

**MEDIA RELATIONS  
(A CONCEPTUAL STUDY OF ITS SIGNIFICANCE IN  
ACHIEVING THE AIM OF PUBLIC RELATIONS)**

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**Abstract**

*This paper reveals the significance of media relations in achieving the aim of public relations activity. It is a conceptual qualitative descriptive study based on the library research. Conceptual research is a methodology wherein research is conducted by observing and analyzing already present information on a given topic. It conveys communication approach, especially media theory. It is designed to answer research problem: how the significance of media relations in achieving the aim of public relations. Research result shows that media relations has a significant contribution in achieving the aim of public relations. Its significance are: 1. Building a positive image of the company, 2. Rejects oblique issues directed at the company, 3. Increase public trust in products, 4. Reaching a wider audience, 5. Get access to audience without paying a fortune, and 6. Contributing in knowledge dissemination*

**Keywords:** *Media relations, Conceptual study, Significance, Public relations*

**Abstrak**

Tulisan ini mengungkapkan signifikansi relasi media dalam mencapai tujuan public relations. Penelitian ini adalah konseptual kualitatif deskriptif berbasis studi pustaka, Penelitian konseptual adalah suatu metode dimana penelitian dilakukan dengan mengamati dan menganalisis informasi yang sudah ada pada sebuah topik. Penelitian menggunakan pendekatan komunikasi, khususnya teori media. Penelitian menjawab pertanyaan: bagaimana signifikansi relasi media dalam pencapaian tujuan public relations. Hasil penelitian menunjukkan bahwa relasi media memiliki signifikansi dalam pencapaian tujuan public relations. Signifikansi dimaksud adalah: 1. Membangun image positif terhadap perusahaan, 2. Menepis isu-isu miring terhadap perusahaan, 3. Meningkatkan kepercayaan public atas produk-produk yang dihasilkan, 4. Menjangkau audience yang lebih luas, 5. Mendapatkan akses ke audience tanpa pembayaran mahal, dan 6. Berkontribusi dalam diseminasi ilmu pengetahuan.

**Kata Kunci:** *Relasi media, Studi konseptual, Signifikansi, Public relations*

## A. INTRODUCTION

With the development of society and the popularization of information, the media and public relations increasingly play an important role in modern society. Public Relations is a company's communication strategy to build profitable relationships with the public. The media, as the main channel for information dissemination, has a strong influence, public relations on the other hand involves interaction between organizations and various stakeholders, which is related to the reputation and image of the organization. The interaction between the media and public relations is an important tool for organizations to disseminate information, shape their image, and respond to crises. For public relations, building a reputation in today's digital era is a challenge that must be faced. However, the flow of information is presented quickly. People can get the latest news through various media. For example, through the internet by accessing social media through each gadget, the actual news can be accessed quickly. Public relations professionals must be well aware that the media has an important role in publication activities. So it is important for public relations to establish relationships with the media or known as media relations.

Currently, the media is a public reference to move and act, the public seems to be led by the media to behave in accordance with existing issues. As a result, if the media leads the public in a negative direction, then this will have a less favorable impact on the company or institution, because it can affect the reputation or image of the company or institution. If the media leads public opinion in a positive direction, then this will increase the reputation of the company or institution which in the end will strengthen public trust.

Rini Damastuti in her book entitled *Media Relations: Concepts, Strategies, and Applications* states that media relations activities are divided into two forms. The first is writing such as press releases, which are writings addressed to the editorial team, notifications about public services, and communication through media on the internet. The second is by holding an activity or event, for example a media gathering or media relations made by PR practitioners, press calls made to convey information over the phone, media events such as invitations for the media to become sponsors in an activity, or press conferences with the media.

The key to media relations activities is consistency. Public relations needs to provide information to the media regularly and often hold meetings for casual sharing. This is important because the media will always want information every day, at all times. Consistency is also needed in the content of the publication so that it is not boring. A public relations person must think about the news that will

be published, who is the audience, how relevant is the news, how long the story is, the accuracy of the news, and who is the news presenter. So that the message conveyed through the media can be well received by the public. Based on this background, the problem in this paper is how significance of media relations are in achieving the aim of public relations?.

## B. THEORETICAL FRAMEWORK

Some of the new writings related to this research include: 1. "Interaction between media and public relations: Establishing effective communication channels" by Yuyue Zhang, published in 2023. This paper introduces the concept and significance of media and public relations, and the process of effectiveness of communication channels, including press conferences, press releases, social media platforms, interviews, public speeches and forums. 2. "Aktivitas Media Relations: Menjalin Hubungan Akrab dalam Industri Komunikasi," written by Daman, published in 2023. This paper concludes that media relations activities are an important strategy in building good relationships with the mass media. By conducting media relations activities effectively, organization can increase community engagement, build a positive image, and manage crises well.

3. "Media Relations," written by Aniswa Miladi dan Qurratu Aini, published in 2022. In this paper, the researcher concludes that it turns out that media relations plays an important role in companies to improve and maintain a positive image of the company in society. 4. "Aktivitas media relations konsultan public relations media buffet dalam membantu pembentukan citra perusahaan klien," written by Siti Sekar Ayu Fadillah dan Dwi Kartikawati, published in 2020. The results of the study show that Media Buffet's Media Relations activities are: 1. Introduction Media, and 2. Maintaining Relationships. The Media Relations activity strengthens the beneficial relationship between Media Buffet PR Consultants, Media and PT Paxel (Client). 5. "Media Relations sebagai Upaya Humas dalam Diseminasi Ilmu Pengetahuan (Studi pada Perguruan Tinggi)," written by Yugih Setyanto and Paula T. Anggarina, published in 2016. This paper discusses how public relations should play a role as an agent of science dissemination. By observing the title of the paper, the focus of the study and its conclusions look very different from the author's research.

### **C. RESEARCH METHOD**

The type of research is a conceptual qualitative descriptive. Conceptual research is defined as a methodology wherein research is conducted by observing and analyzing already present information on a given topic. This research does not involve conducting any practical experiments. This research is based on library research using the Communication Science approach, especially media theory. This theory was popularized by Marshal McLuhan in the 1960s. Media theory is defined as the study of the communication media behind its content, focusing on the exact features of each media that affect social, political, and economic life.

This theory explains how one medium is influenced in the dissemination of information physically and psychologically. This theory is useful in understanding the various media and how each medium can be useful in disseminating information. Media theory can help researchers in mapping the significance of media relations in various public relations activities. This conceptual research was carried out through 3 stages: 1. Collecting data on media relations and public relations from relevant sources, 2. Mapping the relationship between media relations and public relations, 3. Packaging the significance of media relations in achieving the aim of public relations..

### **D. RESULTS AND DISCUSSION**

The Basic Concept of Media Relations and Public Relations

#### **1. Media Relations**

Philip Lesly defines media relations as a relationship with communication media to publicize or respond to media interests against organizational interests. Meanwhile, Frank Jefkins as quoted by Nurudin, defines media relations as an effort to seek maximum publication or broadcasting of a message or public relations information in order to create knowledge and understanding for the audience of the company organization concerned. From the definition above, it can be said that media relations are one part of public relations activities in simple terms, if the flow of communication in the practice of media relations is described, it will appear as follows:



**Image 1.1** Media Relations Communication Flow  
Source: Rini Darmastuti, *Media Relations*, 2005.

Media relations is important for Public Relations based on the following reasons: 1. Building a positive image of the company. 2. Reject oblique issues directed at the company, 3. Increase public trust in products, 4. Reach a wider audience, and 5. Get access to your audience without paying a fortune. Points 1, 2, and 3 reflect the similarities between media relations and public relations functions.

Media relations involves working with the media for the purpose of informing the public about the organization's mission, policies, and practices in a positive, consistent and credible manner. It also entails developing symbiotic relationships with media outlets, journalists, bloggers, and influencers to garner publicity for an organization. This means that direct coordination with the people responsible for producing news and features in the mass media is required. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.

In carrying out its duties, public relations requires the mass media to convey its message to the public (in this case the public) and the mass media needs public relations as a source of news for the media. In today's era, mass media has a very big role in life. Transfer of knowledge, information transfer, and even communication can be done using mass media.

The mass media that is understood is divided into three contexts, namely print media, electronic media and new media.<sup>1</sup>

#### **a. Printed Media**

Eric Barnow said that printed media or printed pages are all items that are printed and intended for the public. Andrian D. Hagijanto in the journal *White Space in Advertising in Print Media* (1999) wrote that print media is a static medium that prioritizes visual messages. This media contains a number of

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<sup>1</sup> Rini Darmastuti, *Media Relations*, hlm. 21.

words, images or photos in color as well as white pages. The information contained in print media is general and not limited to a

specific scope or group only. Print media include newspapers, magazines, and tabloids.<sup>2</sup> These printed media help organizations or companies in presenting their vision, mission and advertisements.

#### **b. Electronic Media**

Electronic media is a medium that uses electronics or electromechanical energy for the end user to access its content. Electronic media sources that are familiar to general users include video recordings, audio recordings, multimedia presentations, and online content. Electronic media can be analog or digital, although new media is generally digital.<sup>3</sup> There are several types of electronic media, such as: 1. Television. In relation to public relations work, there are many ways that a public relations person can use to reach the audience through media relations activities using television, including making talk shows, interactive communication, and advertisements. This fact shows that television can reach the public and can be used as a medium that can affect society. 2. Radio. Radio seeks to serve audience in certain segments and groups. For a public relations person, radio has a very big role in building the image of the company or organization in which they belong. Through radio, they can create interactive discussion shows, advertisements, and news about the organizations or companies they work for. It is even possible that the image of an organization or company where they work can be done by making radio plays.

#### **c. New Media**

New media is a type of media that utilizes the internet with online technology. The phrase "new media" refers to computational media that shares content online and through computers.<sup>4</sup> New media is a communication technology that strengthens the interaction between users and between users and content.<sup>5</sup> The emergence of new media has brought transformative changes to journalism, reshaping how news is produced, consumed, and disseminated. Traditional media platforms such as newspapers, television, and radio have been significantly impacted by the rise of digital technologies, including social media,

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<sup>2</sup> Widiensyah Anugerah, "Apa Itu Tabloid? Pengertian, Karakteristik, dan Contohnya," Januari 29, 2023 <https://www.localstartupfest.id/faq/apa-itu-tabloid> (04 April 2025)

<sup>3</sup> "Media Elektronik," [https://id.wikipedia.org/wiki/Media\\_elektronik](https://id.wikipedia.org/wiki/Media_elektronik) (04 April 2025)

<sup>4</sup> "New Media," [https://en.wikipedia.org/wiki/New\\_media](https://en.wikipedia.org/wiki/New_media) (04 April 2025)

<sup>5</sup> Ronald E. Rice, *The New Media: Communication, Research, and Technology* (1st ed.). (CA: Sage Publications. 1984), hlm.

online news platforms, and mobile apps.<sup>6</sup> The shift to digital platforms has forced traditional media to adapt, often resulting in the adoption of new technologies and formats. Social media has emerged as a powerful tool for news dissemination and audience engagement. However, it also poses challenges related to the credibility of information and the spread of misinformation.<sup>7</sup>

The internet as the embodiment of new media comes with all activities that are owned as the most popular communication media in people's lives. Through the internet, everyone can access news and information from other parts of the world or from their own region. The internet can also be used as an entertainment medium and even an educational medium that provides a lot of needed information. The internet also provides facilities to communicate with each other. By using the internet, people can send their messages via e-mail or build networks with others through Facebook, Twitter or other forums.

The development of the internet can be used by public relations to convey messages and information from companies or organizations where they are located. The messages they conveyed were in the form of news of company developments, system changes, new product launches, and advertisements.<sup>8</sup> The most important things about the media or press that a public relations practitioner must know: a. Editorial policy, Frequency of publishing, c. Publication date, d. Printing process, e. Circulation area, f. Reader reach, g. Distribution methods.<sup>9</sup>

## 2. Public relations

Public relations is the entire effort that is carried out in a planned and continuous manner in order to create and maintain goodwill and mutual understanding between an organization and the entire audience". So, public relations is an activity that is organized in such a way as a series of integrated campaigns or programs and everything runs regularly.<sup>10</sup> Public relations is an applied science and a bridge to all aspects of life. A strategic investment in getting targets in various activities, both business, social, and personal image. The

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<sup>6</sup> Muhammad Umair Chaudari, et al. "The Impact of New Media on Contemporary Journalism" *The ritical Review of Social Sciences Studies*, Volume 3, Number 1, 2025January 2025: hlm. 876-886.

<sup>7</sup> Muhammad Umair Chaudari, et al. "The Impact of New Media on Contemporary Journalism" *The ritical Review of Social Sciences Studies*, Volume 3, Number 1, 2025January 2025: hlm. 876-886.

<sup>8</sup> Rini Darmastuti, *Media Relations*, hlm. 62 – 68.

<sup>9</sup> M. Linggar Anggoro, *Teori dan Profesi Kehumasan*, (Jakarta: PT. Bumi Aksara. 2001), hlm. 154.

<sup>10</sup> M. Linggar Anggoro, *Teori dan Profesi Kehumasan*, hlm. 1 – 2.

concept of public relations is the basis of thinking implemented in communication programs in guest relations, sales promotion, marketing communication, publications, internal communication, promotional materials and even advertising.<sup>11</sup>

On the other hand, the Public relations Society of America (PRSA), a public relations organization formed in 1947 in the United States, in 2002 formulated the following public relations activities: 1. Community relations, 2. Counseling, 3. Developing/fundraising, 4. Employee/member relation, 5. Financial relation, 6. Government affairs, 7. Industry relation, 8. Issue management, 9. Media relations, 10. Marketing communication, 11. Minority relation/multicultural affairs, 12. Public affairs, and 13. Special events and public participant.

Public relations is an applied science and a bridge to all aspects of life. A strategic investment in getting targets in various activities, both business, social, and personal image. The concept of public relations is the basis of thinking implemented in communication programs in guest relations, sales promotion, marketing communication, publications, internal communication, promotional materials and even advertising.<sup>12</sup> In the field of public relations, the government has two main tasks, in the form of strategic tasks and tactical tasks. Strategically, government public relations participates in decision making processes. Meanwhile, for tactical tasks, government public relations have a role in providing information to the public, carrying out mutual communication and creating a good image for their institutions.<sup>13</sup>

In broadcasting information, government public relations officials certainly need the participation of the media to publish all the activities that have been carried out. So it is natural to say that the relationship between public relations and the media is a two-way relationship. The organization provides information and facilities to the press when requested, otherwise the press provides comments and broadcasts news. So that in an effort to foster media relations, public relations carry out various activities that come into contact with the mass media or the press, including: 1. Press conference, 2. Press briefing, 3. Press tour, 4. Press release, 5. Special event, 6. Press luncheon, 7. Press interview.<sup>14</sup> The objectives of public relations according to Rachmat Kriyantoro

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<sup>11</sup> Ika Sastrosuebrotto, *Public Relations Tales*. (Jakarta: Raih Asa Sukses, 2013), hlm. 24

<sup>12</sup> Ika Sastrosuebrotto, *Public Relations Tales*. (Jakarta: Raih Asa Sukses, 2013), hlm. 24.

<sup>13</sup> H.A.W. Widjaja, *Komunikasi: Komunikasi dan Hubungan Masyarakat*, (Jakarta: Bumi Aksara. 2008), hlm. 63.

<sup>14</sup> Elvinaro Ardianto, Lukiat Komala dan Siti Karlinah. *Komunikasi Massa*, Bandung: Simbiosis Rekatam Media. 2007), hlm. 182 – 183



are: 1. Creating mutual understanding between the company and the public, 2. Building a corporate image, 3. Forming a favorable public opinion, and 4. Forming good will and cooperation.<sup>15</sup> Bertrand R. Canfield sendiri menyebutkan 3 fungsi public relations, yaitu: 1. It should serve the public's interest, 2. Maintain good communication, and 3. Stress good morals and manners.<sup>16</sup>

### Relation Model of Public Relations and Massa Media

Public Relations is the process of interaction between organizations and the public in creating public opinion, providing perception, instilling understanding, fostering motivation, and creating public participation. This process has the goal of mutual benefit, instilling good intentions, so that a good image emerges from the public towards the company.<sup>17</sup> Mass media itself, according to the *Communication Lexicon*, is "a means of conveying messages that are directly related to the wider community, such as radio, television, and newspapers."<sup>18</sup> There are many ways that public relations practitioners apply in their efforts to build good media relations with the mass media. Some of the intended ways are as follows:<sup>19</sup>

1. **Media Release:** this method we often hear as Press Release. The Press Release itself is a news text produced by public relations practitioners regarding issues or product introductions and policy socialization to journalists in the hope that it will be published in the mass media.
2. **Press Conference:** this method is often heard, especially in the world of Electronic Tv. Media. For a public relations person, Press Conferences are very effective for issues that occur in the organization.
3. **Press Visit:** the way of Press Visit is almost the same, is to invite journalists to come, the difference is the situation that the organization is facing.
4. **Press Reception:** this method is applied to establish informal relations between public relations and journalists. It is precisely this informal relationship that can be applied as ammunition for a public relations

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<sup>15</sup> Rachmat Kriyantoro, *Public Relations Writing: Media Public Relations Membangun Citra Korporat*, (Jakarta: Kencana Prenada Media Group, 2008), hlm. 5 - 17.

<sup>16</sup> Bertrand R. Canfield, *Public Relations: Principles and Problems*, (Englewood Cliffs Prentice -Hall, Inc. 1959), hlm. 468.

<sup>17</sup> Hendrik, "Pengertian Public Relations: Tugas, Tantangan, Tujuan dan Teknik," <https://www.gramedia.com/literasi/public-relation-adalah/> (04 April 2025)

<sup>18</sup> Tere, "Pengertian Media Massa dan Karakteristiknya sebagai Sarana Komunikasi" <https://www.gramedia.com/literasi/pengertian-media-massa/> (04 April 2025)

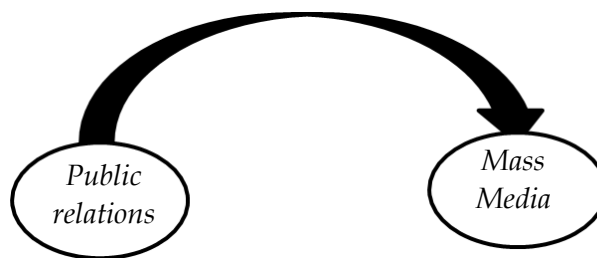
<sup>19</sup> "Media Relation: Pengertian, Definisi, Fungsi & Manfaatnya," <https://akudigital.com/bisnis-tips/pengertian-media-relation> (04 April 2025)

person when required to quickly inform the clarification of issues in the mass media.

These methods are carried out in public relations according to organizational conditions by considering certain needs and momentum. The relationship with media relations must always be considered and strengthened. If the media relationship works well, it will be easier for companies to reach the public when there is important information to convey. Public relations and mass media in carrying out their duties must continue to maintain relations with each other so that they remain harmonious. The model of public relations with the mass media is divided into four, namely:

a. *Press Agency/Publicity*

The form of relationship between public relations and the media in the press agency or publicity model is a form of relationship with the purpose of propaganda. In this relationship, the relationship between public relations and the mass media emphasizes more on business relations with an emphasis on public relations interests. Public relations establishes relationships with the mass media for the purpose of persuading the public. In other words, mass media is used by public relations as a medium that makes it easier to reach audience and persuade audiences. Communication that occurs between public relations and the mass media is one-way communication. Public relations gives a message to the mass media, then the mass media does what public relations wants.



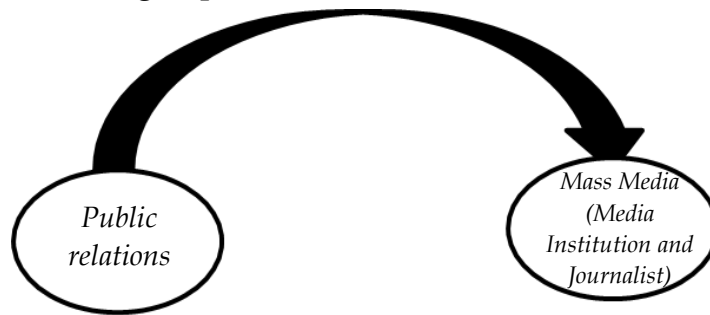
**Image 1.2** Model of public relations relations with mass media  
Model Press Agency/Publicity.

b. **Public Information**

This model is used in public relations in establishing relationships with the aim of disseminating information and not always with the aim of persuasion. In this model, public relations functions as a journalist from within the organization. Their job is to objectively report information about their organization to the public. In this relationship model, public relations with journalists and media

institutions are as friends who help each other and complement each other in providing information.

This relationship model is usually used to convey messages related to the information owned by the company they work for. But the information published by public relations to the public using the mass media is information related to the activities carried out by the organization or company, information is not related to advertising or promotion.



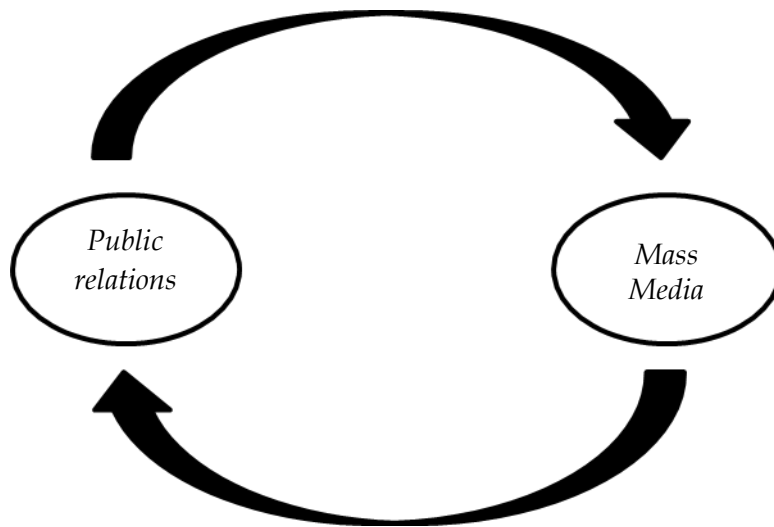
**Image 1.3** Model of public relations relations with mass media  
Model Public Information.

In this relationship model, public relations usually uses forms of future writing (such as infotorial) to convey information related to the organization or company they work for. This model is more widely used by governments and associations that do not seek profit to convey information from their companies or organizations.

### c. Two-way Asymmetric

This model of the relationship between public relations and the mass media has more functions than the Press Agency or Publicity Model, even though their purpose is better than just scientific persuasion. When using this relationship model, public relations practitioners usually use knowledge from social science theories and research on attitudes and behaviors to invite the public to accept the public relations perspective about the organization. The goal is that the audience has a way to provide support to the organization, besides public relations also tries to build logic to the audience by being invited to think scientifically.

The communication that occurs between public relations and the mass media is two-way communication, but it is not balanced. Communication does occur between communicators and communicators, but communication is not balanced. Indeed, feedback has already occurred in this communication from communicators, but feedback is very limited. The form of communication in this model can be described as follows.



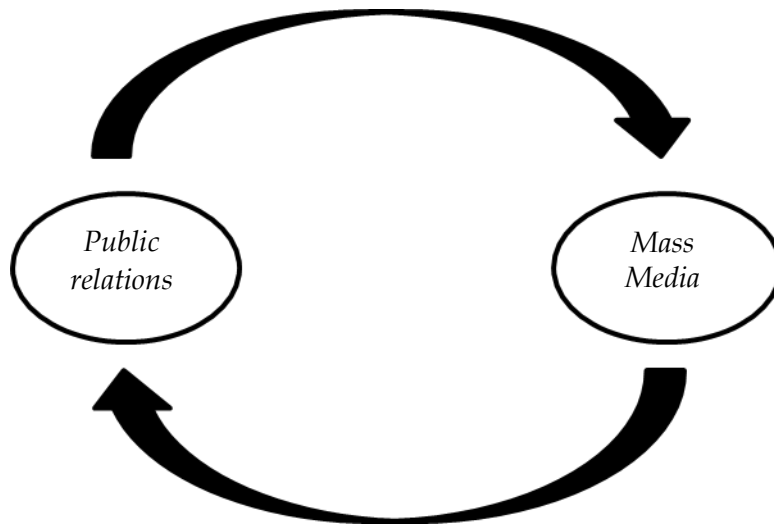
**Image 1.4** Model of public relations relations with mass media  
Model Two-way Asymmetric

This model of the relationship between public relations and the mass media is formative, an evaluation of actions. This form of communication in this model is usually used in business competition and the world of advertising

*d. Two-way Symmetric*

In the two-way symmetric model, public relations practitioners play a more role as mediators between the organization and their public. Because of this interest, the relationship that occurs between public relations and the mass media (media institutions and journalists) in the symmetric two-way relationship model is a mutually supportive and mutually beneficial relationship to support each other's work. This communication model aims to form a state of mutual understanding between public relations and the mass media, mutual understanding which is meant by mutual understanding between media institutions and the organizations where they work, as well as mutual understanding between organizations and their public.

In this relationship model, communication carried out between public relations and the mass media is two-way communication with a balanced effect. Usually communication is carried out in communication from group to group. This model is described as follows:



**Image 1.5** Model of public relations relations with mass media  
Model Two-way Symmetric.

Research on the relationship between public relations and mass media in this model is usually formative and to evaluate problems, for example research related to professional leaders who manage business and advertising.<sup>20</sup>

Finally, in Public Relations activities based on the model that has been mapped above, evaluation and research on the environment are carried out to determine the steps to be taken and to adjust the need for harmonious public relations activities. In relation to the model that has been mapped above, the selection of the right model for Public Relations depends on the structure of an institution or company and the environmental conditions in which the institution or company acts.

### **The Significance of Media Relations in Acheaving the Aim of Public Relations**

Some contribution of Media relations in acheaving the aim of Public Relations:

#### **1. Media relation contributes in building a positive image of the company.**

One of the main functions of Public Relations as mentioned in the previous description is to create, maintain, and improve the positive image of the organization to the public, according to its conditions.<sup>21</sup> This goal will be achieved with media contributions because it can help an organization to maintain its positive image. Good coverage of the media will provide a good image for the company. The media can indeed make an organization famous or

<sup>20</sup> Rini Darmastuti, *Media Relations*, hlm. :137-142

<sup>21</sup> Neni Yualita, *Dasar-dasar Public Relations*, (Bandung: Pusat Penerbitan Universitas, 2005), hlm. 42-43.

famous, but in addition to that, the media can also make an organization fall in the image of the public.

**2. Media relation has the ability to reject oblique issues directed at the company.**

An organization or company is susceptible to skewed issues that a person or group of people or other organizations or companies are exhaling. Organizations will be more or more vulnerable when there is competition with other organizations, especially if the competition has reached unfair competition. Every organization is actually competing with other organizations. The hope is that there will be constructive competition, but in reality competition is also sometimes destructive. Media relations will be able to help organizations break away from these slanted issues.

**3. Media relation has the capacity to Increase public trust in products.**

An organization according to its field of work will produce products both for the internal circle of the organization but even especially for external circles. The products produced vary both in the form of goods and services or services. The company certainly wants its products to be accepted, bought, and used by the public. Media relations will be able to increase public trust in the products produced. One of the roles played by media relations is to increase public trust in the products of a company. Media relations increase customer confidence in using the company's products, and at the top fosters investors' desire to invest their capital in the company.

**4. Media relation helps public relations to reach a wider audience.**

One of the principles of Public Relations is to attract support from the community. Organizations such as universities and companies certainly want a wider reach of the community, so that more and more people know universities and companies with all the products they offer. Universities crave a wider reach so that it is more widely known to the public and the public trusts universities to educate their sons and daughters. The company is sure to want to be known as widely as possible so that many people will become customers of the products offered. This is directly related to one of the roles of media relations, which is to reach a wider audience. Mass media contributes much to organization to reach public in a wider area.<sup>22</sup>

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<sup>22</sup> Onong Uchjana Effendy, *Human Relations dan Public Relations*. (Bandung: Penerbit CV. Mandar Maju, 2009), hlm. 153..

## **5. Media relation enables public relations to get access to the audience without paying a fortune**

The main function of Public Relations is to create mutual understanding between the company and the public. This commonality of understanding will be achieved through communication, as communication creates similarities in cognition, attitudes and actions. The media according to its function will be able to deliver the company to its audience. The company will be able to connect with its audience but will require a rather large amount of funds. Connection with the audience can be realized through the media without spending money.

## **6. Media relation helps public relations in the dissemination of knowledge**

One of the organizations that is very concerned with the dissemination of science is higher education. Higher education is not only a source of knowledge but also a center for the development and dissemination of science. Science in higher education will be disseminated through various means, lectures, conferences, and media. In the dissemination of knowledge to the public through the media, this is where the importance of media relations lies. Media relation can bridge universities with publishers and media. Public relations can play a broader role not only as a mediator between institutions and the public but can also be a disseminator of scientific works that have only been "stored" on campuses so that they are better known by the public.<sup>23</sup> Science will be spread through media platforms, such as journals, magazines, newspapers, and bulletins.

## **E. CONCLUSION**

Building good relationships with the mass media is an urgency for a Public Relations Officer (PRO). It is urgent because on the one hand the success of a Public Relations is determined by the mass media. On the other hand, a Public Relations Officer also has a very important role for mass media institutions and mass media workers. This means that the Public Relations profession and media workers are two professions that need each other. Media relations have a close relationship with public relations because they have certain points of similarities in their function. However, the relationship between Public Relations and media workers is sometimes problematic due to differences in interests. Therefore, understanding media is very important due to their contribution to enable public relations in achieving its aim. Media relations have significance in

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<sup>23</sup> Setyanto, Yugih dan Paua T. Anggarina. "Media Relations sebagai Upaya Humas dalam Diseminasi Ilmu Pengetahuan (Studi pada Perguruan Tinggi)." 2016: hlm. 1 – 13. <https://www.researchgate.net/publication/303457253> (05 April 2025)

achieving the aim of public relations, including: Building a positive image of the company, rejecting oblique issues directed at the company, increasing public trust in products, reaching a wider audience, get access to audience without paying a fortune, and contributing in knowledge sharing.

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