

The Effectiveness of An Internal Information Media in University

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Abstract— the purpose of this study is to discover how the ability of an internal journal published by Public Relations as an internal information media at a university. The existence of these internal journal raises the question about how far this journal is read, enjoyed, and causes an influence to its reader? The search for answers to these questions was not using statistical calculations but qualitative with case study methods in the Unikom Daily News which published by the Directorate of Public Relations and Protocoller of Universitas Komputer Indonesia (Unikom) in Bandung. Research showed that Directorate of Public Relations and Protocoller of Unikom as the editorial board has designed Unikom Daily News by considering the reader's coverage, quantity and frequency of publication, policy, title election, printing process, style and format, distribution method, and also advertisement. Unikom Daily News has been progressing but the evaluation to its readers has not been doing yet. So it can be concluded that the effectiveness of Unikom Daily News as an internal information media has not been fully achieved because it is still trying to determine the best formation in providing update information to the academic community of Unikom.

Keywords—effectiveness, internal journal, information media, public relations.

I. INTRODUCTION

Creating or maintaining an image is a special task that must be carried out by a Public Relations of an organization. But many people do not realize that this is not the only specific task. There are still a number of other special tasks that must be carried out by Public Relations, especially by its leaders.

One of the special task of Public Relations that is no less important compared to creating or maintaining an image is that Public Relations must be able to provide information about the organization or company. This is in accordance with Frank Jefkins' statement, that one of the special tasks that must be carried out by a Public Relations Manager is to provide various information about policies, activities, products, services and personnel that are very complete, to create maximum knowledge in order to reach understanding from the public [1].

How to convey information to all parts of the organization and how to receive information from all parts of the organization is one of the biggest challenges in organizational communication. Because we talk about information that moves formally, first, from someone whose authority is higher to others who have lower authority or downward communication; second, from someone whose authority is inferior to others who have higher authority or

upward communication; third, among people in the same work unit or horizontal communication; and fourth, among people who occupy different functional sections or diagonal communication [2].

This also happened at Universitas Komputer Indonesia (Unikom). After eighteen years, Unikom became more active in Public Relations activities. Especially since 2012, when Unikom formally established a directorate specifically to carry out Public Relations functions, called Directorate of Public Relations and Protocoller. So the directorate is not only runs the Public Relations function, as the name implies, which is accompanied by a protocol function, led by a Director of Public Relations and Protocoller.

In connection with the special task of the Public Relations Manager as an information provider, one of the media that is often used by Public Relations to provide information for the external public or public that is indirectly related to the organization (such as the press or mass media) is a press release. Whereas for the internal public or public contained within the organization (including employees), many Public Relations' who manage internal journals (house journals). That is why the Directorate of Public Relations and Protocoller of Unikom has a variety of media tailored with each public.

Vanc and Stafford through an open-ended interviews with 147 employees found that the personal influence of the chancellor and top administrators has an effect on information satisfaction. This research also found that although e-mail is efficient for information exchange, the preference for communication among all groups of employees is face-to-face, interpersonal, dialogic interactions. Through their research, it can be concluded that meetings, despite being acknowledged as time-consuming, were valued as a channel for feedback and providing face time with top managers. Electronic channels, if used thoughtfully, can flatten the traditional, hierarchical structure of internal communication and give employees at all levels of the organization the sense of hearing things first-hand, from the top [3]. Unfortunately this research did not specifically suggest the most effective of electronic channels to be used as information media based on the employee's point of view as the research subject.

Research of Friedl and Verčič revealed that employees still favor traditional internal channels, in spite of a strong preference for social media in their private lives. The main research question of their research was – what media preferences do digital natives have regarding internal

communication channels? Their research concluded that social media adoption in internal communication seems to develop more slowly than in personal life. There does not seem to be a need for a complete shift towards social media in all areas of internal communication [4]. However, this research is not able to answer what are functional reasons users perceive that direct them to prefer and use social media for private over organizational communication. These things they recommend to do by the next researcher.

Ruck and Welch conducted research which reviewed concepts relating to employee needs for internal communication content. They examined 12 recent researches that audit internal communication. Their research found that audits are focused on communication processes rather than employee needs for content. So they concluded that theory can be broadened to include organisational engagement [5]. Unfortunately, this research did not create a model for employee questions to be addressed through internal communication.

Welch and Jackson through their research proposed an Internal Communication Matrix which could be used to supplement other forms of internal situational analysis and as an analytical tool which may be applied to the strategic analysis, planning and evaluation of internal communication [6]. However, just like Vanc and Stafford's research, this research also did not suggest the most effective information media to be used in the internal communication.

In the other research, Mary Welch said that the potential benefits of internal communication rely on appropriate messages reaching employees in formats useful and acceptable to them. Consequently, insight into employee preferences for mediated internal communication is required. She investigated employee views on the format of internal publications, contrasting acceptable attributes with elements which attract criticism through the single-case study that contributed consideration of fresh data on an under-researched topic. This research adopted a stakeholder approach with an employee-centric emphasis on employee preferences, in contrast to much previous research which focuses on manager perceptions of internal communication [7]. But unfortunately, this study also did not specifically mention the most effective media to reach employees in the internal communication.

The existence of of an internal journal that was only published for one year and a half, has not been able to answer the question how is the ability of these internal journal to be read, enjoy, and influence the academic community of Unikom? In this research, the search for answers to these questions was not conducted using statistical calculations, because there are two kinds of measurement results: (1) Qualitative results, that can not be measured statistically, but measured through real experience and comparison; and (2) Quantitative results, are results that can be measured statistically based on numbers [1].

There have been no previous researches that explain the consideration in designing an internal journal from the perspective of Public Relations who has the responsibility. So the aim of this research is to find out the effectiveness of an internal information media in University. Specifically, how are the considerations in designing internal information

media and its evaluation through case study methods in the Unikom Daily News which published by the Directorate of Public Relations and Protocoller of Universitas Komputer Indonesia (Unikom) in Bandung.

II. METHOD

This research was conducted with a qualitative approach. David Williams in Lexy J. Moleong stated that "Qualitative research is the collection of data in a natural setting, using natural methods, and carried out by people or researcher who are naturally interested". [8]

To achieve the research objectives in describing the effectiveness of an internal information media in university, the most appropriate method for this research is case study in the Unikom Daily News which published by the Directorate of Public Relations and Protocoller. This method examined the contemporary phenomenon as a whole and thorough on the actual conditions by using various forms of qualitative data. According to Yin in Arifiyanto, the object that can be raised as a case is contemporary, that is in progress. It could also finished already but still left a wide impact and influence in the community at the time when the case study research is conducting [9]. So researcher made more observations, went directly to the field, as observers and readers of Unikom Daily News and making observations without trying to manipulate the variables.

Purposive sampling technique used to determine the informant, which is a data source sampling technique with certain considerations" [10]. The informants of this study were divided into key informants and supporting informants.

Key informants consisted of three people who were part of the Directorate of Public Relations and Protocollers of Unikom and also the editorial board of Unikom Daily News. In addition to the key informants, researcher also collected data from supporting informant, namely the internal public of the Directorate of Public Relations and Protocoller who is reader of Unikom Daily News. With consideration as a representative of the academic community of Unikom which is the main target of Unikom Daily News's reader.

The data collection techniques in this research are: literature study, online data search, in-depth interviews, participant observation, and documentation. To analyze data of this research, Miles and Huberman in Sugiyono suggested that activities in qualitative data analysis were carried out interactively and continuously until complete, so that the data was saturated, consisting of: data collection, data reduction, data display, and conclusion drawing (verification) [12].

III. RESULTS

Considerations in Designing An Internal Information Media in The University

During one year and a half since Unikom Daily News was published, there were a number of positive developments experienced. Initially, it was only published digitally, but starting in August 2017, Unikom Daily News was also printed. The considerations in designing Unikom Daily News as an internal information media by the Directorate of Public Relations and Protocoller of Unikom, consist of:

- a. The scope of reader is the internal public of Unikom, namely the entire academic community of Unikom, from the rector, vice rectors, deans, directors, division and section heads, lecturers, employees, to students;
- b. The digital version of each edition is published 1-3 pages in image format, while the complete edition (one volume) that has been published every day in the last month is printed in 15 copies;
- c. The frequency of digital version is every day, from Monday to Saturday in a different hours, while the printed version is only published once a month, on the day of the Leadership Meeting;
- d. The policy is about information (news) which is activities carried out in Unikom, achievements achieved by the academic community of Unikom, and other information about the academic community of Unikom, such as obituary, birthday, or graduation. The aim is to give the latest information to the academic community of Unikom about their own campus;
- e. The title of Unikom Daily News refers to the frequency of publishing which is every day or daily;
- f. The printing process (publishing) began from the digital version and then printed. The Directorate of Public Relations and Protocoller does not have a special printing method to print whole collections of each edition (one volume) which has been published in the past month, so it still uses ordinary printer;
- g. The style and format of digital version is in image (.jpg) with portrait orientation. Collection of each edition of Unikom Daily News (one final volume) is printed in full color with A4 size look like a magazine. Only the format that changes, but there is no difference between the digital and printed versions on its contents and appearance;
- h. It is distributed free of charge because its readers coverage is the internal public of Unikom;
- i. The advertising that published is non-commercial, accommodate activities that will be carried out at Unikom or promotion of the upcoming events. There is no plan to accommodate commercial advertisements or advertisements from activities that will be carried out by other universities;
- j. The distribution of digital version is through a group on the WhatsApp application, the first group for vice rectors & deans, the second group for directors and division heads, the third group for department heads and secretaries and also section heads, the last group is for student organizations. Each member of the group is expected to distribute (become a distributor) of Unikom Daily News to their colleagues and friends around them, as an example the department heads are the Unikom Daily News distributor for the lecturers in their department. The printed version is only distributed to the member of Leadership Meeting, Unikom Library, and also as the archive of the Directorate of Public Relations and Protocoller.

Evaluation of An Internal Information Media by the Directorate in University

Unfortunately, Directorate of Public Relations and Protocoller as the editorial board of the Unikom Daily News has not been conducted an evaluation of Unikom Daily News as an internal information media to obtain feedback from its readers. The results showed that the response of the Unikom Daily News readers is still positive. However, it cannot be denied that there might be a negative response related to Unikom Daily News so that the editorial board still has to conduct an evaluation to the reader because even though the editorial board has been very open and accepts all criticisms and suggestions from readers, it cannot be denied, there might be readers who tend to be passive (never give any response, either suggestion or criticism). So it is expected that the editorial board realizes that when there is not many readers who give their respond, it does not necessarily mean that there is no problem.

IV. DISCUSSION

The coverage of Unikom Daily News readers was an agreement between the Director of Public Relations and Protocoller who is also the chief editor of Unikom Daily News and the Rector of Unikom. Reader coverage has experienced a development. Initially, students were not included. But starting from December 2016, WhatsApp group was formed for the reader from student organizations. Based on public classification, Unikom Daily News readers is included in the internal public category, which is a public contained within the organization or company. It is include all people who work or support an organization or company, from the top of the leadership and executives, up to the staff is one of the main public from the ten main public of public relations [1]. In this research, Unikom's internal public includes the entire academic community of Unikom, from the rector, lecturers, to Students. But in its development, the news published by Unikom Daily News can be accessed by external public through the site www.berita.unikom.ac.id As the part of its development, Unikom Daily News is no longer only in digital format but also printed. How many copies must be printed for each issue? The quantity of publishing will also affect the methods of production and the quality of the material and its contents [1]. At the beginning of its publication, the digital version of Unikom Daily News consisted of only one page. Along with the more activities and information about the academic community of Unikom, the digital version began to be published 2-3 pages in each edition.

Since August 2017, the complete edition or one volume of Unikom Daily News which has been published every day in the last month, will be printed fifteen copies consisting of twelve copies for participants of the Unikom Leadership Meeting, two copies for the Unikom Library, and one copy for the Directorate Public Relations and Protocoller's archive. The printed version was published as the request of the Rector of Unikom with a limited number that is the participants of Leadership Meeting to facilitate the news archive for the leaders of Unikom.

The next consideration is that the journal must be published regularly and have a fixed publication date. Or to answer the question, how often must the journal be published? [1] Directorate of Public Relations and Protocoller of Unikom make an internal information media that is consistently published every day, from Monday to Saturday. But the printed version is only published once a month, which on the day of the Leadership Meeting. After one year and a half of its publication, Unikom Daily News never failed to issue. It's just the matter of its publishing time from days to days that is uncertain (irregularly). One of the reasons for the inconsistency of publishing time is the tight activity of the Directorate of Public Relations and Protocoller. Whereas according to the observation results due to the lack of the editorial board members. Because they also must carry out the activities or tasks of the Directorate of Public Relations and Protocoller. But generally, it is attempted to be published in the afternoon.

The results showed that the policies contained in the editorial board consist of:

1. Division and job description of each member of the editorial board
2. The criteria of news and information that will be published
3. The criteria of graphic design and layout

Unikom Daily News was first published on November 7, 2016. The contents are about activities carried out in Unikom, achievements achieved by the academic community of Unikom, and other information about the academic community of Unikom, such as obituary, birthday, or graduation. The aim is to give the latest information to the academic community of Unikom about their own campus. But, in addition to providing information, Unikom Daily News also has other goals, namely entertainment facilities, motivate and move the academic community to do something positive, and also provide opportunities for the academic community of Unikom who likes to write and want to publish the news in Unikom Daily News.

Unikom Daily News was purely an idea from the Director of Public Relations and Protocoller of Unikom who also the chief editor of Unikom Daily News. Through the delivering aspirations to the rector of Unikom. But the process of forming and determining the editorial board was conducted through an internal meeting of the Directorate of Public Relations and Protocoller of Unikom which was then reported to the rector.

The editorial board is only consist of four people. The number is quite minimal considering the frequency of publication and intensity of activities that must be covered. As a consequence, each editorial board member has multiple tasks. So it needs to be developed, including the addition of reporters, documentation and photo archiving section. Because compared with the editorial board of commercial print media, the editorial board of Unikom Daily News in the pre-publishing section is run only by one person when it should be (at least) by two people.

News criteria that are suitable for the publication of Unikom Daily News determined by the editor in chief, are news about activities that have positive intentions and objectives, and held or involve the academic community of Unikom.

In general, the news writing contains basic information related to the information component summarized into 5W1H (What, Who, When, Where, Why, How). Besides it has to fulfill the principles of news writing, the editorial board of Unikom Daily News also paid attention to the journalistic code of ethics. The following is a journalistic code of ethics that is universally applicable (in any country), including:

1. Report the truth and not the lies;
2. Check the accuracy of the news before it is printed or broadcast;
3. Correcting the mistakes that might be done;
4. Not allowed to discriminate between people;
5. Obtained information honestly;
6. Not allowed to accept gratuities or other people's gifts which are intended to influence reporters' coverage;
7. Cover both side, which is balanced, in the sense of not taking sides with certain interests [12]

The title (name) is determined by the editor in chief through discussions with the editorial board members which was then approved by the rector of Unikom. The selection of Unikom Daily News as the title is the right decision because it is simple, clear, in accordance with the publishing frequency, and easy to remember.

Regarding the design of internal journal, Frank Jefkins explained that drafting is not merely writing or drawing and sending it to the printing press, then expecting the best results. To get maximum results, public relations must create a layout for each journal page. The placement of the title head must get the extra attention. The size, shape and position of photographs must be designed in such a way, including the projection each part of the image in order to obtain maximum effect. Photos can be used to close empty columns due to limited writing. The typography must be made as carefully as possible so that the article as a whole can attract attraction. The appearance of a journal is very important so that the style consistency of one edition must be endeavored, from one issue to the next. If you pay close attention to commercial newspapers and magazines, there are differences and characteristics between one another. The style or overall appearance can change for a long time. The newspaper still retains other forms that will be the characteristic so that it is easily distinguishable from other newspapers [1].

The selection of colors used by Unikom Daily News, aimed to classify the monthly volume, to attract the reader, and also to inform that volume of Unikom Daily News has changed. The criteria of graphic design and layout are based on the concept of flat design. There is no guidelines from graphic design and layout from the internal media of other companies or universities. In addition, the researcher observed that the Unikom Daily News layout used asymmetric balance.

The decision to share Unikom Daily News for free is very appropriate considering the main target of the reader is the internal public. There is no discussion between the editorial board about the possibility of selling Unikom Daily News.

Ads that are published, also free of charge or non-commercial, mostly about activities that will be carried out at Unikom or to promote an upcoming events. The existence of

advertisements was also responded positively by the reader, but reader's hope (especially students) that Unikom Daily News will promote advertisements about activities from outside Unikom.

The distribution method of Unikom Daily News is conducted through the groups on the WhatsApp application. This is the decision of the Unikom Rector, in addition to achieving financial and time efficiency also to support the paperless system that has been applied by Unikom. So, information will be more accessible, on target, and easy to read, not require memory or large capacity on a smartphone.

WhatsApp application selection is because this application can be downloaded for free and offers the ability to send messages, make a simple, safe and reliable calls, which are available for telephones worldwide. And also the consideration that more than 1 billion people in more than 180 countries use it to stay connected with friends and family, anytime and anywhere. The name WhatsApp is a pun from the phrase 'What's Up', which means What's New.

Regarding WhatsApp users in Indonesia, in August 2016, several digital and advertising company associations in Indonesia officially collaborated with comScore research companies to create Online Audience Measurement Standards. comScore is expected to provide data on the number of visitors from each mobile site and application in Indonesia, like Nielsen's rating for television media. On March 29, 2017, comScore presents reports based on January 2017 data, the report proves that WhatsApp application is the most popular mobile application and the most users in Indonesia, with around 35.8 million users. Second ranked after Google Play. WhatsApp is a communication media with connectivity that is far more stable than other messaging apps, even WhatsApp is used by the majority of the people today.

Besides, WhatsApp connectivity in sending photos and videos, explained in the official website that photos and videos will be sent quickly even if the users are on a slow connection.

Apart from various developments that have been experienced by Unikom Daily News, evaluation must be conducted to find out its ability to be read, enjoyed and influential and also to maintain or improve its quality. Basically, there are two kinds of evaluation results:

1. Qualitative results

In general the results of a public relations activity are qualitative. That is, these results cannot be measured statistically, but rather measured through real experience and comparison.

2. Quantitative results

Kind of results that can be measured statistically based on numbers [1].

The observation showed that the evaluation of Unikom Daily News as an internal information media to obtain feedback from its readers had not been made by the Directorate of Public Relations and Protocoller as the editorial board, both qualitatively and quantitatively. However, Jefkins said that in measuring the results (evaluation) there are tangible results or self-evident results [1]. The tangible results (self-evident results) of Unikom Daily News showed that the response from the readers is still positive. However, it cannot be

denied that there might be a negative response related to Unikom Daily News so that the editorial board still has to conduct an evaluation to the reader because even though the editorial board has been very open and accepts all criticisms and suggestions from readers, it cannot be denied, there might be readers who tend to be passive (never give any response, either suggestion or criticism). So it is expected that the editorial board realizes that when there is not many readers who give their respond, it does not necessarily mean that there is no problem.

The self-evident results are also seen from the various developments experienced during one year and a half of its publishing, as follows:

1. Initially, Unikom Daily News only consisted of one page, along with the increase in information that must be conveyed to the Academic community of Unikom, the number of pages increased, to 2-3 pages.
2. The coverage of reader is also increased to the students with the addition of one group that contains the leader of all student organizations in Unikom.
3. Able to become a media campaign for activities that will be carried out in Unikom by providing free advertising space (non-commercial).
4. It is also managed to show attention for the academic community of Unikom by conveying the news of the joys and sorrows experienced by the academic community of Unikom.

Several methods that can be taken by the editorial board to to find out the ability of Unikom Daily News to be read, enjoyed and influential, according to Frank Jefkins are:

1. Readers' survey

Ask the readers to fill out a questionnaire and give their opinions about whether they like it or not. The questionnaire can be printed then distributed directly to the readers or inserted an announcement in Unikom Daily News to follow a survey which is held online, complete with the link that can be accessed and how to fill out the questionnaire.

2. Readers' letters

Published or not, the number of readers' letters will indicate the extent to which they put interest and attention in a journal. The letter can express what is their opinion, their attitude or feelings towards the media concerned. Unikom Daily News readers usually conveyed their responses directly through messages on the WhatsApp application to the editorial board.

3. Response to Ads

If the advertised products experience an increase in sales, this means that the interest and trust in the journal is high. In this case, if the activities advertised by Unikom Daily News get an increase in participants, this means that the readers have a high interest and trust to Unikom Daily News.

4. Article citation

If a journal already has a fairly wide and trusted range, the various articles it contains will often be widely quoted and utilized. In this case, if the various news or information from Unikom Daily News will be quoted or become the subject of discussion for the academic

community of Unikom showed the high level of trust to Unikom Daily News.

5. Impact

A positive impact is usually in the form of better knowledge, understanding, behavior of audiences, increased cooperation with dealers, or anything that might be the goal of public relations. The impact itself can be known through opinion surveys, observations or through physical and financial results. That means, Unikom Daily News has a positive impact if academic community of Unikom as the readers have a better knowledge, understanding, increased cooperation or anything that might be the goal of Directorate Public Relations and Protocoller of Unikom or the achievement of Unikom;s goals in general. For that reason, researcher re-emphasized the need to conduct readers' survey [1].

If categorized, Unikom Daily News as an internal information media by the Directorate of Public Relations and Protocoller is included to a new internal journal, which is the electronic newspaper. But as a substitute for computer communication network, Unikom Daily News is using communication network through the messenger application on smartphones (WhatsApp).

The results of research observations indicated that there are several contradictions found that can be used as clues that the effectiveness of Unikom Daily News as an internal information media has not fully achieved:

1. Contradiction related to the publishing frequency

The publishing frequency of Unikom Daily News which is regularly every day aimed to provide an update information to the academic community of Unikom in one side, has a negative impact in the other side, that is boredom (selectivity) from the readers, as stated by the reader as the supporting informant of this research, the selectivity that mostly happened is choosing to read only certain news, for example, only willing to read editions that contain news or information related to their study program, faculty, or student organization.

2. Contradiction related to the format and process of publishing

In the beginning of its publishing, the innovation of Unikom Daily News is on its digital format and the publishing process that was very efficient, and almost did not require a budget. Simply use the internet facilities (wi fi network) that have been provided by Unikom. But then, all editions that have been published in the last month are printed, although only for limited circles, it became a contradiction because it means that Unikom Daily News no longer fully supports the paperless system and instead returned to conventional publishing methods. This is also inefficient because it required a special budget. There is also contradiction related to the image format (.jpg) of Unikom Daily News which is considered practical in one side, but in the other side has consequences, where the reader must zoom in to enlarge or read the contents.

5. Contradiction related to the distribution method

The distribution method of Unikom Daily News through WhatsApp Group which contains the representatives of every part of Unikom academic community who are expected to be distribution agents (distributors). In its implementation, many members of those WhatsApp Groups are passive and rarely do their 'assignment' as distributor, instead of being gatekeepers (information filters). They often do not will to share or distribute each edition of Unikom Daily News to their immediate environment. Or just willing to become a distributor of Unikom Daily News on certain editions. The findings of the observation, there is a member who was skeptical, disturbed and chose to leave the group.

V. CONCLUSION

The effectiveness of an internal information media in university is shown by various developments experienced after one year and a half of its publication. However, researcher need to convey that the effectiveness of the Unikom Daily News as the internal information media by the Directorate of Public Relations and Protocoller as the research's object has not been fully achieved because the results of the research also showed that Unikom Daily News is still trying to determine the best formation in providing an update information to the academic community of Unikom. This is due to several contradictions found during the research.

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