

Descriptive Analysis of Media Relations Activities at PT Semen Padang



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ABSTRACT: Public relations of PT Semen Padang build good relations with the media in the form of media relations activities. One of the objectives of this activity is to influence the media to be able to cover the news or provide positive coverage related to the company and the products offered. In 2023, it was noted that the percentage of positive and neutral news will be 100%. However, based on the results of news reports sent by media in collaboration with PT Semen Padang, it show that the reach of news coverage related to PT Semen Padang is still low. This study aims to answer the formulation of the main problem, namely how is the descriptive analysis of media relations activities at PT Semen Padang? These questions will be answered by analyzing data collected through observation, active participation, interviews, and literature studies.

KEYWORDS: Coverage, Media, Media Relations, Positive News, Public Relations

I. INTRODUCTION

Public relations is a person or group of people who work as spearheads in communication services and delivering information to organizational stakeholders (Ramadani 2020). Companies need the role of public relations in the continuity of their business. Public relations functions in helping the company to always have a harmonious relationship with various publics through communication activities (Armayanti and Pramana 2022). Thus, the company's Public Relations is tasked with building and maintaining good relations between the company and the public so that the company is successful in running its business.

PT Semen Padang is one of the companies in Indonesia and the first cement factory in Southeast Asia which was established on March 18, 1910, under the name NV Nederlandsch Indische Portland Cement Maatschappij (NV NIPCM). Based on this, PT Semen Padang has been established for 114 years. This shows that PT Semen Padang can survive until now for a very long time. The success of PT Semen Padang to survive until now is due to the company's ability to maintain its reputation. Public relations has a very important role in maintaining reputation. Public relations is tasked with disseminating good and positive information related to the company to the public and reducing negative issues that develop in the community to maintain the company's reputation.

Mass media plays an important role as a tool to publish all forms of information in PT Semen Padang to the public. Therefore, PT Semen Padang's public relations carries out media relations activities to build good relations and influence the media to be able to cover news or provide positive coverage related to the company and the products offered. This is relevant to the purpose of media relations according to Herika and Ruliana (2018), which is to inform the mission, policies, and practices of the organization in a positive, consistent, and reliable way.

Public relations of PT Semen Padang requires concrete efforts to establish good relations between the company and the media. Public Relations of PT Semen Padang builds cooperation Public Relations of PT Semen Padang builds cooperation with print media, online media, and electronic media in West Sumatera, Jambi, Riau Islands, Riau, and Bengkulu. Public relations of PT Semen Padang carry out various forms of media relations activities with these media.

This media relations activity is expected to produce a lot of positive news related to PT Semen Padang and many people who read the news. However, based on the results of news reports sent by media in collaboration with PT Semen Padang, it show that the reach of news coverage related to PT Semen Padang is still low.

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II. RESEARCH METHODS

This research is a qualitative research with a descriptive approach. Data collection was carried out for three months at the Head Office of PT Semen Padang, Padang, West Sumatera. The data collected consists of primary data and secondary data. Primary data were collected through observational data collection techniques, active participation, and interviews. Secondary data were collected through literature study data collection techniques. The data that has been collected is analyzed using descriptive analysis in order to describe and explain the data thoroughly and in depth.

III. RESULTS AND DISCUSSION

Mass media has many advantages, one of which is being able to reach the wider community. Public relations and media are a relationship that needs each other (Dafina et al 2024). Public relations needs a publication platform and the media needs publication materials. Media relations is a public relations effort of PT Semen Padang to build good relations with the media. Media relations also serve as an issue management tool. Issue management tools mean that media relations are used to manage negative issues related to PT Semen Padang that develop in the community and media.

Issues are signals of crisis. Issues that are not analyzed and left unchecked will become crises. An example of a case that can prove that media relations functions as an issue management tool: is a post on social media written by a law lecturer at a university in West Sumatera who is also a social media activist in the political field. He insinuated on Instagram social media to PT Semen Padang that the Company was already controlled by the Central Government. The post caused various responses on social media, with some pros, and cons, and some neutral. Pro responses are negative opinions against the Company.

PT Semen Padang's public relations were initially unaware that the issue was circulating. Based on information from the media in collaboration with PT Semen Padang, public relations began to analyze the post, to decide on the issuance of the right to answer or simply leave it alone. Based on the results of PT Semen Padang's public relations analysis, the issue did not have a direct impact on the company because it was more aimed at the people of West Sumatera who were silent when PT Semen Padang joined the GIS. In addition, people who responded to the post assumed that the post was intended for the Provincial Government which in this case is the Governor of West Sumatera.

The implementation of media relations aims to get support from the media so that the media only disseminates positive news and suppresses negative news. The relationship between the company and the media is expected to continue to be better and positive through media relations activities. According to Nurtjahjani and Trivena (2018), the implementation of media relations has the following objectives:

1) Gain the widest possible publicity

Publicity is the activity of disseminating information through mass media related to products and companies. Media relations activities carried out by PT Semen Padang's public relations are expected to build good relations with the media, so that the media is interested and can be persuaded to disseminate positive information related to PT Semen Padang's companies and products.

2) Gain a place in press coverage

News intended as the purpose of media relations activities is positive news. Media who have collaborated with PT Semen Padang are always invited to cover various activities held by the company. Data and information that have been obtained by the media are expected to be processed into news and published in the media. Public relations of PT Semen Padang also sent press releases to various media in collaboration with PT Semen Padang as news material.

3) Obtain feedback on the Company's efforts and activities

The news related to PT Semen Padang disseminated by the media is certainly inseparable from various public responses. Public relations is tasked with monitoring these responses. Responses can be feedback for the company to know both support and public rejection. The response will be a means of evaluation for PT Semen Padang's public relations to improve the company's efforts, activities, and programs in the future.

4) Complete data/information for company leaders for the purpose of making an accurate assessment of situations or problems that affect the success of company activities.

Issues related to the company that develops in online media, print media, electronic media, and social media need to be monitored and reported by PT Semen Padang's Public Relations to the company's leadership or management through a media relations approach. The results of the reporting are used by leaders to assess situations and problems so that they can formulate various strategies to achieve the success of the company's activities.

5) Create stable and sustainable relationships

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The implementation of media relations activities is expected to be able to build good relations between the company and the media. This relationship is based on mutual trust and respect. Public relations of PT Semen Padang always makes personal contact and good communication with the media to realize a stable and sustainable relationship.

The public relations of PT Semen Padang carries out media relations activities with the main objective is to maintaining the company's reputation. The information displayed by the media is very influential on the company's reputation. Therefore, media relations activities are carried out to persuade the media to side with the company. The media is expected to display positive information related to PT Semen Padang. Positive news will form a good reputation and increase public trust in the company.

Public relations of PT Semen Padang build cooperation with print media, online media, and electronic media in West Sumatera, Jambi, Riau Islands, Riau, and Bengkulu. Media that have collaborated with PT Semen Padang, meaning that the media has been registered as a vendor of PT Semen Padang, the media has submitted a request for cooperation to PT Semen Padang and has been accepted, and the media has a good relationship with PT Semen Padang before being registered as a vendor. Media relations activities carried out by PT Semen Padang's public relations together with these media to maintain the company's reputation, namely:

1) Press Conference

Press Conference is a special event held as a means to announce, explain, maintain, or promote wisdom to strengthen public understanding and acceptance of the Company (Supriyadi and Amalia 2022). The main purpose of the press conference is to convey statements or information related to the company by inviting the media to be able to cover and rebroadcast through the widest possible mass media. Information submitted by PT Semen Padang through press releases includes company performance and provides the right to answer or refute negative issues. Public relations of PT Semen have important duties and responsibilities in the implementation of this press conference activity. These duties and responsibilities, namely: a) Set up and send invitations to media

Public relations is in charge of sending invitations to each media that is a partner of PT Semen Padang. The invitation was sent in the form of a soft file through WhatsApp Group of media and public relations of PT Semen Padang. The media invited to come directly to attend the press conference are print media, online media, and West Sumatera electronic media. b) Set schedules and prepare materials for management

The management of PT Semen Padang is someone who is in charge and entitled to convey information at press conferences. The management of PT Semen Padang consists of the General Director, Finance and General Director, and Operations Director. Public relations coordinate with company management regarding this press conference. Public relations check and adjust management schedules to be able to convey information to the media. Public relations also prepare material that will be delivered by management at the press conference. The material will be checked first by the management of PT Semen Padang. If there are still errors, then public relations must correct them so that there are no errors and things that need to be corrected again.

c) Prepare publication materials that will be used as media references

The publication material is a press release or press release. Public relations is in charge of compiling things that will be conveyed by company management at the press conference published in the press release. The press release becomes a reference or news material that will be published by each media.

d) Prepare the premises

Public relations are in charge of preparing the venue for the press conference. Public relations also ensure that the facilities and infrastructure needed, such as sound systems, are available and can be used properly at press conferences. e) Retrieve documentation

Public relations of PT Semen Padang are also in charge of taking photos and videos documenting the implementation of the press conference. The documentation is an archive and as news material that will be published to the mass media. The last press conference was held by PT Semen Padang on March 18, 2023, which is the day of the company's establishment. PT Semen Padang conveyed to the media the company's performance for 113 years as the first cement factory in Indonesia and Southeast Asia.

2) Press Briefing

A press briefing is a Public Relations activity that provides technical and substantive explanations to the media (Utami et al 2023). This media relations activity is also a routine meeting of public relations of PT Semen Padang with print media or daily media in West Sumatera in collaboration with PT Semen Padang which is held once a month. The print media are Padang Ekspres, Singgalang, Harian Haluan, Posmetro Padang, Rakyat Sumbar. The press briefing began with an internal meeting of the Public Relations External Communication Section of PT Semen Padang. The meeting was chaired by the Head of the Public Relations External Communication Section which was held in the meeting room of the Public Relations and Secretarial Unit.

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The matters discussed in the internal meeting were planning coverage related to activities to be held by PT Semen Padang and matters related to the Company as well as evaluating PT Semen Padang's news published by the media. Coverage planning consists of three agendas, namely corporate action, CSR action, and corporate issue. Corporate action is an activity held or carried out by a company and needs to be published through mass media. CSR action is a social and environmental responsibility activity realized by the company. Corporate issues are positive issues built by the company and disseminated to the public. Public relations determine the themes related to these three agendas. These themes, such as Semen Padang Innovation (corporate action), UPZ Semen Padang Program (CSR action), and Sports Coverage Assisted by the Semen Padang Employee Communication Forum (FKKSP). Public relations of PT Semen Padang communicate with various units in PT Semen Padang to obtain information related to the realization of activities on each of these themes. For example, communication with the CSR unit and UPZ Semen Padang to obtain information related to the unit's activities to compile news themes on the CSR action agenda. The planning that has been prepared at the internal meeting is then conveyed to the media through a press briefing.

This press briefing is usually held on the second or third week of every month at L.120 PT Semen Padang. The media is allowed to convey evaluations, suggestions, and criticisms of PT Semen Padang's public relations as well as planning coverage and coverage that has been carried out. The media also reserves the right to convey messages from the editors of these media. This aims to make improvements to be even better in the implementation of media relations, especially press briefings by PT Semen Padang public relations. The implementation of this press briefing activity was closed with lunch together.

3) Media Training

Media training is an activity to share knowledge and insights with the media to support the media to be better and continue to grow in the future. The material presented by the Public Relations of PT Semen Padang in this activity is expected to be implemented by every media. Public relations of PT Semen Padang has the principle that companies and media must develop and progress together. This is due to the symbiotic mutualism between the company and the media. If the media rises, company-related news also rises. The implementation of this media training activity began with sending training invitations to local West Sumatera media in collaboration with PT Semen Padang. This activity was filled with material delivery and discussion sessions. Participants are given the widest opportunity to ask questions related to the material that has been presented. Public relations of PT Semen Padang through this activity also broadcast videos and explained company profiles to the media. This aims to introduce and remind the media related to the history, description, and achievements of the company.

The media training activity carried out by the public relations of PT Semen Padang is called Semen Padang Sharing on Journalism (SPARING). The implementation of this media training activity is like SPARING on July 27, 2022, at Wisma Indarung Semen Padang. This training was attended by dozens of print and online media journalists in West Sumatera. The material presented in this activity is social media management strategies and online media optimization through Search Engine Optimization (SEO). Public Relations of PT Semen Padang invited the Chief Technology Officer or CTO of katasumbar.com and Digital Haluan as presenters. The Director of Finance and General Affairs of PT Semen Padang welcomed the media directly at the opening ceremony of SPARING. Public relations of PT Semen Padang in the implementation of this activity are tasked with determining themes and materials, determining and contacting resource persons, coordinating with the Director of Finance and General Affairs of PT Semen Padang, welcoming the media, moderating, monitoring, and evaluating activities as well as compiling and making activity accountability reports. Public relations of PT Semen Padang are also tasked with covering the implementation of media training to be published in the mass media.

4) Press Release

Press releases are news materials prepared by public relations for the media. Press releases are used as information that companies want to convey to the public and can be used as a guide in making news (Faustyna 2022). PT Semen Padang Public Relations is tasked with covering every activity held by the company. Data and information obtained from the results of coverage will be processed into newsworthy writings called press releases. The Head of Public Relations and Secretariat Unit will check the press release first before publication. Press releases that have been approved by the Head of the Public Relations and Secretariat Unit will be published on the official website and sent to the media as news material. Press releases and photojournalism supporting the news are sent to the media via WhatsApp personal chat. Public relations of PT Semen Padang on average write and publish 20 press releases in one month. PR writes one press release per day. However, it can be more than one press release, if there are two different events on the same day. The process of writing a press release consists of: a) Receive Assignments for Coverage

The assignment of this coverage was given by the Head of External Communications. Things that need to be prepared before coverage are cameras, mobile phones, laptops, and stationery to record points conveyed by sources or key figures.

b) Implementation of Coverage

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Coverage is an activity to collect data used as sources and materials for writing scientific papers and writing popular works (Azwar 2018). Reporting activities are very crucial in the process of writing press releases. Press releases cannot be compiled and written without the necessary data. The purpose of reporting activities is to collect data that will be processed into accurate and factual information and to produce press releases that have news value. The data obtained during the implementation of coverage is the main data. In this coverage, PR also interviewed key figures of the event to obtain additional data and information. c) Create an Audio Transcript

The next process is to do the audio transcript. Transcript is the activity of converting audio, video, and image recordings into writing (Suripto 2023). This activity is an activity to convert audio recorded during the reporting and interview process into writing. Audio transcribing is done by listening back to the recorded audio. The audio listened to is then written in MS Word found on the laptop. The audio transcript does not have to be written in its entirety but writes important parts according to the topic raised in the press release (Fadillah et al. 2023). Public relations of PT Semen Padang must listen carefully to the audio so that there are no errors in taking quotes. PR can also play audio repeatedly to ensure the data written is correct and avoid mistakes, especially data in the form of numbers. d) Press Release Writing

Press release writing is news writing (Thresia et al. 2020). Press Release Writers must be able to write press releases that have news values and elements (Fadillah et al. 2023). A good press release is written by applying the 5W+1H formula (What, Who, When, Where, Why, and How). The press release writing model applied by PT Semen Padang's public relations uses an inverted pyramid model. Similarly, Safitri (2022) said that writing press releases are almost the same as writing direct news using an inverted pyramid style. News with an inverted pyramid writing style means that it is written from most important to least important. Press release consists of title, lead, body, and closing.

e) Publication Approval from the Head of Public Relations and Secretariat Unit

The next process after writing the press release is to ask for publication approval from the Head of the Public Relations and Secretariat Unit. The Head of the Public Relations and Secretariat Unit will first read and check the press release that has been written by the public relations. Examination related to substance and language. The Head of the Public Relations and Secretariat Unit ensures that there are no more errors in writing and ensures that the press release presented is easy to read and easy to understand.

f) Make Improvements to Press Releases (Revision)

Press releases that have been submitted to the Head of the Public Relations and Secretariat Unit often still have errors and need improvement or revision. The revision of the press release is based on improvements requested by the Head of the Public Relations and Secretariat Unit. Revisions can be in the form of improvements to the title or content of the press release. Press release revisions are also carried out by improving grammar, punctuation, spelling, diction as well as sentence and paragraph structure. Revision is also done by re-reading and ensuring the data presented is correct and appropriate. The revised press release will be sent to the Head of Public Relations and Secretariat Unit for review and approval for publication.

g) Publication

Publication is the implementer of information dissemination activities (Ridwan 2020). More fully, publication is defined as the activity of broadcasting and publishing information to the public through the media. Public relations of PT Semen Padang uses the official website with the URL <https://www.semenpadang.co.id/> as a medium for press release publication. Press releases are also sent to various media that are partners of PT Semen Padang to be published in their respective media.

5) Press Tour

A press tour is an activity of visiting a particular area with the media and enjoying interesting tourist attractions (Nurtjahjani and Trivena 2018). This press tour activity aims to strengthen good relations with the media. Press tour activities held by PT Semen Padang include tourist visits to Thang Long Vietnam, Payakumbuh City, Surabaya, Yogyakarta, and South Sulawesi. Public Relations of PT Semen Padang has also invited the media to carry out a press tour of PT Semen Padang's Indarung I Factory. This factory was the first cement factory in Southeast Asia and is no longer operational. The Indarung 1 Factory has been designated as a National Cultural Heritage by the Indonesian Ministry of Education, Culture, Research and Technology. There were 43 media invited to this press tour from five provinces, namely West Sumatera, Jambi, Riau Islands, Riau, and Bengkulu. The press tour was held for two days, on 8 – 9 December 2022.

The first day of the press tour opened with a welcoming activity by the Director of Finance and General Affairs of PT Semen Padang and was attended by the Head of the Corporate Communications & Legal Department, the Head of the Public Relations and Secretariat Unit of PT Semen Padang and ranks. The media was then invited to review PT Semen Padang's laboratory processes and laboratory quality assurance. This activity aims to see directly the production process and the processes carried

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out by PT Semen Padang in maintaining its quality. The media was allowed to explore Indarung Factory 1. The Head of the Public Relations and Secretariat Unit explained the history of Indarung Factory I as well as the factory components and their functions. The media were also invited to see directly the cultivation of bilih fish, spotted deer from the Bogor Botanical Gardens which have been successfully developed as well as the nursery of calliandra plants carried out by PT Semen Padang. The second day of the press tour was held in Harau Lima Puluh Kota, Payakumbuh City. The media was invited to visit the Micro, Small, and Medium Enterprises (MSMEs) assisted by PT Semen Padang's CSR.

6) Media Visit

Media visit is a visit activity carried out by public relations of PT Semen Padang to various media. Public relations of PT Semen Padang called this activity a media roadshow. Public relations visited media offices to strengthen relations and discuss about PT Semen Padang's business activities and development. Public relations of PT Semen Padang contacted the media first before holding a media roadshow. Media visits were also held when these media held media anniversary commemoration activities. Things discussed in this media visit activity, namely company profile, product knowledge, company flagship programs, company destinations such as factories, deer breeding, bilih fish farming, calliandra cultivation, Indarung I Cultural Heritage, factories, mines, and discussing plans for tourism activities/trips to tourist cities in West Sumatera.

7) Press Luncheon

Public relations of PT Semen Padang carry out eating or coffee activities with the media. This activity is held regularly every week. Press luncheon is an activity to strengthen good relations with the media. Activities are prioritized to build friendships and casual discussions related to issues outside the company.

8) Coverage Invitation

Public Relations of PT Semen Padang invited print, online, and electronic media to collaborate with the company to cover various activities being held. Invitation letters are sent either directly or via WhatsApp to the media. These invitations included invitations to cover a series of activities commemorating the 78th Indonesian Independence Day organized by PT Semen Padang, coverage of red calliandra planting activities, and coverage of various Cooperation Agreement signing activities.

9) Special Coverage

Special coverage of programs owned by Padang TV and encouraged by PT Semen Padang. Padang TV covers unique and interesting things found in Semen Padang. Special coverage is carried out once a month. Public relations with Padang TV conducted a briefing first before shooting at the video production site. Public relations of PT Semen Padang conveyed the pictures that needed to be taken and also explained the plot and synopsis of the special coverage video. This is so that the video produced by Padang TV is by the objectives achieved by public relations through this special coverage video. Some of the topics covered by Padang TV are the use of calliandra rods to replace coal and refuse-derived fuel (RDF). The production process of this Special Coverage video, namely:

a) Create a concept
The first step in the production process of special coverage is conceptualization. The concept was determined and made directly by PT Semen Padang. The concept that has been made is then discussed with Padang TV.

b) Create a script
The next stage is to create a script. The script is a guide during the production process of Special Coverage videos. The manuscript was also prepared by Public Relations of PT Semen Padang. Things included in the script, especially special coverage related to calliandra and RDF, namely the background of the use of innovation, explanations related to innovation, questions and answers from resource persons related to innovation. The resource persons for this special report are the management of PT Semen Padang Company and task units directly related to innovation. The resource persons in the special coverage of the use of calliandra as a fuel substitute for coal, namely the Head of the Production Support Unit, the Head of the CSR Unit, and the CSR staff of PT Semen Padang.

c) Discussion with resource persons regarding video shooting time

The public relations of PT Semen Padang then contacted the source to agree on the time of taking the video. This is so that the video shooting process runs smoothly because the speakers on that day can focus on taking videos and answering questions.

d) Manage permission

The video shooting for the special coverage of calliandra and RDF was carried out at a cement manufacturing factory so it required permission from the relevant unit. This is a rule that has been set by the company. Public relations staff and the Padang TV crew in charge of taking videos must use Personal Protective Equipment (PPE) such as safety helmets and safety shoes. Several rules must be obeyed, namely if the public relations staff and Padang TV crew have a fear or phobia of heights, they are prohibited from climbing to the top of the factory, wearing safe clothing so as not to come into contact with machines, always using a safety helmet and safety shoes when in the factory.

e) Video capture

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The video was taken directly by the Padang TV crew accompanied by PT Semen Padang's public relations to the field. Public relations and the Padang TV crew held a briefing before taking the video so that there was a common understanding of the video to be taken. Public relations is in charge of being a director in the field who will direct the Padang TV crew in taking videos. PT Semen Public Relations also received a special task, namely taking footage and video stock outside the task of accompanying the Padang TV crew when shooting videos. The videos were taken in several locations, such as the calliandra planting site and at the landfill. Footage and video taken directly by PT Semen Padang's Public Relations are collected in one google drive, and then sent to Padang TV.

f) Editing Video

Video editing is handed over directly to Padang TV. Padang TV edited the video according to the concept and script that had been discussed with PT Semen Padang's public relations.

g) Scanning Video

Videos that have been edited by the Padang TV crew are sent to PT Semen Padang's public relations to ensure that the video is by the concept and there are no errors in writing the source's name, subtitles, and adding and using visual elements to the video. Padang TV's public relations recorded things that needed to be corrected and edited again. The video was also watched first by the Head of Public Relations and Secretariat Unit of PT Semen Padang. Revisions and improvements from the Head of Public Relations and Secretariat Unit of PT Semen Padang are united with revisions by the Public Relations staff of PT Semen Padang. The Padang TV crew re-edited the video so that it could not be repaired again.

h) Publication
The video that has been produced is then published on TV and YouTube Padang TV. Public relations of PT Semen Padang is in charge of sending links to special coverage videos published on YouTube Padang TV.

10) Media Monitoring

Media monitoring is the process of monitoring news in online, print, and electronic media. Media monitoring conducted by PT Semen Padang's public relations is carried out using sig-monitoring website. Media monitoring activities are one of the activities carried out by Public Relations as a media relations evaluation process (Gunawan and Anisa 2020). Public relations can find out the output of media relations activities through media monitoring. Indicators of media relations success are not only a lot of news in the mass media but also positive and neutral quality, so that negative news can be minimized (Ramadani 2022). Based on news data from the last three years from sig-monitoring, it shows that positive and neutral news in 2021 was 99.4%, in 2022 it was 99.6%, and in 2023 it was 100%. The following is a data table on the number of positive, negative, and neutral news in 2021 – 2023.

Table 1: Number of News in 2021 – 2023

Season	Number of Positive News	Number of Negative News	Number of Neutral News
2021	2298	13	27
2022	3323	13	16
2023	3269	0	4

Source: sig-monitoring website (2024)

V. CONCLUSIONS AND RECOMMENDATION

Media relations activities carried out by the public relations of PT Semen Padang have been running well. The output of this media relations activity can be seen from the amount of news with positive and neutral quality and tonality related to PT Semen Padang. Based on data from sig-monitoring, positive and neutral news in the mass media is more than negative news. However, the positive and neutral news has not been widely read by the public. Based on this, the researcher gives advice:

- 1) Build cooperation with print media, online media, and electronic media based on these media tiers.
- 2) Share the link to the news published on the official website to Instagram Story @semenpadang along with photojournalism that has been designed attractively. This is so that Instagram followers are interested in visiting the news page and reading it.
- 3) Encouraging print, online, and electronic media in collaboration with PT Semen Padang to maximize the use of social media in disseminating news links through Instagram Story and Instagram Feed.

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