The University Public Relations Unit Communication Strategy in Facing the 4.0

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Keywords: Public Relations, PR in 4.0 Era, Technology for Public Relations, Chatbot Dan Social Media Monitoring

Abstract: Public relation is a strategic function in the organization. The 4.0 technology era brings many changes in the public relations job. Public Relations in University has a different character with other company. In the 4.0 era, public relations should adapt to new media which is user-generated content. This paper will explain the improvements in industry 4.0 and its impact on public relations roles, especially for Public Relations at the University. Technology in 4.0 brings some opportunities to Public Relations to expand and improve their services to their public. As we know, Public relations have a responsibility o maintain corporate image and reputation. They should know how to utilize new tools. Their knowledge about technology is fundamental in this post-human era. The failure to cope with these challenges will result in a decrease of the university image and reputation. This paper explores how public relations in Universitas Indonesia (both the University & the faculty P.R. Officer/Head) can take benefit of the new tools. It will explain the requirements that make public relations take benefit from. In order to achieve the research findings, a descriptive method used in this paper. We explain the strategy of University P.R. and also its implementation in the faculties. The result is that P.R. in Universitas Indonesia has already tried to adapt and deal with the 3.0 technology. The tries to utilize social media monitoring and utilize Chabot to maintain the relationship with the public, maintain corporate image and reputation. All those technologies will be function properly if we make a good workflow that serves the public's needs. Finally, University PR practitioners should be aware of this and prepare to utilize all technology to support their task every day and correctly. Form the discussion, and we can conclude that P.R. practitioners in Universitas Indonesia have already tried to adapt to 4.0 era. Their effort can be seen from the shifting in the communication platform used, and they evaluate it. The improvement should be made on keyword management of Universitas Indonesia social media monitoring and chatbot.

1 INTRODUCTION

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics (All About PR, 2018). The definitions and shows that Public Relations is a management function that is responsible for building good relations and image with its public. In communication, the key to creating an effective, efficient and mutual understanding is the function of public relations. Active means the results meet/match the expectation while efficient means are achieving goals with the minimal cost, time and personnel. The Newcomb' ABX Model explained that a communication process would run smoothly if both parties have the same understanding of an object. If the understanding is not the same or the opposite, then the communication links between two sides will no be harmonious and effective (Botan, 2006)

P.R. in University or higher education has a different character with P.R. in other industries. The is a uniques ways and challenges for university P.R. professional although the fundamentals of public relations at colleges and universities are similar to those at other organizations and company. University has a full range topic from many faculties, so it makes P.R. should understand every of the faculty perspective and contribution in the field of expertise. Piers on Pijar Suciati 2017 said making time to meet in advance and stay in touch regularly ensures everyone is better prepared for breaking news opportunities (Suciati et al., 2017).

In the previous study said that in Indonesia almost all Public Relations officials from Public Relations in

State Universities complained about the not optimal role and function as a manager of communication and information to the public. The complaints also come from the meetings held by the Public Relations Association of Indonesia (Perhumas) and the Government Public Relations Coordination Agency (Bakohumas).

However. Today the world is welcoming the period of sophisticated technology known as the industrial era 4.0. Technology is projected to dominate all human life's aspect. Revolution technological concept and internet-based communication will happen in this era. Human will be able to communicate via the internet that allows interaction and information exchange. Furthermore, the information exchange not only between human and humans, and humans to a machine but also between machines themselves (Cooper and James, 2009)

Industry 4.0 has four main components that are Cyber-physical systems (connections between the real world and virtual world), Internet of Things (IoT), Internet of Services (IoS) and Smart-factories (Roblek et al., 2016). In the last several years behind public relations need to improve into two ways conversation in the social media, website and chatbot.

Social media does not feel personal to the customer. So some public relations choose chatbots to becomes an option to make customer engagement, which one is a public relations role. The main research question is "What strategy that University public relations takes to face the 4.0 era?

2 LITERATURE REVIEW

2.1 Public Relations in University

As we know, P.R. refers to their work to the institution's mission and vision. P.R. building plans that connect the University's goals with the needs and interests of the public (Suciati et al., 2017). Public relations are connectors, and trusted partners, deep listeners and strong advocates. They work and stand for something, both at the decision-making side, and they are also representing the University to the public (Melichar and Brennan, 2017).

Some literature shows that university or higher education public relations practitioners/officers do not fully understand their roles (Broom and Dozier, 1990; Hale, 2001). Hale said there is a possibility of why this condition result of role conflict or role ambiguity with the emergence of higher education/university marketing, branding and

advertising trends and strategies (Hale, 2001). Experts in the field argue that public relations officers will be able to achieve a "seat at the table" where they can influence stakeholder relationships when they perform both roles. Public relations should implement the managerial role in such a way that top management will understand their value and demand it when making organizational decisions (Broom and Dozier, 1990).

2.2 Revolution Technology

B. *Revolution Technology to 4.0 Stage in Public Relations*

In public relations, we can divide this industrial evolution into division according to industry 1.0 to 4.0 (Binsar et al., 2018)

a. In industry 1.0

In 1,0 era, public relations rely on the mass production of newspaper lines. They send their news release to the mass media office such as television, radio, newspaper to give the information (oneway). They also make a campaign and distribute it to the mass media. To achieve their goals in serving the stakeholders. In the 1.0 era, public relations implementing the one-way communications or called as One to Many communication. Public relations can reach much attention from their campaign or news releases through mass media.

b. In industry 2.0

Public relations in this era realize that they cannot make a generic news release to get public attention from all stakeholders. They start to think that they have to reach the customer in various ways. Start in this era, public relations do a stakeholder mapping and compose their writings in a specific way. It is because every stakeholder needs unique treatment and particular communication from public relations.

c. In industry 3.0

When the 3.0 era was coming, public relations facing the global change of the information, stakeholder do not talk anymore to the corporate or public relations, they talk through the internet. People talk to each other via the social media platform such as Facebook, Instagram, Twitter, etc. Social media are being utilized on an ever-increasing basis by corporations and other organizations. Most of companies and institutions are using social networking sites. McCorkindale (2012) With social

networking sites, we can create a space to interact with critical publics and to allow them to engage each other on topics of mutual interest. Public relations can post organization profile frequently via some applications that provide photos of the event, video, and many other file categories to engage the stakeholders into dialogue communication.

Jo and Kim (2003) in Binsar (2018) found that interactivity and multimedia-oriented Web sites have a significant positive effect on relationship building and reputation, especially when that interactivity is high. Public relations should pay attention to the quality and credibility of information even though online public relations will save money and time because those two aspects are the most critical aspect in regards to relationship building (Jo and Kim, 2003)

d. In Industry 4.0

It is the era of using the Internet of Things (IoT) and Internet of Service to reach their stakeholders. The machine will be able to show learning improves so the machine can handle many tasks, including public relations tasks. It impacts public relations roles in many ways. Public relations in University faces the new generation that we called millennials. The fast growth of social media makes word of mouth (WOM) process no longer from people mouth in the real world, but WOM has happened in the internet world. Today, PR in University is responsible for developing interactive communication channel emerged until providing the counselling, making communication policy decisions, evaluating program results, and planning public relations programs (Toth et al., 1998).

2.3 Public Relations & Communication Strategy

Public Relations (P.R.) is always related to the effort in creating public understanding through knowledge. P.R. is a communication process that applies to all types of organizations in both the commercial and non-commercial, public sector (government) and private sector (Jeffkins, 2003). Public relation is an effort that is planned and sustainable for creating, maintaining goodwill and mutual understanding between an organization and its public.

Communication Strategy is a combination of a communication plan and communication

management to achieve corporate image goals Effendy, 2005). Communication program should answer "Who Says What in What Channel To Whom With What Effect?"

However, every type of company develops the different contribution of communication management strategy (Dolphin and Fan, 2000). Botan (2006) called a company strategy as a "Grand Strategy" while "Strategy" is positioned at the level of execution /policy campaign.

3 LITERATURE REVIEW

This is descriptive research where the variable indicator is the answers to the verbal or written question. According to Neuman (2003), descriptive research can give us a complete picture of the situation, social phenomenon and a relationship. This methodology provides us with a possibility to examine only one variable or more (Ruslan, 2003)

A qualitative approach with the case study is used in this research. Qualitative reaseacrh implement based on natural condition to collect data from informant without any introversion (Kasali, 2008). The result of this qualitative research could be applied to the similar situations and circumstances (Kountur, 2003). This reseacrh use case study strategy. Case study needs an intensive research, use some data sources and limited by time and research location. The case could be an organization, group of people, community, phenomenon, proces, issues and campaign program (Irawan, 2007).

The primary data collection were conducted in qualitative approach, which involved interview methods with Universitas Indonesia Public Relationss. We involve media relations officer, protocol head and one of faculty P.R. member. Whereas, the interview scope is all about how the P.R. prepare for the 4.0 era, what kind of program they learn to run to face this revolution industry.

A qualitative content analysis was chosen to analyze the interview result through a text. Content analysis is a technique that uses in compressing large amounts of data from the interviews, field notes, and various types of sources into systematic and fewer categories of text which is based on specific rules of coding (Maulidiyanti, 2016). Previous studies have already shown that content analysis is a beneficial method for the researcher to discover and describe the focus of individual, group, institutional, or social attention (Weber, 1990). This research placed a content analysis as a crucial process which is

categorizing some keywords from the given texts into specific themes.

4 RESULT & CONCLUSION

There are two big U.I. P.R. activities in line with 4.0 characteristic. These findings come from an in-depth interview with three interviewees that consist of 2 university's P.R. practitioners.

4.1 Chatbot on Website

Chatbot application has been implemented by one of the faculties at U.I., Vocational Education Program on its website (Picture 4.1). The Vocational Education Program Public Relations provide chatbot on their website to make two ways of communication with their public.

Picture 4.1 Chatbot on Website

The chatbot can gather and answer the web visitor question automatically. Today, the chatbot can answer 5 question keyword such as study program at the vocational program, Graduate student academic title, tuition fee. Then, when visitor come back to visit the website at the other time, the chatbot will recognize and greet the visitor with mention his/her name (Picture 4.2).

Picture 4.2 Greetings from chatbot

It makes the visitor feel special. When a web visitor asks the question outside the list, the question will be answered by the online admin (manually). When the admin is offline, the question will send automatically to the public relations email and will be answered in 1 x 24 hours.

When the admin is offline, the question will send automatically to the public relations email and will be answered in 1 x 24 hours (Picture 4.3).
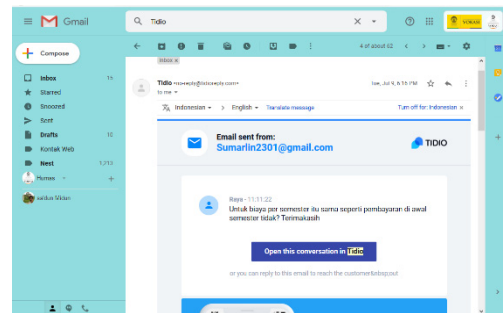

Picture 4.3 Email from Chatbot System

A chatbot is a computer program operated by an intelligent conversation with the user. Chatbot communicates through voice media or text in a short conversation. A chatbot is designed to stimulate interactive conversation to a human. The chatbot is a computer program, not a robot in physical appearance (not like a human) so the dialogue is done by typing some texts and chatbot will respond automatically. The person who creates and develops a chatbot program is called the master boot (Huang and Rust, 2018)

4.2 Social Media Monitoring & Analytics

Social media monitoring is one of Public Relations focuses on Universitas Indonesia to understand their public. Public relations create a social media monthly report that consist of (picture 4.4): total mention, total sentiment for University, mention and sentiment for each faculty/program in Universitas Indonesia, word cloud of the month.
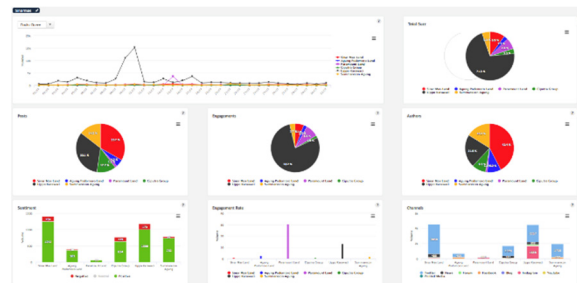
Picture 4.4. Social Media Monitoring Report View

Public relations division is hired a social media consultant as a third party to do the social media monitoring. Social media monitoring applied on Facebook, Twitter, Instagram and YouTube, the social media performance becomes the Key Performance Indicator for University's P.R. and also for all faculties P.R.

Reffers to Sonar Platform model as one of social media monitoring consultant in Indonesia said there is 3 step of social media monitoring such as:

- Social Listening, Capturing Words
- Social Analytics, Analyzing Data & Discovering Insight
- Social Intelligence, Actioning Insight

Picture 4.5 Social Media Monitoring Step

In Universitas Indonesia, Social Media monitoring still focuses on social listening and analytics, but Sonar Platform defines social media listening as the process of listening to what customers are saying on social media about you, your competitors or about the problems you're trying to solve in order to identify engagement opportunities. In the other hand, Social media analytics is how you bring the data together from your engagement and listening activities to report on outcomes and tell a story. To put it simply and more quantitative analysis to measure the performance of your social media (Roesli, 2019). This corresponds to the previous study that said monitoring includes listening, interpreting, and taking action on what people are saying or otherwise conveying (Rappaport, 2010). In the previous research, Rappaport (2010) said the company should set the topics to be monitored that suits to their products, management features and brand image.

"*Choosing a listening solution depends, naturally, on its fit with organizational or brand objectives for listening, the listening budget, and how the listening responsibility is staffed*". (Rappaport, 2010).

P.R. division in Indonesia faces the problem about the data accurate that caused by the various number of keywords that must be monitored. So, sometimes there are keywords that are wrong or not included in the monitoring system. It makes the monitoring result will be not accurate. Another problem is related to cost. The University has a maximum quota mention from their consultant once the monthly quota is over so they can not monitor for the next day.

Form the discussion above, and we can conclude that P.R. practitioners in Universitas Indonesia have already tried to adapt to 4.0 era. Their effort can be seen from the shifting in the communication platform used, and they actually do an evaluation of it. This is consistent with what Anton Binsar (2018) said about the character of Industry 4.0 where IoT becomes popular and word of mouth (WOM) process no longer from people mouth in real but happened on the internet. Universitas Indonesia, Public relations unit, have proven their efforts through achieving The Best Social Media Management Award 2018 among universities in Indonesia. However, they need to improve the keywords method becomes more reliable, so the monitoring result will be accurate. Before implementing the social media monitoring, they can try to search from general search engines, a particular social medium such as Twitter Search, but also real-time dashboard overviews of social media such as provided by Addict-o-Matic (Zhang and Vos, 2014)

Likewise, with the chatbot, P.R. division in Universitas Indonesia needs to make some improvement on keyword variations and the chatbot ability so the chatbot will be able to answer most of the question form the customer. For the next several years, it will be good if the chatbot can act as a customer service that has a feature to building a warm relationship and do a complaint handling. This research suggests that if P.R. wants to use a chatbot, they should design it very carefully. The excellent conversation flow should be created based on the university audience needs. They have to make answer guidelines so the application will give the best answer. The success of developing and maintaining this chatbot will result in the right brand image and reputation (Binsar et al., 2018).

ACKNOWLEDGEMENT

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