



PRODUKSI MEDIA HUMAS

Presented by:
Team Teaching
Dosen Ilmu Komunikasi
Universitas Pembangunan Jaya

INTRODUCTION

HELLO! I'M FATHIYA NUR RAHMI

EDUCATIONAL BACKGROUND

Bachelors and Masters Program in Communication Science,
Majoring in Public Relations
Padjadjaran University, Bandung

PUBLICATIONS AND RESEARCH EXPERIENCES

Advocacy public relation,
Public relations branding,
Communication organizational

PERATURAN PERKULIAHAN



PRESENSI

- Hanya dapat diakses selama **1 hari** (hingga pukul 23.55 WIB) pada hari sesuai dengan jadwal.
- Presensi hanya bisa diakses ketika sudah unduh semua materi
- Pastikan mahasiswa klik opsi “**present**” pada menu presensi di Collabor
- Izin diperkenankan jika tidak dapat mengikuti zoom meeting (dipersilahkan menghubungi dosen secara langsung).
- Presensi dan tugas / kuis yang dilakukan melewati deadline tidak bisa diperhitungkan sebagai nilai.
- Absen lebih dari **4 kali** tidak dapat mengikuti ujian.



KONTRAK PERKULIAHAN

- 1) Wajib hadir 4 pertemuan daring tatap muka melalui zoom atau media lainnya
- 2) Pada pertemuan daring tatap muka wajib menyalakan video
- 3) Selama kuliah daring mahasiswa dalam keadaan siap mengikuti perkuliahan tidak berbarengan dengan kegiatan lain, contoh: bekerja, dalam perjalanan, sibuk berdiskusi dengan pihak lain, atau sibuk dengan gadget/ aplikasi lain
- 4) Wajib mengisi presensi pada waktu yang telah ditentukan
- 5) Aktif pada setiap forum untuk nilai mingguan
- 6) Aktif membuka setiap materi perkuliahan pada collabor, data log dan hits sangat menentukan nilai harian anda pada kuliah online ini
- 7) Mengumpulkan tugas/ UTS/ UAS tepat waktu, terlambat NILAI 0 (nol)
- 8) Silakan hubungi dosen di hari dan jam kerja dosen
- 9) Bersikap dan bertindak professional sesuai nilai program studi

PERTEMUAN SYNCHRONOUS



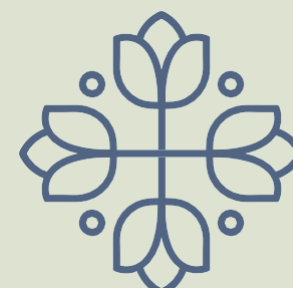
PERTEMUAN 1
Perkenalan mata kuliah



PERTEMUAN 7
Persiapan UTS



PERTEMUAN 9
Pembahasan UTS



PERTEMUAN 15
Persiapan UAS

RANCANGAN TUGAS

- TUGAS INDIVIDU
- TUGAS KELOMPOK

INDIKATOR, KRITERIA, DAN BOBOT PENILAIAN

Kehadiran (Keaktifan Mahasiswa atau QnA)	10%
Tugas	35%
Ujian Tengah Semester	20%
Ujian Akhir Semester	35%
Presensi	10%
Total Penilaian	100%

Kontak Dosen:

- Diperkenankan menghubungi dosen melalui email (fathiya.rahmi@upj.ac.id) / WA (08562554070).
- Jam kerja : Senin – Jumat, 07.30 – 16.00 WIB.
- Perhatikan etika pada saat menghubungi dosen.

SUMBER PUSTAKA

Newson, Jim Haynes (2011) Public Relations Writing, 9th Edition

Gregory Anne (2010) Planning and Managing Public Relations Campaign, 3rd Edition.



LET'S GET STARTED!

DESKRIPSI SINGKAT MATA KULIAH

Mata kuliah ini membahas proses perencanaan produksi media kehumasan sesuai kebutuhan organisasi dengan memanfaatkan media baru secara efektif.

LESSON PLAN



LESSON 1

Definition of PR & PR Functions

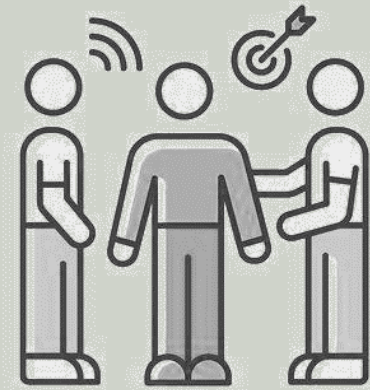
Stakeholders in PR

Marketing and Public Relations

Example of PR Campaign

TASK 1

WHAT WILL WE DO IN THIS SEMESTER?



**PLANNING PUBLIC
RELATIONS CAMPAIGN**



**MAKE GOOD MEDIA TO
COMMUNICATE PR
CAMPAIGN**

THINK AGAIN, WHAT IS PUBLIC RELATIONS?

Go to www.menti.com and use the code 78 31 07 6



WHAT IS PUBLIC RELATIONS?

- Professional and proactive communication
- Built high quality relations with key institution, communities and association.
- Built customer trust.
- Listen to public's need.
- Do two ways communications.



PUBLIC RELATIONS FUNCTIONS



Fungsi manajemen yang membangun dan mempertahankan hubungan yang baik dan bermanfaat antara organisasi dengan publik yang memengaruhi kesuksesan atau kegagalan organisasi tersebut.

Public relations practice is the art and science of analyzing trends, predicting their consequences, counseling organization leaders, and implementing planned programs of action which will serve both the organization's and the public interest.

DEFINITION OF PR CAMPAIGN

A planned set of communication activities, each with a specific defined purpose, continued over a set period of time and intended to meet communication goals and objectives relating to a nominated issue: for example, a campaign to increase industrial safety (Sheenan, 2009).



Multi-stakeholder in Public Relations

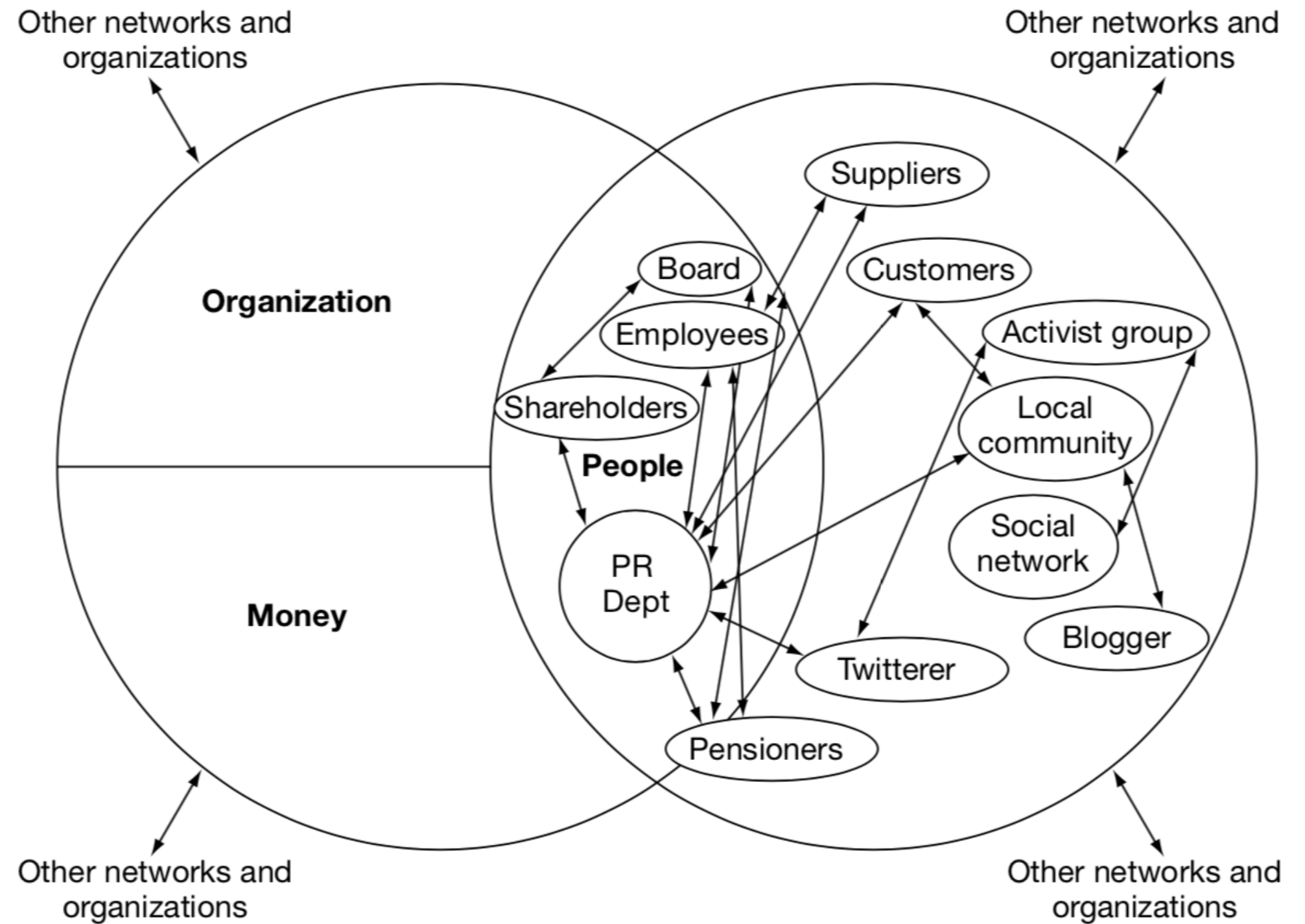


Figure 1.1 *The multi-stakeholder, multi-connected view of organizational structure*

The Inter-relationship of Public Relations And Marketing

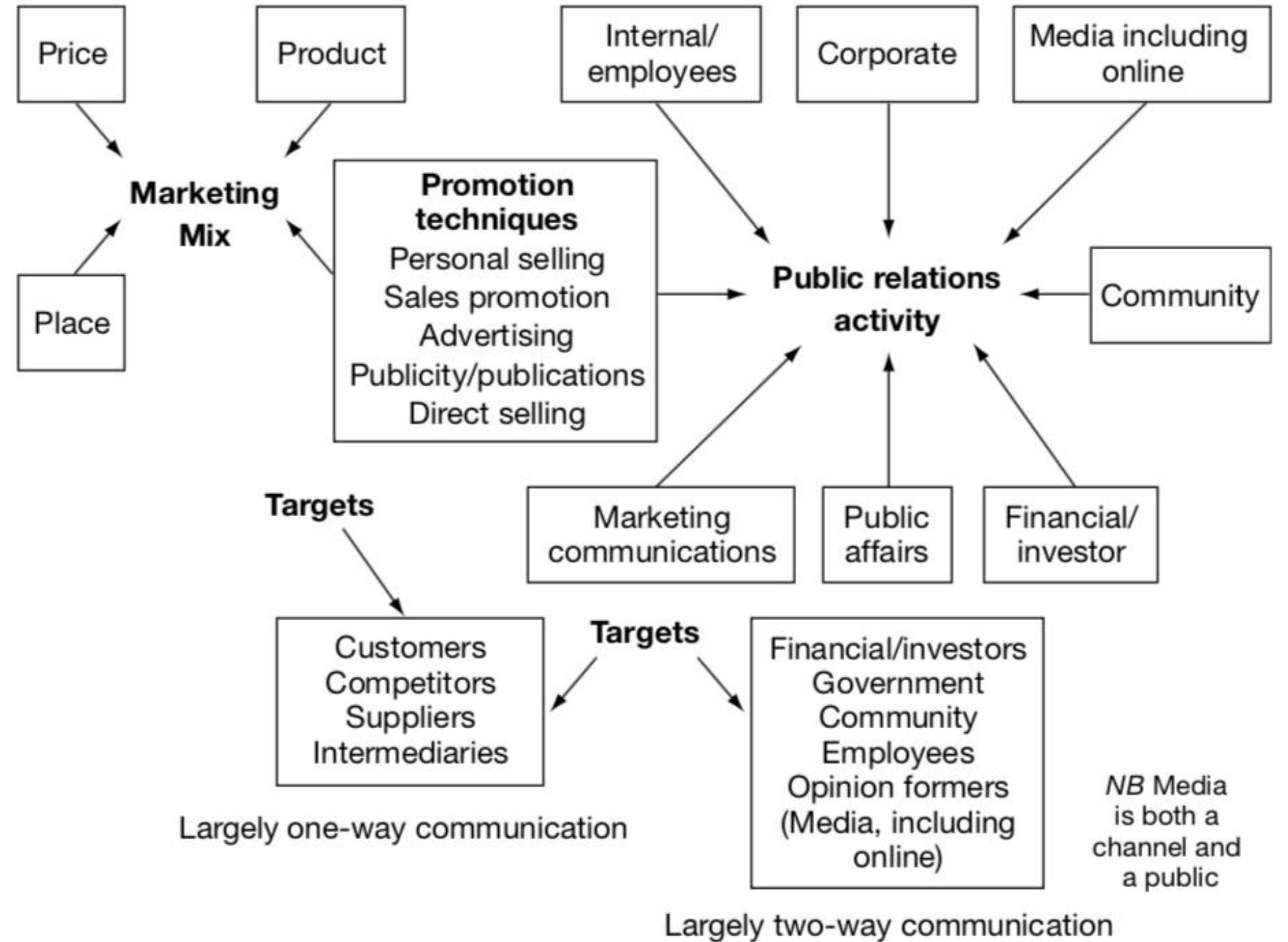
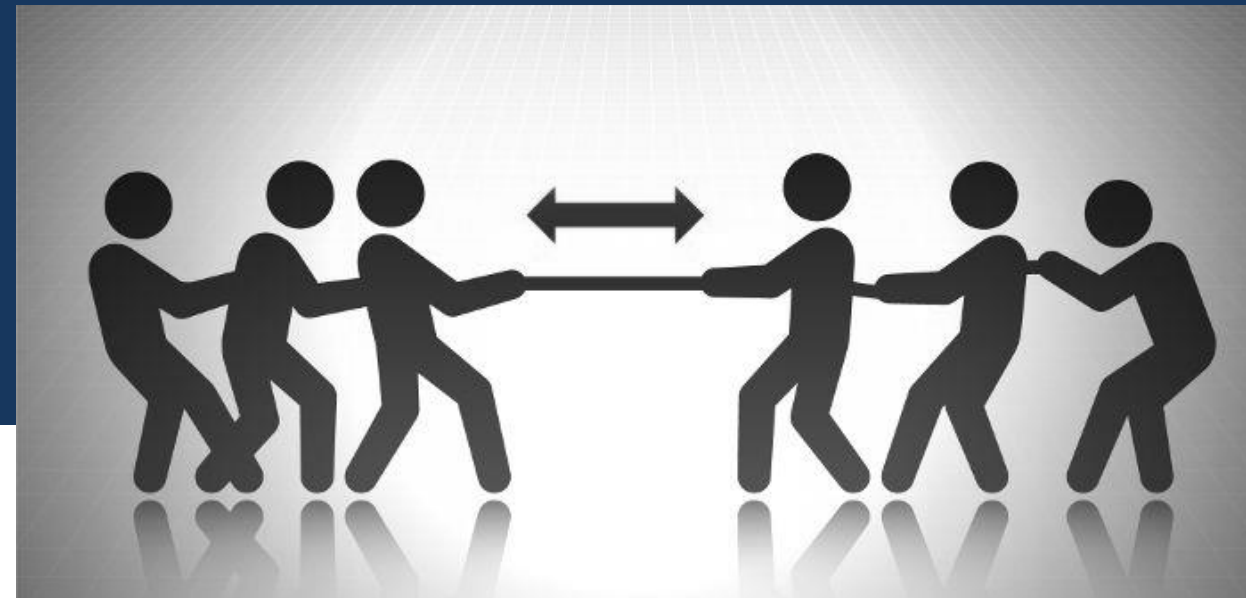


Figure 1.3 The inter-relationship of public relations and marketing

PUBLIC RELATIONS vs ADVERTISING



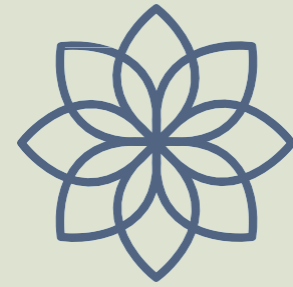
PUBLIC RELATIONS

- Free
- Less control coverage in the media
- PR provides information and newsworthy stories to a journalist
- PR professionals can communicate your message to a target audience in a variety of channels.

ADVERTISING

- Paid
- Have control over the content
- Advertisements have less credibility than the coverage gained by PR
- Company can pay for an advertisement to be placed directly in the media your target audience is interested in

PLANNING PUBLIC RELATIONS CAMPAIGN



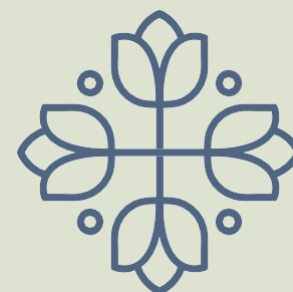
What is to be done?



Who will do it?







When / how often
will be done?




How it will be done?

EXAMPLE OF PR AGENCY

campaign

Region: **AP** • JP • CN • IN | Sign in | Advertise | Become a member     [Register](#)

[News](#) | [Analysis](#) | [The Work](#) | [Top 1000 Brands](#) | [Power List](#) | [Agency Report Cards](#) | [Events](#) | [Directories](#) ▾ 

fortune pr jakarta



May 30, 2013
Racheal Lee

Jakarta-based Fortune PR Singapore

SINGAPORE - Jakarta-based Fortune PR has opened a new office, in Singapore, as it seeks Southeast Asia.

campaign

Region: **AP** • JP • CN • IN Account ▾     [Register](#)

[News](#) | [Analysis](#) | **[The Work](#)** | [Top 1000 Brands](#) | [Power List](#) | [Agency Report Cards](#) | [Events](#) | [Directories](#) ▾ 



Feb 1, 2021
Ad Nut

'They're dancing around in their underpants'

Be the change (of undies) that you want to see in the world, asserts Bonds in a campaign by Special Group Australia.



Jan 29, 2021
Ad Nut

Tourism NZ launches crusade against predictable selfies

Summit spreadeagle? You can do better than that. Hot dog legs? Just don't. Contemplative man on a rock? Really?



Jan 26, 2021
Ad Nut

Wonder Woman and Haagen-Dazs, united in lazy marketing

The ice cream brand uses copy and paste to jam the superhero into a global campaign, but wants you to believe it's 'celebrating female empowerment and inspiring women!'

EXAMPLE OF PR AGENCY

Who We Are

ABOUT

AsiaPR is founded by people who are combining the understanding of business needs and having very extensive experience in communications and public relations field.

HOW IT WORK

AsiaPR is dedicated to strengthen client image in a positive way by implementing tailor made strategy as well as cost and time effective public relations and communications programs.

SIX DIMENTION OF PR

AsiaPR tries to transform the spirit of Asia, in the communications and public relations industry in Indonesia.



Portofolio



What We Do

EXAMPLE OF PR AGENCY

INKE & MARIS ASSOCIATES

ABOUT US NEWS OUR SERVICES OUR WORKS OUR CONTRIBUTIONS OUR PRINCIPALS CONTACT US

OUR SERVICES

- CORPORATE COMMUNICATIONS
- FINANCIAL COMMUNICATIONS
- MARKETING COMMUNICATIONS
- PUBLIC AFFAIRS
- ISSUES & CRISIS COMMUNICATIONS
- CAPACITY BUILDING & TRAINING
- SOCIAL MARKETING
- COMMUNITY & STAKEHOLDER ENGAGEMENT
- DIGITAL PR

INKE & MARIS ASSOCIATES

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OUR WORK

DIGITAL BANKING

BCA eyes 1m users for new Sakuku e-money service

Grace D. Amanti
THE JAKARTA POST

Publicly listed Bank Central Asia (BCA) expects its newly launched Sakuku e-money transaction to attract at least one million users within the first year of operations.

The new app, which was officially launched on Monday, is categorized as an electronic money (e-money) transaction service that enables users to conduct retail payments for purchases in physical and online shops, using only their cell phone numbers.

BCA retail and commercial banking director Sawigjono Budiono said the bank was currently in the process of expanding the app's features, which would enable users to top-up their cell phone credit, pay monthly bills and withdraw money from BCA ATMs.

"We hope this app can attract young people, who constitute half of our total 10 million customers, and more merchants to join us. As transactions grow, we will be very pleased if we can get 1 million people using the app in the first year," Sawigjono said after the launch event.

The private lender, Sawigjono said, was confident that the new app could be as successful as Flazz, its card-based e-money product, which was launched in 2007 and currently covers at least 7 million cards with an average transaction volume between 100,000 and 100,000 a day.

According to Sawigjono, BCA struggled to raise awareness of Flazz cards during the first years of its existence, but later succeeded in promoting it by equipping usage to various public transportation

with a maximum balance up to Rp 5 million (US\$234 million) and maximum monthly transaction value Rp 20 million.

"We will also actively raise awareness among customers and merchants about this product through various means, such as social media," Amanti said.

As part of efforts to raise customer awareness, BCA banking and services division head Leo Sewardi said the bank would accelerate partnerships with merchants, especially those that enjoyed popularity among young people, such as e-commerce, fashion, cafes and restaurants and cinema chains.

"We expect to build partnerships with hundreds of merchants this year. Currently, we already partner with 11 official merchants with 14

kafeBCA
Pembahasan dan Tantangan Generasi Muda sebagai Pelaku Usaha

Jumpa Pers
PROGRAM LAKU PANDAI
Eksplorasi Aspek-aspek Penting dalam Rangka Keuangan Inklusif

TASK 1

Tugas Individu:

Analisis campaign brand / perusahaan yang dilaksanakan oleh sebuah PR Agency. Jelaskan berdasar pada 4 poin PR Campaign Planning.
(Diskusikan dalam forum di Collabor)

Tugas Kelompok:

Bagi menjadi 8 kelompok.

Buat rancangan Company Profile PR Agency.

References:

Newson, Jim Haynes (2011) Public Relations Writing, 9th Edition

Gregory Anne (2010) Planning and Managing Public Relations Campaign, 2nd Edition.

<https://publicrelationssydney.com.au/the-difference-between-advertising-and-pr/>

Any Questions?