Praise Private Rational Strategy Daily in Building Company Image

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Article Info	ABSTRACT
	Harian Waspada is a print media company that was founded in 1947. During that time, this company managed to attract the attention of the people of Medan, especially the city of Medan, who were looking for information through print media. The public relations strategy in building the company's image for the public is the main factor that makes Harian Waspada famous and in great demand. Therefore, the author wants to find out how Waspada's public relations strategy builds the company's image as new knowledge for personal writers and other audiences.

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1. INTRODUCTION

Public relations or public relations according to Frank Jefkins are all types of internal and external communication between institutions and the public that are designed to achieve certain goals based on mutual understanding (Afandi, 2021).

Public Relations is a leadership and management function that promotes the attainment of agency objectives and maintains good relations with all relevant internal and external groups. Public Relations is also tasked with supporting the company's strategies to achieve the company's program goals and disseminating sufficient information to the public.

Corporate image is the overall picture of a business, not just the image of the goods or services. Many factors affect the image of the 3 companies. Positive factors that can enhance a company's image include its history or curriculum vitae, success, outstanding human resource development, and its reputation as an employer for many people (Anggoro, 2002). Therefore, for a public relations person a good image does not only exist in the form of buildings, publications, etc., but also in the way in which the company can represent a company that is trustworthy, strong, and always open for monitoring and evaluation. Images can be described as sophisticated component representations (Deitina, 2011).

On January 11, 1947, Waspada Daily, one of the oldest newspapers in Medan, was published for the first time. This publication, which was pioneered by H. Mohammad Said and Ani Idrus, also supports independent Indonesian families. This can be seen in the writings and news broadcasts which continuously and sharply attacked the Dutch who were trying to control and conquer Medan and its surroundings to seize plantations including Deli tobacco, food and spices.

Alert is so named because it has a story of its own. At that time, the situation in the community which was shrouded in fear, worry, and terror caused most of the residents of Medan City to flee. In accordance with the severity of the conflict and the relocation of the Republican Government headquarters to Pematang Siantar, approximately 120 kilometers from Medan, under the command of Governor Tengku M. Hassan. Mohammad Said's decision to name the journal Waspada was also influenced by the poor participation of the Indonesian government in the agreement with the Dutch authorities at that time. Every day the people and fighters demonstrated against the Dutch troops, especially the convoy heading to Belawan Harbor. Due to logistical supply bottlenecks, the Netherlands was at a loss, but an agreement was reached with the government of the Republic of Indonesia in Jakarta, led by the Minister of Defense of the Republic of Indonesia Amir Syarifuddin. However, the delegation of the Republic of Indonesia had a tendency to give in, which resulted in having to give up the expansion of the territory of the Netherlands due to disturbances caused by fighters from the people's army in Medan. The Indonesian delegation is believed to have either ignored or not been "aware" of Dutch tactics, which resulted in massive casualties for the Indonesian military and loss of sovereignty of the Republic of Indonesia.

Based on the pre-conducted research, the public relations strategy at Waspada Daily tends to be constrained by a number of things, such as the not optimal function of public relations, the lack of time that public relations officers have so that they cannot serve the internal and external public properly, the infrastructure and authority of public relations which are still limited to the lack of coordination in a program so that the program is inconsistent and does not reach the community and results in the company's image. In fact, the main purpose of public relations according to (Rondonuwu, 2018) image is to build, maintain and protect the good name of the organization/company, increase prestige and display a supporting image.

Research shows that consumers/customers are more likely to make buying decisions based on company image. Public Relations must function optimally in an organization/company to serve the public internally and externally and coordinate to carry out programs to build the image of the organization/company.

Definition of Public Relation

Public relations or public relations comes from English public relations or human relations which means public relations. The term public relations was originally expressed by the President of the United States. Historically, public relations referred to international relations or cooperative ties abroad or between countries. (Scott, 2010). describes public relations as a management function that examines the public's perspective, determines the policies and methods of a person or organization that are in the public interest, and creates and implements a program of action to gain public support.

According to E.L. Berneys in (Deitina, 2011), public relations is the use of information, persuasion, and modification to generate public support for an action or a goal. Meanwhile, according to Kasali, public relations is a management function that intends to assess public behavior, decide policies and activities of a person or organization towards the public, prepare, plan and manage communication strategies to win public acceptance.

Public relations with a scope of action that includes outside persons and individuals, as well as all control operations within the context of creating and operating any institution or organization. According to some of the definitions given above, PR is a management effort to determine, prepare and manage company policies and programs as well as manage good relations with the public to achieve company goals and gain community or public support so that impactful changes emerge (Widjaja, 2010).

Strategy of Public Relation

A public relations strategy is an all-encompassing plan about a program and the rationale behind the tactical program will be based on the challenges uncovered by studies and research. According to Nova the public relations strategy or what is often known as the public relations mix is as follows:

1) Publication (publication), Is a public relations method including the dissemination of information, opinions, or ideas to the public.
2) Event (event), Is information provided to the public directly or indirectly. The material provided is designed to be accepted by the public and elicit a favorable reaction.
3) Messages/news (news), Is information that is communicated to the public that can be conveyed directly or indirectly. The information conveyed is intended to be accepted by the public and get a positive response.
4) Corporate image (corporate identity), This is the public's perception of the company in relation to all its commercial operations. The resulting image can be beneficial or negative, depending on the efforts made by a company to form and maintain a positive image for the benefit of organizational survival.
5) Relations with the public (community involvement), This is a connection formed with the audience (stakeholders, shareholders, media, communities around the company, and others).
6) Lobbying and negotiation (lobbying and negotiation), Public Relations establishes long-term and short-term strategies to build the required budget. With proper preparation, expected tasks will go well and failures will be minimized.
7) Corporate social responsibility (CSR), The corporate world is now embracing this dialogue. This discourse applies to the welfare of the surrounding community together.

2.   RESEARCH METHODE

This study uses a descriptive qualitative approach. A qualitative approach leads to the basic logic of a methodology that seeks to find out more about a social phenomenon or phenomena related to humans. Through a qualitative approach procedure, the resulting data is narrative data, namely data in the form of words that contain a deeper explanation of the object under study (Siyoto, 2015).

The qualitative approach is analyzed through an inductive framework, namely explaining something from the specific and then moving on to general matters. More specifically, this research uses a descriptive qualitative approach. A descriptive qualitative approach is a research approach that aims to thoroughly examine a problem according to the data obtained and then presented, analyzed, and interpreted (Butar Butar, 2022).

To describe Waspada's daily public relations strategy in building corporate image using a qualitative descriptive method. This approach is considered as the most acceptable method in this study. Because the aim of the research is that exposure is used to explore strategies in building the image which is the subject of this research, which is implemented by public relations within the Waspada Daily company. The explanation also includes characteristics that support the public relations strategy in building the image of Harian Waspada.

Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. As the main data source, in this research the writer will conduct an interview with Dr. Erwan Effendy, MA, as public relations officer for Waspada Daily. Then Mr. Erzil Markos, A. Md and Mrs. Siti Anum Purba, S. Ag as Daily Alert employees. The problem is regarding the strategy to build the image of Harian Waspada.

Secondary data is data obtained by researchers from several existing sources. This secondary data can be obtained from sources such as books, journals, research reports and others.

According to Sugiyono, data collection techniques are the most strategic techniques in research, because the main purpose of research is to find and collect data. Data collection techniques used are in-depth interviews, observation and documentation. The data analysis technique used is data reduction, presentation and conclusion.

3. RESULT AND ANALYSIS

In this sub-chapter, the researcher will describe the findings obtained in the field. Researchers will describe the Alert Daily Public Relations Strategy in Building Corporate Image. In building a corporate image, it takes communication and image from the company to the public. As Erving Goffman said in Dramaturgy theory, life is like a theatre, human interaction is like a drama show that presents a certain role in order to achieve its goals. Dramaturgy can be described as a stage play, where when someone is on the front stage and back stage in social life, we assume various personas.

Some of the things done by public relations in building the company's image, namely:

a. Creating Social Contact with the Community Social contact can be interpreted as a relationship between two parties who react to each other and become the beginning of social interaction. Waspada Daily makes social contact with the people around it and throughout North Sumatra and Aceh. Several social contacts made by Harian Waspada, namely:

1) Daily Natural Disaster Assistance Waspada participates in helping the surrounding community who are often affected by natural disasters due to flooding of the Deli River during the rainy season. The Alert Daily helps several items such as clothes, groceries and so on for the community so as to create a positive image in the eyes of the surrounding community. One of the informants, Mr. Erzil Markos explained that Waspada Daily routinely sends aid to the victims of natural disasters in the vicinity. The company does not only want to create a positive image, but also wants to have a positive impact on the community around the company's location. Based on the results of the interview, Mr. Markos stated that: "Waspada Daily routinely helps flood victims around Waspada, not only for a positive image but also because it wants to make an impact on the surrounding community."

2) Waspada Road to Dakwah Road to Dakwah by Waspada Daily is a series of activities from Daily Waspada to mosques or prayer rooms throughout

North Sumatra and Aceh to preach and help the mosque or prayer room. This activity has been routinely carried out for about four years and according to Dr. Erwan Efendi, MA, he will continue this program because it is very beneficial for both the community and the company to maintain its image as the "People's Newspaper".

3) Friday Pulpit Pages Every Friday, Daily Waspada adds four to eight pages in the newspaper for a program called "Friday Pulpit". Reporting from Mr. Erwan Efendi as the publicist of the Waspada Daily, this program is a Daily Alert infaq for the people. "So the Friday Mimbar has about four to eight pages that make it easier for the people, if you calculate the material on one page without color it can reach up to 25 million rupiahs, if you multiply it by four it makes 100 million, now that is the Alert Daily infaq for the people"

b. Creating a Comfortable Internal Atmosphere In creating a positive image, public relations must have its own way of shaping the company's internal public opinion. The implementation of the public relations strategy in building a positive image can be started from the internal environment first. With a supportive atmosphere, public relations and employees can comfortably carry out their respective duties and with this feeling of comfort, public relations and company employees can form to become company informants who share good impressions with the public. Some ways to create a comfortable office atmosphere, namely:

1) Good communication at work, communication is needed in a company, both between employees and employees with company leaders in order to achieve the desired goals, namely the creation of a positive image of the company.

2) Creating job satisfaction, job satisfaction can be achieved with efficient working hours and opportunities to grow in the work environment. Waspada Daily provides an opportunity for its employees to grow and update their skills by sending their employees to attend journalism training and seminars every 3-6 months.

3) Resolving conflicts that occur, as a public relations officer, of course, you must be sensitive in dealing with and resolving conflicts that occur in the company. Public Relations must be able to mediate between conflicting parties so that it does not spread and harm the company.

4) Build a warm atmosphere in the office, good relations between employees can create a comfortable atmosphere in the office so that work can be done more easily and comfortably.

5) Creating a clean and tidy workspace, with a clean workspace, of course employees will feel comfortable and feel at home in the office. A neat workspace also helps make it easier to find files in the office so they don't get lost or wasted.

Adhering to the Company's Motto It has been explained above that Waspada Daily has the motto "For the sake of Truth and Justice, so according to Harian Waspada's publicist, Mr. Erwan Efendi, Harian Waspada employees always adhere to this motto and never make hoax news so as not to form a bad image of Harian Waspada in the eyes of the public.

Waspada Daily always presents actual and reliable news and keeps information updated. Journalists at Waspada Daily also adhere to the journalistic code of ethics and the Press Law in carrying out their duties. As stated by Mr. Erwan: "Wawaspada anti-hoax Daily, never spread fake news whose truth is uncertain because it will affect the company's image. We are always tabayyun, looking for information as clear as possible before publishing it. Quick but not hasty in something until the problem is clear"

c. Product Variation Daily Waspada continues to strive to develop the company in the midst of the onslaught of social media as it is today. Waspada Daily continues to update existing products and human resources. Until now, the Waspada Daily has been able to compete with various existing programs such as newspapers in paper form, newspapers in e-paper form as well as online media which are called online alerts or alert.id.

d. Keeping abreast of Technological Developments In the current era of globalization, Waspada Daily also tries to keep up with the times with continuous innovations. Waspada Daily always updates employee facilities and infrastructure in order to create a comfortable and efficient work environment. Waspada Daily has the best quality printing machines as well as sophisticated computers to maintain the company's image. As Mr. Erwan said: "Waspada Daily continues to innovate to keep up with the times, we have the best printing presses and also capable computers, there is a link called so, if news can be opened on one computer, other computers can also open it, whether it's the computer on the top floor or downstairs."

e. Improving the Quality and Quantity of Daily Newspapers Waspada always improves the quality and quantity of its newspapers according to consumer demand. "So we always maintain the quality and quantity of goods, using imported paper and ink so that they can last a long time and maintain their quality," said Mr. Erwan Efendi

f. Improving human resources Since long ago, Waspada Daily has always tried to update existing human resources in various ways, such as regularly conducting journalistic training and seminars. As Mr. Erwan said: "Routine every 3-6 months we send employees to attend journalism training or seminars at Dr. Soetomo or wherever depending on needs and opportunities"

g. Receiving Feedback Feedback from readers is an important means of improving service and product quality. That is why, listening to input from readers is the right step for the company's progress. Waspada Daily also opens the door for anyone who feels aggrieved by the published news and wants to exercise their right of reply and it will be published in the future. As stated by Mr. Markos: "So we continue to receive feedback, if someone feels aggrieved or feels the news is not appropriate, they can come and exercise their right of reply and then we will definitely publish it as clarification

Obstacles in Building Corporate Image

Obstacles are obstacles with circumstances that limit, hinder or prevent the achievement of goals. In building the image of a company, of course it doesn't always run smoothly, there are obstacles that prevent this. As with Harian Waspada, in building its image it also encountered obstacles in the form of:

1) External External constraints are problems that arise from outside, both the community and competitors. External constraints faced by Harian Waspada, namely:

a) The Covid-19 pandemic The COVID-19 pandemic (corona virus disease-19) is an event in which the corona virus continues to develop and spread to paralyze many sectors including the Waspada Daily. The pandemic resulted in reduced readers because they felt insecure outside the house to buy newspapers. The pandemic has also resulted in massive layoffs due to reduced income, so employees must also be reduced so that large losses do not occur.

b) Technological Advances Technological advances are things to be grateful for. However, for the Waspada Daily it turned out to have quite an impact on the company. Due to technological advances, people are less interested in newspapers because everything can be accessed via mobile phones even in a matter of seconds. 58 Because of this, this is enough to hinder the Waspada Daily from building a positive image for the company because it is considered old school and not developing.

2) Internal Constraints Internal constraints are problems that arise from within, either within oneself or within the company. Internal obstacles faced by Waspada Daily, namely:

a) Prices of Staple Materials Printing a newspaper certainly goes through a very long process. From the moment journalists start covering the news, when they edit the news then when they print it until it becomes a newspaper that can be distributed to readers. Paper and ink are important aspects of a newspaper. However, in the midst of soaring prices, Harian Waspada must continue to print with good quality and quantity. So far, Waspada Daily has always provided the best quality, with ink and paper imported from abroad, of course it is not an easy thing to replace and reduce the quality of paper and ink materials that have always been maintained or even increase the price of newspapers.

Every company must always have constraints both internal and external constraints. This was also experienced by the Daily Alert company, in this case the Daily Alert company had various efforts to overcome these obstacles. In order to overcome the existing obstacles, Waspada's public relations and management are trying to find efforts that can be done. Waspada Daily Public Relations overcomes existing obstacles in several stages as described by Cutlip, Center and Broom in the theory of four steps to solving hums problems, namely:

a. Defining Problems, Public Relations of Harian Waspada, together with the management of the company, are trying to determine the problems and describe the reasons as clearly as possible so that they can be solved.

b. Program Planning and Compilation, after getting a bright spot on the problems that occur, public relations and management try to develop further programs that are useful for solving existing obstacles,

c. Taking Action and Communicating, after the program is compiled, public relations and management determine who will be involved in this program, how to run it and who are the targets.

d. Program Evaluation, after implementation, the program must be properly evaluated by public relations and all employees by communicating with the public to find out how far the program has succeeded in building a positive image of the company.

4. CONCLUSION

Based on the results of the research previously described, it can be concluded that Harian Waspada's public relations strategy is going well and meets the requirements to build and maintain a positive image of the company despite several internal and external constraints. This proves that even in the midst of the onslaught of social media,

Waspada Daily is still able to survive and continue to exist due to its successful public relations strategy. Strategies undertaken by Waspada Public Relations in building the company's image include creating social contact with the local community which is carried out by helping victims of natural disasters, conducting road to da'wah and making Friday pulpit pages, creating a comfortable internal atmosphere, adhering to the company's motto, product variations, keeping abreast of technological developments, improving quality and quantity, updating human resources, receiving feedback.

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