continues to increase. In 2016, 68.3 percent of internet users are social media users and these figures are expected to grow. North America ranks first among the regions where social media is hugely popular, with a social media penetration rate of 59 percent. In 2016, more than three-quarters of the United States population had social media profiles. Overall, US users spend more than 216 minutes a week on social media via smartphones, 53 minutes weekly via PC, and 50 minutes per week (Inya, 2017).

However, in contrast to Indonesia, it is predicted that it will become more proficient in using the potential of AI to carry out business and market intelligence, disseminate information and plan PR marketing (Lan Ye, 2012). The consequence of this is the more integration of public relations work with marketing and sales work, to answer challenges at two levels at once; corporate and consumer markets. He believes that more mature business intelligence will help a company or organization to better position itself in the midst of dynamic social issues (Anshar, 2019).

"Public relations practitioners must develop the ability to translate data into strategies and actions. By using AI, PR can provide input on policies, help companies make important decisions and drive behavior change more precisely. This goes beyond the formation of awareness and preferences which are generally the domain of PR so far," he explained.

Although digital data technology is increasingly needed, the basic skills and skills of PR work in terms of human relations cannot be left behind. "Work tools continue to develop and make PR work more effective and efficient. However, the intelligence and wisdom of a PR practitioner is not replaced by technology. Public relations is one of the most dynamic professions and the art of public relations must be maintained (Marlene, 2016).

The development of public relations is very complex in accordance with the existing society in the country because the general public is the main target of PR. This means that the development of public relations in each country is different. In the United States itself, the practice of PR has been around since 1700-1800. Many think that public relations were created in the United States because popular products grown in this country such as Coca Cola, Apollo, and even Hollywood. But the truth is America has never created public relations.

Even public relations itself existed before the American continent was discovered by Columbus. The growing population is another reason how important PR is, the number of business, social and political organizations multiply, automatically employees, consumers, and shareholders also increase. The role of public relations is needed so that communication between these publics can be managed properly. In addition, changing times are also demanded by changes in all aspects of life such as attitudes, behavior,

actions, and how to communicate. Work, residence, and other activities that far apart make direct communication that has been carried out so far unable to be implemented.

#### IV. PUBLIC RELATIONS DURING THE NEW ORDER ERA IN INDONESIA

Company PR when the New Order started from something simple and accidental. Initially, PR may begin with a person in charge of simply responding to letters or questions from customers or members, then making copies of work files, composing institutional advertisements, writing reports or people in charge of welcoming guests, running tours, arranging meetings, or working people. As an organizational ombudsman for employees and the surrounding organizational environment.

Apart from a good point of view, the formation of PR in the New Order era could also come from urgent matters. For example, such as emergencies, accidents, product problems, and employee layoffs can attract public attention. so that specific actions that are fast and precise are needed in dealing with this so that the image of the organization and company is not tarnished.

PR positions in organizations and companies during the new order, one of which was initiated when CEOs began to feel they did not pay attention to their employees or staff so that it arose from wanting to have intensive communication even though they could not be direct. Makadari has written several articles such as a newsletter for internal companies, announcing the best employees of the month, and various kinds of information about the company that they may not know. CEOs also sometimes ask PR to help compile the text of the speech. Dikarnakan directly related to internal employees and the external public.

One example of why government public relations in the New Order era was not optimal, there are several versions of Indonesian history issued by the Dutch which were adapted to the Dutch version. What should be the historical work of a nation is issued by the State itself which undergoes a historical process. This happened because the Netherlands was felt to have greater power than Indonesia in terms of age and technology. The Netherlands has the convenience to cover other countries.

Authoritarian culture usually emphasizes individual accountability for a certain scope, and its organizational departments are independent. This culture is often based on the idea of a mechanical organizational structure that routinely performs the same tasks and there is a division of labor in charge.

In an authoritarian culture, there is not much dialogue or feedback because employee input is deemed insignificant in management. This means that communication is one-sided or one-way, that management gives orders to employees but there is no form of communication from employees to superiors. (Khon 1999: 68) People at that time could be said to be people who obeyed the government because they could not get full freedom and democracy which were the principles of the independence of the Indonesian nation.

These things can be seen from the communication system which is only one way, the public can only get the news that does come from the government. Meanwhile, communication requires feedback, feedback from the community and stakeholders. Cannot be done alone.

One of the implications of the New Order regime is the simultaneous equality that is carried out in the bureaucracy and in the cultural realm. The elections in the Soeharto era were conducted to elect members of the legislature, where the President and his deputies were elected by the People's Consultative Assembly (MPR) and Suharto was the winner. Politics in this era is very dominated and initiated by people close to the rulers, with the government at that time. Because if you are close to people who have interests at that time, you will get special benefits and rights, for example being governors, members of the DPR, and so on. So it can be concluded that during the New Order era to become a member of parliament it was not determined how many people voted for him but by his party

The existence of this freedom and openness, the community is followed by various actions in conveying their aspirations towards the government for various policies which are realized by increasing demonstrations, statements of attitude, and complaints including assessing a regional condition (Law No. Public). Public relations at this time can be seen as having begun to maintain two-way communication and facilitate conversation by removing barriers in relationships and keeping channels of communication open, with the aim of providing both management and the public with the information they need to make decisions in the common interest.

This makes local governments, including public relations, play a solid role in this matter because they deal directly with the people in the regions, without any special instructions from the central government. As a result of the freedom of the press 17 public information services are not monopolized by the government again, wherein this order the communication system used is still a one-way system so that all people still fully believe in the government, but now everything has changed so that information services for the central and regional government must also be changed. Governments in this era face enormous communication challenges. Especially during Jokowi and JK's leadership, where the public was already "literate" on social media, therefore Indonesian Government Agencies through the Ministry of Communication and Information Technology (KOMINFO) were challenged to disseminate government messages to the public through official websites of government ministries/agencies. Therefore the professionalism of public relations can be seen from its ability to research, design, implement, and measure the effectiveness of communication programs. In addition, PR professionals are those who have a good maturity so that they can understand and accept the strengths and weaknesses of others. Our government public relations has several common problems such as the lack of awareness of government agencies about the importance of PR, public information services that are considered unsatisfactory.

In this era, globalization is also increasing, it is a must for PRs to get used to working smartly and creatively. Talking

about the government, you will not forget about the bureaucracy, because it greatly affects the performance of other staff and even the community itself. So that the bureaucracy that is designed is as straightforward as possible and remains safe.

This is a process in which there is an effort to build communication with the internal public and the external public of political-themed organizations. Political PR works to manage issues so that they are not misunderstood and on the contrary will attract the attention of the public, where this is done systematically and well programmed to achieve the political goals of the organization. In the current era, using direct media such as newsletters, as well as other forms of writing sent directly are not widely used. The era has shifted to digital, which requires the campaign team, in this case, Public Relations, to collaborate with digital in delivering the program. Even so, the direct media are not extinct and are still used to send messages individually, for example when recruiting campaign teams, matters relating to funds, and mobilization. Direct media can also contain messages asking for support from public figures and artists who have the power to lead public opinion.

## V. CONCLUSION

PR in America and Europe is an independent study program, based on the development of science and technology. It is very important to note that so that we are successful in implementing PR is that every PR activity must be programmed in a clear, firm, systematic, orderly, and quality manner. there needs to be the development of the scientific side on a regular and continuous basis. Initially, PR may begin with a person in charge of simply responding to letters or questions from customers or members, then making copies of work files, drafting institutional advertisements, writing reports or people in charge of welcoming guests, running tours, arranging meetings, or other people working. as an organizational ombudsman for employees and the surrounding organizational environment, PR is increasingly attracting attention after the development of the modern organizational concept. The practice of Public Relations or Public Relations (PR) in Indonesia in 2020 is projected to intensify the use of data management and analysis technology as a basis for formulating smarter strategies, building more

focused campaigns, targeting public groups more precisely, and through methods. The current trend has actually led to work scenarios that include trans-digital means. The USC Annenberg Center for Public Relations through the 2019 Global Communications Report states that in the future, it is predicted that technology will be used more by Public Relations for social listening, website performance analysis, and social media management.

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