



Implementation of Cyber Public Relations in Building Organizational Image at Yayasan Haji Anif Medan

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ABSTRACT

The purpose of this study was to determine the application of cyber public relations in building organizational image at the Medan Haji Anif Foundation, Cyber Public Relations of the Haji Anif Foundation using various online media, Background of Yaysan Haji Anif's cyber public relations using cyber media, and cyber public relations strategies of the Haji Anif Foundation. The research method used is descriptive qualitative method. Data collection techniques using observation techniques, interviews and documentation. Data analysis techniques used reduction, data presentation and conclusion. The results of this study indicated that several strategies carried out by the Haji Anif Medan Foundation Cyber Public Relations were intensely analyzing websites periodically, handling crisis communications using social media by utilizing the convenience of reshare and two communication platforms. a more interactive direction, the process of implementing the Haji Anif Foundation's Cyber Public Relations in enhancing the positive image of the company utilizing online media as an appropriate means for publishing information about social activities, and the media used include; foundationhajianif.co.id website, social media such as Instagram and Facebook.

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1. INTRODUCTION

Public relations is an art to produce a better public interpretation, which can deepen public trust in an individual or organizational body (Efendy, 2006). Cyber public relations are public relations activities carried out via the internet which are ICT device applications (Information and Communication Technology for public relations purposes. (Dewi, 2016).

The birth of the cyber world in the communication space divides a new area in the life of modern citizens. This space is the Internet and can share facilities for users who surf in cyberspace to freely give and receive information without space and time limits. In public relations, the media is a different type of communication facility that helps public relations staff (representing the

organization), i.e. internal and external publics to achieve organizational goals. Public relations utilizes virtual media as a means to increase its existence. In this case public relations is referred to as cyber public relations.

Today, organizations can use cyber public relations to increase their market presence. The development of public relations, which is often referred to as public relations, is closely related to the development of communication technology, both as a science and as a profession. This of course requires public relations practitioners to always keep abreast of technological developments and continue to use new media as a means of disseminating information in order to maintain and strengthen the positive image of the organization. Online methods such as press releases or press releases are very convenient, as most authors have email addresses that allow them to exchange or exchange news information. (Onggo, 2004).

The activities of the organization's public relations staff aim to improve good relations with the public in order to obtain a positive image. Cyber Public Relations is an initiative which is a work method or strategy for academics and PR practitioners by calling the internet a public relations facility or digital public relations (Hidayat, 2014). Every organization or agency is currently competing to introduce the company, its products and services through public relations media. One that is considered to be able to help public relations work today is new media or new media which is closely related to cyber-public relations, namely media that is considered effective in communicating information.

Various innovations involving the Internet are used to easily bridge communication barriers regardless of space or distance. Previously, public relations activities were based on media channels in traditional media such as television and newspapers, amidst the onslaught of internet innovation which continued to grow rapidly and varied greatly, and public relations activities turned into digital internet-based channels known as cyber public relations.

In the current era of information technology, every organization or company has used the internet or online media as a tool to help their public relations activities. Automatically, the organization has implemented cyber public relations. The application of cyber public relations can facilitate activities within an organization, for example, websites, email, and social media that are widely used by organizations.

Based on this explanation, the researcher wants to conduct a study entitled "Application of Cyber Public Relations in Building Organizational Image at the Haji Anif Medan Foundation". The reason for the researcher taking this title is because he wants to know how cyber public relations is applied in building organizational image at the Haji Anif Medan Foundation?

2. RESEARCH METHODE

This type of research approach is a qualitative approach which is a series of procedures in searching for and finding information on an object, then connected with a problem solving through a theoretical and practical point of view. From the qualitative method, the researcher selects and arranges the data needed in the research, then classifies it to make it more specific (Moleong, 2006).

Descriptive qualitative research is utilized to analyze and interpret the meanings and signs found in the film under study entitled *Community Service in the Village of Dancers* which is related to the meaning of the moral message found from the characters and dialogues contained in the cut images in the film scene. Roland Barthes' semiotic approach is used and used as the main theory in research. Roland Barthes's semiotics is determined because in this semiotic model it can be used to explore the meaning behind various signs and uses a two-stage signification process where the initial stage is the decomposition of connotations, so that connotations can produce various discoveries and myths from these meanings.

3. RESULT AND ANALYSIS

Implementation of Cyber Public Relations in Building Organizational Image at the Haji Anif Medan Foundation.

The role of cyber public relations in enhancing a positive image by carrying out its activities as a manager of company communication with its public is important in supporting agencies/companies to obtain support from the public in order to achieve organizational goals in increasing positive image. After doing research and direct observation and collecting data. PR or Public Relations is considered to make the organization even better if its performance can improve the company's image the better. Then a positive image of the organization can be created as a form of public trust in the company. In the current era, public relations work is not just collecting articles, providing outreach and education and other conventional activities. But provide and choose the means of dissemination of accurate internet information as a form of organizational publication. For this reason, cyber public relations is needed by every organization. In carrying out its activities, public relations which uses the internet facility as a means of publication also performs its role to advance and enhance the positive image of the organization it is sheltering. In carrying out its duties as a public relations practitioner, the cyber public relations Haji Anif Medan Foundation has stages in implementing cyber public relations work including the following:

1. Carry out routine activities as planned
2. Design or write a suitable message
3. Selection of the right online media.

Designing information and choosing internet facilities in cyber public relations activities is very important for a public relations officer to be able to provide information and convey it appropriately to the public in order to enhance the positive image of the organization. If you look at today's modern era, internet facilities are a necessity for many agencies/institutions. Where many public relations practitioners who have the ability to utilize cyber media can help provide solutions in solving problems with the public. In this case the role of the Haji Anif Foundation's cyber public relations is in fulfilling public information in order to create interactive communication and produce a positive image. Public Relations has carried out several tasks well, namely collecting data and information to prepare publication and counseling materials by first designing the information and then conveying the information to the mass media.

Cyber public relations of the Haji Anif Foundation Using Various Online Media

Cyber public relations is a method used by public relations to establish relationships with audiences using internet media. Cyber public relations is the application of information and communication technology tools that are used for the purposes of public relations activities. In this case, Public Relations of the Haji Anif Medan Foundation carries out its activities by means of the internet by interacting with the public in disseminating information from the public.

Cyber public relations conducts two-way interactive communication using social media. In this case public relations practitioners must be able to be good listeners, so that the public can understand, ask questions and obtain good feedback from the public in order to create a positive image of the organization. To provide information that is right on target, the Haji Anif Foundation always looks at what the public needs and what the Haji Anif Foundation has already done. In this case, cyber public relations needs to keep up with the times to convey information to the public through the mainstream media that is widely used by the public. In accordance with the public relations of the Haji Anif Foundation, the researchers concluded that the community's response to social activities was also taken into consideration for the organization.

The Public Relations of the Haji Anif Medan Foundation utilizes cyber media as a means to inform the community about good activities. Therefore, Public Relations always provides online-based information that can be known quickly and by anyone about the activities that will be held and after the activities are held.

Public Relations Background of Haji Anif Foundation using Cyber Media

Various reasons become a benchmark for an organization or agency in the use of cyber public relations. The motive for each organization to use cyber public relations depends on the needs of each organization. Although as a whole there is no similarity as the goal of earning income, behind that there are separate reasons why cyber public relations is relied upon as the right tool to be used in forming and enhancing the positive image of the organization. Some of the things behind the use of cyber public relations Yayasan Haji Anif Medan include:

1. **The Demands of the Digital Age**
2. Existence Currently, several private and state-owned agencies or companies, Cyber Public Relations activities are activities that must be carried out and are a necessity for many parties, both internal and external public.
3. **Known in a wide scope** The use of the internet in the implementation of Cyber Public Relations is able to penetrate the boundaries of space and time in all corners of the world.
4. **Ease of Publicity** Involving online media makes it easy for the PR of Yayasan Haji Anif Medan to carry out its publicity function. Contemporary media used in online Public Relations activities is more popularly known as Cyber PR, namely the implementation of PR activities using internet network facilities because it can reach the public so that it makes it easier for PR practitioners to do their work.

Cyber Public Relations Strategy of the Haji Anif Medan Foundation

Various strategies and tools can be used by Public Relations practitioners in carrying out their functions and duties in order to obtain a positive image from the public. The strategy and media facilities chosen by a Public Relations must be appropriate by looking at the functions and uses of the media so that Public Relations activities can run efficiently and the information conveyed is right on target. In the implementation of Cyber Public Relations, each organization or agency has a certain strategy that differentiates the improvement of one company from another. Several strategies carried out by Cyber PR Yayasan Haji Anif Medan in using Cyber include:

1. **Analyzing Website Periodically**
2. Have a strategy to solve the communication crisis with social media
3. Social media can help organizations/companies and Stakeholders create and maintain a strong organizational identity.
4. Have a strategy to solve the communication crisis with social media
5. Social media can help organizations/companies and Stakeholders create and maintain a strong organizational identity. Due to the interactive nature of social media, it can certainly provide an opportunity for the public to contribute responses and input to the Medan Haji Anif Foundation.

4. CONCLUSION

In the current era, public relations work is not just collecting articles, providing outreach and education and other conventional activities. But provide and choose the means of dissemination of accurate internet information as a form of organizational publication. For this reason, cyber public relations is needed by every organization. In carrying out its activities, public relations which uses the internet facility as a means of publication also performs its role to advance and enhance the positive image of the organization it is sheltering. In carrying out its duties as a public relations practitioner, the cyber public relations Haji Anif Medan Foundation has stages in implementing cyber public relations work including the following:

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