

# *Communication Pattern Between Journalists and Public Relations in West Java Provincial Working Group*

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**Abstract**— The role of Public Relations (PR) is considered very important as publicity and internal and external communicator in the achievement of purposes and targets of West Java Provincial government or its institutions. One role of the public relations is to foster good relations with journalists. Through good relations between public relations and journalists, it is estimated that West Java Provincial Government can develop good image and reputation. The research studies how the communication pattern of West Java Provincial Government in fostering good relationship with newspaper journalists who carry out activities in the West Java Provincial Governance and they are joined into the working group of West Java Provincial Government or called the Gedung Sate Working Group (*Pokja Gedung Sate*). The research type uses descriptive qualitative research. The research method used in this study is case study and data collecting technique is in-depth interview. The research results indicate that the communication pattern which occurs between public relations and journalists is the two way communication pattern so that it occurs effective communication in message achievement for the news collecting and coverage activities.

**Keywords**— *communication pattern; journalists; journalists working group*

## I. INTRODUCTION

Information is important need for public. Society can get information from various media such as radio, television, print media or online media. As the information producers, mass media are not separated from journalists. The journalists are spearhead of media to supply news stuff to be conveyed to public (Djuroto, 2000: 8).

Mass media as the information giver will always relate to those who work as a news seeker. The profession is a journalis, i.e. a person who does journalism work and or daily journalistic tasks or in other definition, a journalist can be stated as a person whose work looks for and writes news to be published in mass media either print, electronic or online media (Yunus, 2010: 38).

When carrying out his tasks as a news seeker, a journalist usually participates in journalists organizations or journalists working groups, such as those in professional groups. The journalists organizations have role as media used by journalists to solve problem or press cases undergone by journalists, protect and prevent them who have employment cases in the media companies where they work and they increase skill and professional capability as members of the organizations (Zaenuddin, 2011:66).

Besides the journalists organizations admitted by Indonesian Press Board such as Indonesian Journalists Association (PWI), Indonesian Journalists Alliance (AJI) and Indonesian Television Journalists Association (IJTI), journalists who seek news can also join with the journalists working group established deliberately in the scope of news coverage place.

Working group is a group arranged or structured by themselves when some members of some organizations carry out activities that do not relate to routine plans from the organizations but will influence their performance indirectly.

The working group also has pledge guidance as stipulated in Law Number 40 Year 1999 concerning Press. It contains "THE FIVE PLEDGES are ready". The pledge states that: members of the journalists working group are ready to hold fast the journalistic code of ethics; members of the working group are ready to keep the good name of journalists wherever they work; members of the journalists working group are ready to obey and support each program of the journalists working group as an institution; members of the journalists working group are ready to obey the code of conduct and have loyalty to the executive board; members of the journalists working group are ready to honor the individual rights of the members of the working group and always put forward the sense of togetherness as the form of confraternity, friendship and kinship (<http://infopublik.id/read/>).

When carrying out their activities, media can be used to stimulate two-way traffic communication. Moreover, the news coverage has complete discussion so that it can be more trusted than advertising and those paid and biased. When

using effective media, public relations practitioners will not only increase their clients' reputation or those who employ them but also their self and build good relationship with the journalists. The importance of media relationship in the organization or state institutions is not separated from each activity conducted by a human relations person in his daily activities.

Human relations definitely need media to convey information in relation to the companies (state institution) and on the contrary, they will get positive support and good opinion from public. Relationship between public relations practitioners and journalists is truly close relationship. Moreover, both can support but contradict each other.

The relationship with media is basically profitable because public relations needs the function and role of mass media and the last party supports every public relations activity carried out. Moreover, media definitely need public relations as their information source. Public relations has important role to carry out their function and achieve their purposes.

A journalists working group which all this time has carried out their functions is the journalists working group in the Public Relations Office of West Java Provincial Governance called The Gedung Sate Working Group. All this time the journalists as the members of the Gedung Sate Working Group develop relationship with the public relations. In everyday activities, Public Relations of West Jawa Provincial Governance requires media when it conveys information on the provincial governance activities. Therefore, it will create positive support and public opinion through writings published in newspaper or news the journalists has produced.

From the description on the background of the research problem at above, the researcher is interested to carry out the research on the journalists' communication pattern with Public Relations particularly the West Java Provincial Governance Working Group.

## II. RESEARCH METHOD

The research method used in the study is qualitative approach. According to Moleong (2014: 11), the approach collects data from interview script, field record, personal documents, notes, memos and other official documents. The use of the qualitative approach in the study is to synergize empirical reality and the existing theory by using descriptive method. The descriptive method only describes situations and events but it does not look for or explain relationship and test hypothesis or make prediction.

The researcher's consideration to use the qualitative research as stated by Moleong (2014: 138) is:

1. The adaptation of qualitative methods will be easier if it encounters double facts.
2. The research methods indirectly show the nature of relationship between the researcher and the respondents.

3. The research methods are sensitive and adaptable to the management of mutual influence towards the value patterns encountered.

Specifically the researcher will use the research methods of "case study". According to Stake, 1995 in Creswell (Ferriawan, 2013:93-94), the case study is research strategy in which the researcher studies a program, event, process or a group of individual carefully. The study cases get restriction of time and activities. In this matter, the researcher collects complete information by using a variety of data collecting procedures based on the scheduled time. In relation to the research, the researcher studies communication pattern of the journalists of the members of the working group with public relations officers of West Java Provincial Governance carefully. In this research, the researcher do interview with public relations officers of West Java Provincial Governance and members of the journalists working group.

## III. LITERATURE REVIEW

### 3. 1. Journalists

A journalist is person who routinely do journalism work and or journalistic tasks or in other definition, a journalist can be stated as individual whose works search and compose news to be published in mass media either print media, electronic media or online media. There are many terms used to mention individual who works as a journalist. Some terms are among others: news hunter, preacher, journalist, reporter, newsgetter, pressman, ink porter and mosquito press (Yunus, 2010:38).

Becoming a journalist is a long process. Education background is very necessary for a journalist. The preparedness and braven mentality are also required in professional development as a journalist. Basically becoming a journalist is required competent practical and theoretical skill. There is no journalist who can bear instantaneously. The journalistic profession needs strong personality and professionalism in the journalistic tasks. Only a professional journalist finally can definitely uphold the journalistic code of ethics as the basis of his journalistic tasks.

### 3.2 Types of Journalists

If we can see further, the real quality of journalistic news gets influence from journalism status related to media institution. In the simple context, journalists can be categorized in three types:

#### 1. Professional Journalists

The journalists usually totally depend their life on their profession as journalists in a media company. They are bounded and have idealistic and political reason. Therefore, they are highly dedicated to journalistic profession.

#### 2. Freelance Journalists

The journalists depend their life on journalistic profession but they are not bounded so that they are more free to submit

their journalistic works. However, they have idealistic and commercial reason. Therefore, their dedication is irregular.

### 3. Amateur Journalists

The journalists do not depend their life on journalistic profession. They do journalistic works without any bond and only for hobby. Therefore, they have idealistic-political-commercial reasons for further purpose (Yunus, 2010:42).

### 3.3 Working Group

Group is defined as two or more individuals interacting and depending on one another who join to reach some purposes and goals. It can be formal and informal. The formal group is group stipulated on the basis of organizational structure with the work assignment having been stipulated previously. In the formal group, behaviors that have to be expressed in the group have been made and directed to the organizational target. On the other hand, the informal group is fellowship unstructured formally and unstipulated organizationally. This group is naturally established in work circumstances as the response to the social contact demand (Robbins, 2006: 303).

The working group is a group of individuals consisting of two or more members who have similar purposes; have similar interest; make cooperation one another. It is established appropriate to the demand of the members. The example of the working group is journalists working group. The journalist working group is established by members of journalists who come from all types of media with one focus for similar problem. There are several factors that stimulate individual to join in the working group among others:

The first factor relates to security. After the individuals join into a group with others, they can reduce the insecure feeling for their stand alone. The second factor has close relation to status. When individuals join into a group considered important, other people will give admission and status for their membership. The third factor maintains self esteem. In this matter, a group can give self esteem to each of its members. The fourth factor is affiliation. A group can fulfill social need, individuals enjoy regular interaction as the result of their group membership. The fourth is target achievement. In one moment individual needs more than one person to accomplish a goal. Therefore, there is any demand to collect talent, knowledge or power so that we can accomplish a job (Robbins, 2006:305).

### 3.4. Definition of Communication

The success of communication activities depends mostly on the use of communication pattern. If the communication pattern is not effective and correct, effect of the communication process will result in negative influence.

The communication pattern is how it is habits of a group when they make interaction, the exchange of information, thinking and knowledge. It can be stated as well as way of individuals or group when they make interaction by using symbols having been agreed previously (Faulos, 2002:171). According to Djamarah (in Djamarah, 2004:1), it is a type of relationship between two or more individuals when they send and receive message in correct way so that the intended message can be

comprehended and understood. In simple way, it can be stated that communication is process of synchronizing perception, thinking and sense between communicators and communicants (Mulyana, 2001:7).

The communication pattern consists of two words, i.e. communication and pattern. Pattern is stated as model. It is way to indicate an object containing the process complexity and its relationship among the supporting elements (Cangara, 2007:60).

Moreover, the communication pattern is a form of communication used. In an organization, the members exchange message to one another. The exchange of message occurs through a way called the pattern of information flow or communication network. (Masmuh, 2008:56).

From the aforesaid definition, the communication pattern is form, model or the pattern of relationship between two or more individuals in sending and receiving message correctly.

### 3.5.Types of Communication Pattern

The communication pattern, according to Effendy, 1989:32, consists of three types, i.e.:

1. One-way communication pattern is the transmission process of message from communicators to communicants either with media or no media, no feedback from communicants and in this matter, the communicants just act as the listeners.
2. Two-way traffic communication occurs when communicators and communicants exchange their function in carrying out their function. The communicators in the first phase become communicants and in the next phase they exchange their function. However, basically those who start communication are main communicators who have a goal through communication process. The process is dialogical and feedback occur directly.
3. Multidirectional communication pattern occurs when the communication process occurs in greater number in the group where communicators and communicants will exchange thinking dialogically.

### 3.6 Form of Communication

To support communication that goes on between superior and subordinate as well as parties outside the group smoothly and effectively, there should be clear communication pattern.

According to Effendy (in Ruliana, 2014:91), the organizational life in its process consists of two dimensions, i.e. the dimension of internal communication and external communication. Therefore, there are two communication patterns in the organization, i.e.

#### 3.6.1 Internal Communication

To support the organization's goal, there should exist communication in the organization. The internal communication, according to Lawrence D. Brennan (in Ruliana, 2014:94), is the exchange of ideas between administrators and members of a company or an organization

in realizing the company goal in the distinctive structure (organization) and the exchange of ideas occurs horizontally and vertically in the company and therefore, work activities occur (operation and management). A communication has different characteristics, according to Effendy (in Ruliana, 2014:94-111), the internal communication in an organization gets support from a variety of communication form, among others:

1. Vertical Communication Pattern

The vertical communication patterns occur when communication goes on from upward to downward (*downward communication*) and from downward to upward (*upward communication*) or communication from leaders to subordinate and from subordinate to leaders as feedback (*two-way traffic communication*).

2. Horizontal Communication Pattern

The horizontal communication pattern is communication action carried out among subordinates or divisions which have equal position. The function of horizontal communication is: (1) The improvement of task coordination, (2) Problem solving efforts, (2) The exchange of information, (4) Conflict resolution, (5) The coaching relationship through mutual activities. In the general the form of horizontal communication include all types of interpersonal contact, the flow of horizontal communication occurs in a form of Meeting of the company's Board of Commissioners, personal interaction, chatting on telephone, memos and notes, social activities and quality circle.

3. Diagonal Communication Pattern

The cross communication is the communication between leaders of sections and subordinates of other sections. The importance of cross-channel communication in the organization stimulates Keit Devis (in Ruliana, 2014:98) to state that the implementation of the following three principles will strengthen the communication roles of the specialist employees:

- a. Specialist staff must be trained in communication skill.
- b. Specialist staff must consider the importance of their communication role.
- c. The management has to consider the specialist role of subordinate and there are more many benefits of the role in the organizational communication.

### 3.6.2 External Communication

Besides internal communication, to support communication in an organization, it requires communication with other parties outside the organization or it is called external communication. According to Ruliana (2014:108), external communication is all ways conducted by the organization to communicate with audience as the organizational target. The external communication can include communication from organization to audience or from audience to organization. The two forms of external communication include as follows:

1. The communication pattern from organization to audience occurs when informative communication is carried out in such a way. As a result, the audience has involvement so that the two-way communication is established. The activities are very important in the problem solving efforts with other parties.
2. The communication pattern from audience to organization occurs when feedback is effect of communication activities carried out by the organization. Communication from audience to organization is usually carried out through direct communication as well as indirect communication.

## IV. RESEARCH RESULT

Based on the data collection conducted in the research, it can be known that communication pattern conducted by West Java Provincial Public Relations towards the journalists of the Gedung Sate Working Group (Pokja Gedung Sate) was by providing information every day via email or SMS. The message content could relate to the scheduled agenda or events or the government's sudden activities.

Moreover, the message content conveyed by Public Relations of West Java Provincial Governance could be a kind of invitation such as agenda/events of West Java Governor. Form of communication conducted by public relations gave information through the information group having been established or through the journalists' personal contacts so that they received the information directly.

Moreover, Public Relations facilitated direct interview or press conference between the journalists of the Gedung Sate Working Group and Governor or Vice Governor. The communication pattern was not only for activities being conducted but also public relations required the journalists to give suggestion if the bureau will do activities.

The vertical communication pattern occurred from superior to subordinate and in this research it did not occur because public relations and the journalists basically had equal position. Therefore, there was no superior and subordinate despite there was meeting and hearings for activities to be conducted by public relations. However, the vertical communication had purpose of establishing feedback between both parties so that the parties had the similar purpose and could find a joint agreement.

The horizontal communication pattern was communication action conducted between subordinates or divisions with equal position. The horizontal communication which occurred between public relations and journalists had similar position. Both parties could exchange each information and job experiences. Public relations and the journalists discussed news coverage plans and the journalists gave input to public relations so that the problem could solve the problem. The plan discussed in a meeting was usually conducted in the periodical time. Of the communication plan, it resulted in an openness.

In the understanding and application of the horizontal communication pattern, public relations and the journalists

used horizontal communication pattern. In this matter, there was any communication pattern conducted by subordinates with other subordinates in the same position. Therefore, the communication pattern was used by the members to the exchange of opinion and various information to solve a problem for each party. From the existing communication pattern it resulted in openness between the members and made the members' communication to one another easier.

In the inter-member meeting, the problem of each division was uncovered and discussed through the sharing of inter-member experiences. Moreover, in the meeting the inter-member problem could be accomplished. Out of the inter-member meeting, on the other hand, a variety of horizontal communication was established. Here the members met in non-formal discussion, and they shared problems encountered.

Moreover, there was cross communication pattern. It was communication between heads of sections and subordinates of other sections. The diagonal communication occurred when the inter-division meeting was carried out between the research and development division and the editorial board division to discuss the issues proposed for press release content. Information discussed between public relations and journalists was frequently hot issues on the government, politics and others. A variety of information required by each journalist came from the issues of each journalist. For press release, it did not have to be given priority to the journalists working group or called the Gedung Sate Working Group. However, information in press release was spread to all media either local or national media. Therefore, it was not restricted for the journalist of the Gedung Sate Working Group. Moreover, information with public relations also related to agenda of news coverage activities inside or outside the city. Besides the agenda activities, the communication relations was conducted as well when public relations gave press release on the information which can become news stuff or news.

Therefore, there were two types of news source, i.e. agenda and issues. The agenda was activities conducted in West Java Provincial Governance and information on the agenda totally came from public relations. In this matter, public relations made coordination with private secretary of West Java Governor and Vice Governor. In the system, Governor gave information to his private secretary. Moreover, the private secretary gave information to public relations and the last party gave it again to the journalists. The agenda was not

only given to the journalists but also via the accessible website. Moreover, information could be press release held by public relations. Despite the journalists did not interview the governor, the press release content was similar to the Governor's statement.

## V. CONCLUSION

The communication pattern between journalists and public relations is two-way traffic communication. In the two-way traffic communication pattern, communicators and communicants have the change of function in carrying out their tasks. In the first phase, communicators become communicants and in the next phase they have replaced their function to each other. However, those who start the conversation are definitely major communicators, and the main communicators have certain functions through communication process, dialogical process and direct feedback.

The communication pattern is also conducted with the purpose of task coordination from public relations officers to journalists, problem solving, information sharing on agenda and issues for news coverage and good relations between journalists and public relations officers through meeting, communication via social media and social interaction in the activities carried out by public relations.

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