The Role Of Public Relations Through Social Media To Improve Corporate Image (A Case In Jica)

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Abstract
Japan and Indonesia have long held bilateral relations in various sectors. The Japanese Government through JICA (Japan International Cooperation Agency) provides assistance to developing countries, one of them is Indonesia. As an intergovernmental international organization, there is an active role of public relations that works to improve the company's positive image. In the process of improving corporate image one of the elements that have a role is communication. JICA Indonesia public relations and social media have a very important role because it is a liaison of communication and information between corporate Public Relations to stakeholders both internal and external companies. By carrying the concept of Cyber Public Relations in improving corporate image, this research was conducted using qualitative methods to produce an original description with communication point of view. The data collected from JICA Indonesia public relations has utilized social media to boost the company's positive image with the Cyber PR concept. It can be proven by JICA Indonesia has already applied Cyber PR forms including Social Media Release and Video News Release.

Keywords: communication, social media, Cyber PR, public, corporate image, JICA Indonesia

Introduction
Indonesia and Japan are countries with close bilateral cooperation in various sectors. Cooperation undertaken by Japan with Indonesia through JICA indicates a good bilateral relationship between the two countries. Bilateral relations are cooperative relationship that occurs between two countries in the world that cannot be separated from the interests of each country. Bilateral relations refer to political, economic and cultural relations involving two countries (Djelantik, 2008).
According to Krisna (1993) bilateral relationship is a condition that describes the relationship of mutual influence or reciprocal relationship between the two parties, as well as involved due to the motives of interest. The reciprocity emphasizes the existence of action reactions in bilateral relations. In the context of the state, reciprocal relationship is defined as a win-win situation in which the interests of each country are met.

The partnership relationship is realized with the help of Japan's programs and projects to Indonesia through the Japanese government agency, JICA (Japan International Cooperation Agency). The realization of this cooperation is also one part of the foreign policy of the Japanese Government or ODA (Official Development Assistance). According www.jica.go.jp, ODA is broadly divided into bilateral aid, in which assistance is given directly to developing countries, and multilateral aid, which is provided through international organizations. JICA provides bilateral aid in the form of Technical Cooperation, Japanese ODA Loans and Grant Aid.

The Japanese government has given ODA to Indonesia since 1967 with the idea that debt to countries once colonized can reconstruct the country's development. Japan considers Indonesia to have an important geographical position for the interests of cross-sea transport of Japan, especially in supplying the need for oil and gas and other commodities from Indonesia. On the other hand, Indonesia is very interested to get ODA because it is a soft loan with interest only 2% and maturity period for 30 years. This assistance is certainly very useful in infrastructure development in various fields in Indonesia. (Anwar, 2014)

As an international governmental organization, JICA is inseparable from the role of public relations that can improve the image of the institution. The development of information and communication technology has influenced the practices in the field of communication work, including public relations (PR). In the context of public relations, social media provides additional channels to communicate with public targets. Social media, with its various characteristics, requires public relations to adapt according to current developments. The presence of social media makes communication two-ways and creates a new form of monitoring and analyzing media (Grunig, 2009; Macnamara, 2010). The presence of social media has changed the way public relations practitioners think and implement their practices and assume that this is a revolutionary power in the public relations field.

Public Relations basically serves to establish relationships with the public, as said by Cutlip et al (2009) that public relations (PR) is a management function that builds and maintains good and useful relationships between organizations and the public that affect the success or failure of the organization. One of the dimensions of establishing relationships is communication. Public relation nowadays is different from previous public relations that use conventional media to communicate with publications to public, such as television, radio and newspapers. But with the development of era and
technology, conventional mass media have been considered ineffective because the communication that happened only one way that is only company to public and not vice versa. But now the internet provides a solution to that problem, which is one-way communication with ineffectiveness that occurs. The Internet provides solutions to create two-way or more communications that cause public positions with companies or other parties to be aligned. Coupled with the various features provided by the internet, the cyber public relations activities practically become an option for companies or organizations to develop image and maintain reputation in the eyes of the public, because basically one of the goals of a company's public relations activities is to form a positive image of the company in the eyes of the public as a whole. A positive image is needed by all companies in an effort to increase the credibility of the company or institution.

Media, especially online media in this case is very important role and promises great potential for public relations to serve as a medium communicating in order to improve the image. Public relations involvement in online media there are various terms used one of them is Cyber PR. According to Onggo (2004) Cyber PR is an initiative public relations that uses the Internet as a medium of publicity. According to Onggo (2004) by utilizing the internet, the company strives to build a one to one relations simultaneously and interactively with its public target. The Cyber PR activity can produce what is called 3R for the company, namely: 1) Relations, able to interact with various target audience to build relationship and image of company; 2) Reputation, an asset that most important in a business. Cyber public relations is an art in building online reputation on an ongoing basis. 3) Relevance, making the online relations initiative activities relevant to the target of the corporate public. From the explanation, it can be said that the implementation of cyber PR interpreted as the implementation of PR programs by utilizing online media to communicate with the public.

The role of public relations in an institution or organization is very important, because every institution needs the work of public relations practitioners to help the course of work and also PR can maintain the image of an institution, so that an institution can be recognized and trusted public, because a publicist is the bridge or the first door from an image formed in the community at a particular institution. Public relations involvement in the use of social media is a managerial role of public relations in relation to social media. This is an opportunity for PR practitioners to contribute to the organization, as PR and communications professionals are well positioned to strategically guide all types of communications for their companies, including social media. Social media has demanded the need for practitioners to work more closely with policy-related matters (Breakenridge, 2012). With the initiative of public relations activities in utilizing internet communication technology or Cyber PR expected the company is able to maximize its communication activities in forming a positive image. Based on this
background, this study aims to find out how the role of public relations JICA Indonesia and social media in improving corporate image with the concept of Cyber PR.

**Literature Review**

**Social Media**

Andreas Kaplan and Michael Haenlein state social media as an internet-based application group built on the foundation of Web 2.0 ideology and technology, and enables creation and exchange of user-generated content. Web 2.0 became the basic platform of social media. Social media exists in there in many different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikipedia, podcasts, images, videos, ratings, and social bookmarking. Social networking is a site where everyone can create a personal web page, then connect with friends to share information and communicate. If traditional media use print media and broadcast media, then social media use the internet. Social media invites anyone interested in participating by contributing and feedback openly, commenting, and sharing information in quick and unlimited time. Social media is an online medium, with its users easily participating, sharing and creating content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and Wikis are the most common form of social media used by people around the world. (Lesmana, 2012)

**Public Relations**

Public Relations is a distinctive management function and supports the coaching, maintenance of shared pathways between the organization and the public, concerning communication activities, understanding, acceptance and cooperation; involving management in dealing with problems / problems, helping management to be able to face public opinion; support management in following and utilizing changes effectively; acts as an early warning system in anticipation of trends in research use as well as communication techniques, and sound and ethical communication as the primary means. (Ruslan, 2003: 16). The purpose of public relations is to create a good corporate image, covering various services, services, and products produced to the community as a user directly. PR seeks to create a perception of society, as stakeholders if it is planned by public relations can take place as planned will be created a favorable opinion for the company. To achieve those goals, PR does some strategies to optimal alternative chosen to be pursued to achieve objectives public relations within the framework of public relations plan. Various choices of activities to be undertaken and implemented company. As the basic framework of the public relations plan of a company, so what will be done public relations in short, medium, and long term has been mapped well. In other words, planning is one of the basic functions of the management process. (Ruslan, 2003)
Cyber PR

Some discourse says that cyber public relations is a relationship between the virtual world and the experience of communicating online (Samsup & Kim, 2003) or in other words is effective communication in the virtual domain. The use of communication strategies in cyber public relations does not experience significant differences, but more emphasis on the use of communication technology that can provide efficiency in the consumer communication experience, such as a sense of connected between consumers of the company. So it can be said that cyber public relations is one of the strategies of the public relations that cannot be ignored. As a strategy, cyber public relations certainly has an important role in the image formation of a company. Some strategies of cyber public relations that can be used include online publications and social media.

Solis and Breakenridge (2009) describe some forms of Cyber PR:

a. Social Media Releases (SMR)

In the era of social media, news releases are more likely to be packaged into a story and not as a promotion. Social Media Releases (SMR) basically emphasizes the importance of information, content that is interesting, useful to others and not hyperbolic. SMR can contain information that is in line with the company's views such as market share or interesting facts about the company that differentiate it from other companies and may include other news supporting the information. SMR can be distributed in various ways, can be through blogs and other social media. SMR can be written and intended for journalists, bloggers, analysts and others in accordance with the purpose of writing.

There are 10 basic principles that can be used as a foundation for SMR:

1) Address the message
2) Inform not affect
3) Write equally
4) Involve traditional media and new media
5) Informative
6) Provide resources and links
7) Use social media available for dialogue
8) Hearing
9) Conversation
10) Learning

b. Creating Video News Release (VNR)

Video News Release is a news release in audio visual format. VNR is one of the most powerful ways for homework to tell visually because people will more enjoy a story packed with video formats and not just text. There are several important points emphasized in VNR:

1) VNR can be used to inform about new product launches, changes in consumer behavior, product demos and so on.
2) Exciting packaging encourages people to share the video to others.
3) PR needs to know the channel used by the people (target VNR) to seek information and share content.

**The role of Public Relations**

Public relations in its activities strives to create a balanced reciprocal communication between the company and the community with a well-established communication between the community and the company, is expected to create mutual understanding between the company and the community. The existence of similarities of meaning and mutual understanding between the two, then it means the existence of sufficient information that can be utilized as a means of preventing the difference perception. The existence of equality of perception between society and company can improve company image in society. Typical management functions support coaching and maintenance of shared pathways between the organization and its public on communication, understanding, acceptance and cooperation (Arifin, 1998).

Public Relations has an important role to maintain the image and progress of the company (Liliweri, 1991). Therefore, the function and task of public relations besides maintaining the company's image is not less important is to maintain communication both internally and externally, by promoting good moral and communication behavior. The judgment given by society to a company or a government department did not come suddenly. However, it occurs through a long process. For example, a company that provides services and services always get a direct or indirect assessment of what has been and is being implemented.

In general, public relations acts as a bridge between corporate and community. Public Relations in corporate management, trying to support management activities in creating a positive image by creating a mutually beneficial communication between the two parties, namely companies with the community. In other words, public relations has a big role in creating a conducive relationship or a positive image between the company and the community.

Public relations is engaged in two sectors: 1) the internal sector and 2) the external sector. MayRudy (2005) states that external public relations includes several things:

1) Public relationstrying to provide various information relating to the procedure, the timing of the implementation of an event conducted company to the community
2) Creating a good relationship between the community around the company with the company; a) Creating a conducive relationship with the media, trying to analyze opinions that develop in the community related to the company and trying to absorb the aspirations of community groups and b) Creating two-way communication and fostering mutual understanding with the government as a stakeholder.
**Corporate Image**

Organizational communication behavior in creating images will be recorded in memory, and the recorded behavior is the cira itself. Therefore, the image formed is a series of organizational communication behavior involving various elements such as knowledge, understanding and experience organized in the cognitive system (Mulyana, 2000). Image is anything related to communication behavior related to thoughts and emotions that can be used as a guide in solving problems that arise unexpectedly. The image formed is a social reality, to create a name and reputation. So with the reputation is expected to provide a good public perception of the company.

Alifahi in Ardianto (2010) states that reputation is a real picture of the public perception related to corporate communication behavior in the future compared to competitors. Ardianto (2010) also suggests an image is reality. Therefore, companies in developing the image must be guided by social reality. Building an image is a picture that is in the minds of society based on experience gained related to certain companies in other words image is the public perception about the behavior of a company's communication. If the image is not in accordance with the existing reality, while the performance does not support, then there can be a mistake in communicating. However, if the image matches the existing social reality, it is a reflection of the company's poor performance, then it can be said that there is an error in managing the organization. (Ardianto, 2010)

Frank Jefkins in Soemirat and Ardianto (2010) suggests types of images, among others:
1. The mirror image (reflection) which is how the organization suspects the image of the organization is seen by external audiences.
2. The current image (image is still warm) is the image that is being on the external public about the organization concerned.
3. The wish image (image desired) is the image desired by the organization. This image is applied to something new before the external public gets the full information.
4. The multiple image (image is layered) is a number of images of individuals, branch offices, or other company representatives who can form a particular image of a company or organization. The image formed is not necessarily in accordance with the uniformity of the image of the entire company or organization.

**Social Media and Public Relations**

Generally, the literature discusses how public relations use social media well to communicate, but the public relations task not only designs and disseminates messages from organizations through social media. On the other hand, public relations can also contribute more to the organization, namely at the managerial level. This contribution can only be realized when public relations plays a role in organizational decision making, participating or having access to decision making, public relations contributions are
identifying consequences, stakeholders, the public, and the outcome of decisions or matters of concern to management. For example, social media or digital media offer broader monitoring of issues than if only monitoring news in conventional media such as newspapers or television (James 2007; Grunig, 2009).

However, this monitoring and evaluation business has not been fully utilized. A number of studies found that less than 40 percent of public relations practitioners did not monitor what external strategic public discussions on other blogs or social media about the organization, and only 25 percent of respondents measured what employees talked about their organizations in social media (Macnamara, 2010). While Wright's (2012) study shows that in the last three years less than 50 percent of public relations practitioners are respondents, monitoring social media about what the external public is talking about their organizations. The percentage is lower in terms of monitoring of social media communications conducted by the internal company, which is below 30 percent. If drawn further, social media can also provide benefits to the public relations itself, which is getting more recognition from the organization where they take shelter. This is based on the opinion of some experts on internet presence for public relations. The use of the World Wide Web by public relations practitioners can improve the role of public relations practitioners - be they technical or managerial roles - and improve their status in the organization.

The use of the Internet for information retrieval can improve the skills and structural position of public relations practitioners (James, 2007). Diga and Kelleher (2009) concluded that public relations practitioners who have competence in using social media gain structural, expertise, and prestige recognition. The role of public relations in the organizational management level also includes in terms of cooperation or coordination with different departments. According to James (2007) the presence of internet and social media requires the organization or company to provide information quickly and accurately to the public. This factor may put pressure on the public relations practitioner and the team in which they work. Pressure also occurs in relationships between public relations practitioners with divisions or other departments, or staff in the senior ranks. In addition, the pressure also occurs on the relationship with the division of information technology / IT if there is no direct access to upload to the corporate website. Public relations practitioners may have to forge stronger relationships with the IT department and may have to engage with an organization legal counsel in order to determine the content procedure when content is requested directly to appear. Research shows that practitioners who use new technology such as blogging get more recognition in the organization that the publicist has the power. (James, 2007)

Some practitioners may find themselves working with key decision makers in organizations that do not control the media, and in the end, public relations work with decision makers who are very concerned about media development and want to use them without considering full implications. Smart practitioners know that social media
can help prepare the organization from every point of view when things go wrong. Practitioners can monitor the growing issues in society around organizations through social media (Wigley and Zhang, 2011).

In Kelleher’s research (2009) shows the production of corporate blogs is distributed and performed by many people who represent the organization and they do not consider themselves as Public Relations, meaning social media is used by the organization, but does not describe that Public Relations is the most active party in this communication area. What posts of each individual in the organization through their personal social media accounts can influence the image of the organization. In this study the authors focus on social media used by JICA Indonesia as an international company and how public relations plays an active role in strategy to improve the positive image of the company.

**Research Methodology**

This type of research uses a qualitative method approach to produce an original description with a communication point of view. The qualitative research approach allows the writer to interpret and explain a phenomenon in its entirety using words, without having to rely on numbers. This study will use primary data sources and secondary data sources. Primary data is the source of data obtained directly by the author. Primary data sources in this study were obtained through data collection techniques, interviews and observation. Observations were conducted by the authors during the interview as well as on social media activities. Secondary data is data obtained from a second source or secondary source and is complementary to primary data. The secondary data in this study were taken from the literature relating to the research theme. The data obtained are then described in the form of logical and systematic descriptions supported in this study. (Kriyantono, 2006)

**Result and Discussion**

**Role of Public Relations JICA Indonesia**

A Public Relations is needed in an organization/company. Public Relations is a bridge between the company with the public or between management and employees to achieve Mutual Understanding between the two sides. In communication studies, Public Relations becomes a function of interpersonal communication. Because it involves two or more interacting individuals. Public Relations with the basic purpose to build and maintain the image of the internal and external audiences of the company is not necessarily built on the basis of structural and ceremonial communications. Because in general so far still put forward the steps that are cooptative and discoperative. Centrally built steps should not only be communal or group, but individual and cultural approaches are required. Therefore, the need for stimuli and motivation as a practice of human relationships with human humanizing. In relationships we need to respect each other, the pattern of mutual respect we are cultivated in internal and external company. The
form of public relation application is the charity and responsibility. Social Corporate Responsibility by the company is the first step of how companies build relationships human society or consumer. Therefore, the image of the company depends more on how a publicist is able to influence the perception of audiences. For that at this time public relations is the form of the most decisive strategy to boost the performance of public relations.

To promote participation and further understanding of international cooperation, JICA Indonesia engages in broad community relations based on three basic principles: (1) a focus on proactive information dissemination, (2) make efforts to promote a deeper understanding of international co-operation JICA program and the importance of international cooperation, and (3) develop awareness public relations further among JICA employees and related parties. JICA strengthens public relations by targeting the general public and related issues that involve communicating information about the various problems faced by the international community and activities undertaken to address these issues. Public Relations focuses on disseminating specific information as it is with the significance of solving the problems faced by developing countries such as Indonesia, with particular approaches taken to solve this problem and what outcomes will be achieved. To convey this information easily-understood in this way, this public relations actively integrates human interest by utilizing various social media to introduce JICA activities in Indonesia. For the public relations section targeting the news media, JICA also publishes issues through press releases on time and implements workshops for journalists focusing on a number of themes. JICA also provides news media from every country with an opportunity to see actual cooperation projects. For stakeholders such as academic, political and economic people, JICA seeks to foster an understanding of the problems faced directly by the Japanese Society and the need for international cooperation. From the above explanation of public relations is very important role in international large companies such as JICA which also has a regional office in Indonesia.

**Cyber PR JICA Indonesia and Social Media**

As mentioned above in this research, cyber public relations is an activity that promotes the use of online media in its publications and to establish public relations with a company. In line with technological developments, the activities of communication public relations is not enough if only rely on traditional mass media. People's interest in digital activity can be quite high, especially in accessing information. This is evidenced by Julius Onggo (2004) who has conducted a survey that 95% of participants prefer accessing articles or news from the internet. Although the main focus of these activities cyber public relations is on the online market, however it will be more leverage when combined with public relations activities offline.

*Reporting from the site https://www.jica.go.jp/indonesia/indonesian/index.html JICA, JICA using the approach to the public through media traffic. The approaches include*
holding public symposia, publishing articles in Nikkei Business magazine, and contributes articles online in countries that receive aid from the Japanese government, for example articles online for ASEAN countries (Nikkei Business Online; January to March). Not only that JICA and social media has addressed issues in developing countries one of the Indonesian state, it is beneficial for the Japanese government to solve problems and certain achievements, as well as the opportunity to introduce the people who are involved in projects of JICA in the whole country receive assistance from the Japanese government. JICA also provides useful information almost every day via Facebook fanpage, Twitter, Websites, and other types of social media. Social media is no longer just a social network, but has been transformed into a media to communicate broadly. By utilizing social media appropriately can be one of the media promotion and communication for the company.

In this case, the PR can make social media as a means of establishing relationship and establish communication with the public. PR can also make social media as a medium of education about its products to the public. JICA Indonesia have been applying social media as a means to share information, through communication in social media, company or institution can determine what kind of services that the public wants and needs.

In the use of diverse media, the forms of Cyber PR is applied there on JICA also diverse. The following are forms of Cyber PR in JICA Indonesia that contribute to improving the image of the company:

1. Social Media Release (SMR)

JICA public relations division to apply consistent Indonesia press releases via Facebook Fanpage, communication activities can be done by displaying the content interesting content such as posters, as well as articles related to the activities of JICA in Indonesia. While through Twitter and use the concept of a follower, JICA can use it to convey information about planned activities, programs or projects ongoing simultaneously used as a medium for interaction or discussion with the followers. Furthermore, JICA also can take advantage of the formation of an online community to form a positive image. The online community is an ideal place to build the company's brand image. The online community is formed by the common interests of the people who move in cyberspace. This online community used to discuss matters related to JICA. In here also, PR JICA Indonesia has been applying social media as a means of information relating to the program / JICA project in Indonesia. Not only Facebook Fanpage and Twitter, JICA also has a website that provides a lot of detailed information about the activities of JICA as well as country-specific information. This site contains the latest information, including press releases and timely topics, on international cooperation. The site also provides information about the annual report of financial results as well as results and updates regarding the program can be easily accessed by the public.
2. Video News Release (VNR)

Video news contributions to the improvement of the corporate image is derived
from the publication of news about the activities carried out by JICA Indonesia and
achievements. News created by a team of reporters and posted on media sites JICA
(www.jica.go.jp) And JICA Indonesia youtube account

In the era of globalization, social media will help job public relations both in social
marketing, running a public relations strategy, create a brand for the company, solving
the case, as well as get the attention of people / parties - related parties and certainly will
benefit, and when a crisis occurs, a Public Relations must have two things should be
prepared: plans and strategies as well as how to cope with the problems in place
simultaneously. Currently the authors suggest public relations cannot be separated from
social media. A public relations practitioner required cooperation with the media and
make an effort to create mutual understanding and cooperation with the public, as well
as creating a positive image through publicity support from the media.

As an international intergovernmental organization JICA actively engaged in
extensive public relations activities in Japan and overseas through its head office and
domestic offices in Japan and in more than 90 offices abroad. JICA uses a variety of ways
and are actively sharing information on current issues in developing countries, the trend
in the international community, and international cooperation activities. Good
relationship created between the organization and the media who are represented by
public relations practitioners are expected to be more positive. Utilizing social media's
role in a company indeed is one of the cornerstones to build a positive image of a
company. Seeing the importance of publicity in public relations work, the role of public
relations and social media with the concept of Cyber PR is very important in improving
the image of JICA Indonesia.

Conclusion

Communication technology and social media have shifted the power of
communication from public relations practitioners to social media users who may not
have a recognized role or defined interest in an organization, more practitioners are
developing skills related to this online communication technology. Based on the results
of the research and discussion that has been raised, it can be deduced that the public
relations have an active role in social media to enhance the corporate image. Cyber PR is
often associated role in relations with the new media, especially social media. Social
media is the communication link between Public Relations and information to
stakeholders both internal and external. Public Relations job success in gaining publicity
can be obtained from a harmonious relationship with the media. It is undeniable that the
role of the media is vital in publicity and image in the eyes of the public. Cyber PR utilize
social media to disseminate information about the corporate is up to date, original, and
accurate and accountable.
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