What's the Wifi? : The Internet Connections in Press Room Setting and Journalists' Satisfaction

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Abstract: Despite several research have been conducted to understand the relations between PR and journalists, in fact, it is always interesting to know that tangible facilities for journalists in press room setting. This paper seeks to elicit the journalists' perceptions towards the importance and their satisfaction degree towards the facilities that is provided in pressrooms in most companies in Surakarta City. This research focused on the WiFi connection aspect among other aspect/facility within pressroom settings. The study found that WiFi connection is considered important tangible facility in pressroom setting by both local and national journalists. However, the provision of this aspect was still considered unsatisfactory in most institutions in Solo, Indonesia. The suggestions for further study were lastly proposed.

1   INTRODUCTION

In this digital era, studies in public relations have increasingly developed involving digital media. Both PR and journalists work nowadays cannot be separated from digital media with the help of this channel: internet. The availability of internet seems to contribute significantly to the success (Kirat, 2007; Alfonso, 2006; Callison, 2003). Countless studies of PR have focused on strategic communication, CSR, online campaign, and many more. In the concentration of media relations, the PR-journalist communication shift as a consequence of social media intervention, has been increasingly studied. However, in similar field of media relations studies, very little, if not none, have paid attention on journalist need and satisfaction toward the provision of PR services.

This paper seeks to elicit the journalists' perceptions towards the importance of and their satisfaction degree towards the facilities that is provided in pressrooms in most companies in Surakarta City. This research focused on the of WiFi connection aspect among other aspect/facility within pressroom settings.

There were numerous research that have been conducted under the intervension of internet into media relations work. The focus of the research was also varied, but only several have paid attention to the press rom setting. However, the common notion was that there has been a shift in how media relations work nowadays since the emergence of internet.

Moreover, the democratic society in this digital era requires journalists to work fast, so the news in digital media can be consumed and shared in a real time by the society. Alfonso & Miguel (2006) for example, they analyze the web-based media centers to meet journalist' demands for information and audiovisual resources. Similarly, Waters *et al* (2010) investigated the changing interplay between journalists and PR practitioners. Others like Callison (2003) revealed that majority websites of 500 company websites in USA have no dedicated press rooms where information is easily accessed by journalists. The latest, research by Syahri *et al* (2015) reported how journalists in Central Kalimantan perceived PR services in public and private sector. The latest research also includes pressroom facility and support as one of indicator in the measurement of services perception.

This research explores and is able to explain more detail within the facility provided in the press room settings, with WiFi provision as the main focus. Later in the analysis, this research devides journalists by their coverage, i.e. local and national. Geographically, local journalists would not have need WiFi connection more than the national ones. However, it is argued that in this digital era, all

journalists would want, and posits fast WiFi connection as most important aspect of pressroom service regardless their news company origins.

The research findings in this paper enrich research-based information and fill the absence of the so-far-studies of media relations.

2 METHODS

2.1 Data Collecting

This study employed quantitative approach, survey method, and questionnaire as the main research instrument. The population was journalists in Indonesian Journalist Union (PWI) Surakarta. The sampling was calculated by Slovin formula, and selected purposively (by minimum a year working time, and had adequate experience in accessing pressrooms). In total, 58 journalists participated in the survey.

This study has three objectives. The first objective is to report the journalists' attitude towards WiFi connection provision in pressroom setting. To achieve this, first, it describes how journalists perceived the importance of each of the facility provided in press room setting, and second, it describes how journalists so far perceived their satisfaction toward each of the facilities.

The second objective is to map the importance-satisfaction towards the facility that is offered in most pressroom in companies in Solo. The last objective of this study is to bring evidence that both local and national journalists perceived the importance of and their satisfaction towards the pressroom facility similarly. Below are the research questions and the hypotheses:

RQ1. How do journalists perceived the importance of WiFi connection compare to other facilities in pressroom setting?

RQ2. How do journalists perceived their satisfaction towards the WiFi connection compare to other facilities in pressroom setting?

RQ3. How is the position of WiFi connection in pressroom setting compare to other facilities?

RQ4. Do local and national journalist perceived importance of and their satisfaction towards the pressroom facility similarly? Below are the hypotheses to this RQ4

Ha1. There is no significant difference between the importance of pressroom facility perceived by both local and national journalists.

Ha2. There is no significant difference between the satisfaction towards pressroom facility perceived by both local and national journalists.

2.2 Basic Statistic Analysis

The concept of importance and satisfaction towards the pressroom facilities were categorized in the following Table 1. The responses were scaled using 5-point Likert scale (the range is: most important – least important and extremely satisfied – extremely dissatisfied)

Table 1: Pressroom facility categories

NO	CATEGORIES
1	The comforts of press room
2	The cleanliness of press room
3	The availability of drinks in press room
4	The availability of a computer in press room
5	The availability of Wi-Fi in press room
6	Ease of access to press room location

Later, the data collected were analysed using basic statistics analysis to answer RQ1&2 with the help of SPSS and then cumulatively calculated the top two boxes response. Further, to answer RQ3, the data were analysed using Correspondence analysis with the help of XLStat software package to help to map the perception of the journalists and divide the mean scores into four quadrants. Lastly, to answer RQ4 and to bring evidences to the hypotheses, the data were analysed using T-Test.

3 RESULTS AND DISCUSSIONS

The findings to the study will be displayed according to the three objectives as mentioned in the beginning of research question section.

3.1 WiFi connection: Importance and satisfactions

Explained in the following Table 2, it is clear that all journalists agree that WiFi Connection in pressroom setting considered important (almost 100% in total responses), however, it is still unsatisfactory in the delivery (under 66% in total) because a service can only be considered satisfactory when the satisfaction percentage is 70% in minimal.

Table 2: Top 2 boxes on WiFi connection aspect

VARIABLES		LOCAL	NATIONAL
IMPORTANCE	Top 2 boxes	22	34
	%	37.9	58.6
SATISFACTION	Top 2 boxes	9	9
	%	40.9	25

3.2 WiFi vs. other pressroom facilities

As Figure 1 below depicted, it can be seen that among other pressrooms facilities, WiFi connection considered a facility that must be improved. It is because WiFi considered being the most important aspect in the pressroom setting. So the fastest the connection the better it is. Still in the figure, it can be seen that the ease of press room access has been achieved successfully and must be kept its performance by most companies that provide pressrooms for journalists, following drink provision, cleanliness, comfort, and last, the computer provision for journalists.

Figure 1: Perceptual Mapping on WiFi Connection
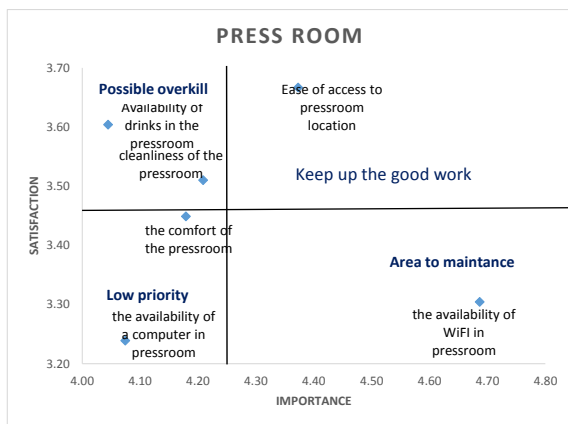
3.3 Local and national journalists: Do they perceived WiFi connection in pressroom facilities differently?

The following tables 3 & 4 shows the T-Test result in testing whether or not there was significant differences between local and national journalists regarding their perception on importance and satisfaction towards WiFi connection that is provided in most companies in Solo when they do news gathering.

It is revealed that all journalists confessed that WiFi connection is important yet unsatisfactory. Interestingly, both local and national journalists show no significant difference regarding their perception. This can be seen from the significance level (2-tailed) that showed the level above 0.05 (0.5 and 0.2, respectively)

These findings provide evidences to support hypotheses 1 and hypotheses 2 (to review please see Method section above in this paper).

Table 3: Means scores on Local-National journalists

	MEDIA	N	Mean	Std. Dev.
WiFi Importance	Local	16	3.81	0.4
	National	25	3.72	0.46
WiFi Satisfaction	Local	16	3.56	0.89
	National	25	3.16	1.07

Table 4: T-Test on Local-National perceptions

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. 2-tailed
WiFi Importance	EV assumed	1.915	0.2	0.66	39	0.51
	EV not assumed			0.679	35.08	0.502
WiFi Satisfaction	EV assumed	0.321	0.57	1.252	39	0.2
	EV not assumed			1.304	36.13	0.2

4 CONCLUSIONS

Since the democratic society in this digital era requires journalists to work fast, it reasonable that Wi-Fi connection considered important to help journalists to do their work. In addition, it seems that both local and national journalist deem WiFi connection as a basic need, so that their satisfaction must be met. This supports Kriyantono (2012) and Syahri *et al* (2015) in regard with the aspects that need to be considered important in media relations from the perspective of a company.

Despite several research have been conducted to understand the relation between PR and journalists,

in fact, it is always interesting to know that tangible facilities for journalists in press room setting, evidently, not only important but also always need improvement particularly in regions in Indonesia, and Solo is one example.

To further studies, it is very important to note that this study is limited to a city in Indonesia, which is Solo. It is very interesting to conduct further study that is able to generalize the findings to a larger population and one that is able to measure the position of this tangible aspect of pressrooms among other intangible aspects of PR-journalist relations, such as communication.

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