Implementation Of Cyber Public Relations In Detik.com

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ABSTRACT

Cyber PR Implementation is a PR program implementation by utilizing online media to communicate with public. Utilization of online media as a supporter of the duties of public relations practitioners of course different and diverse in each company. One of the companies used in the business world is Detik.com. Detik.com is an online media in the providers of information and news services that exist in Indonesia, various activities conducted Detik.com in carrying out duties and responsibilities work very profitable on the availability of internet connection. Based on the background, things that are examined in this study are; "How the implementation of Cyber Public Relations at Detik.com?".

Key words : Cyber PR, Implementation, Public Relations

1.INTRODUCTION

One of the media online that used by the PR practitioners is the cyber PR, according to Onggo (2004:1) is a public relations initiative to used the internet as one of their media for their publicity. Practitioner of PR can used cyber PR for building their relationships between their company's business with the their public audience.

Public relations practitioners, also in using Cyber PR activities to build the brand of their company and maintain contact with the public,or in discussion of this consumer market. Cyber PR also has a larger role and spacious compared to conventional PR, including constant communication, rapid response, reaching out to the global market, an interactive, two-way communication, and thrifty.

The entire PR activities can be done in the internet from getting engagements publications, relations with users of information and more great PR management that can also be done on

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the internet. Thus, PR activities can be more flexible than is done in the real world, where conventional PR program budget nearly hundreds of millions, if it is done in the world of the internet will be much cheaper. The Internet has made the perpetrators of this media utilizing PR. Cyber PR Implementation is an implementation of PR program by utilizing online media to communicate with public. Utilization of online media as a supporter of the duties of public relations practitioners of course different and diverse in each company.

Detik.com is an online media service providers information and news that is in Indonesia, Detik.com conducted a variety of activities in carrying out its duties and responsibilities improvements depend heavily on the availability of an internet connection because it is on essentially the Detik.com online media is so very dominant online activity compared to offline activities, website Detik.com online accessible 24 hours, writing and publishing the news page of the website placed so that it can read the readers or the wider community anywhere, anytime using only gadeget they have and, fellow employees send email each other in formal contexts and informal, and many more things in this case could be included into the concept of E-PR. The purpose of this research is to know the implementation of Cyber Public Relations in the Detik.com.

1.1 Definition of Public Relations

According Cutlip and Center in Effendy (2009:116) PR is a function of the management assess the public attitudes, identify the wisdom and the individual or organization for the sake of public interest, as well as to plan and undertake a program of activities to reach for the understanding and support of the public.

According to the (United Kingdom) the Institute of public relations (IPR) in Frank Jefkins (2003:9) PR is the overall effort is done in a planned and sustainable in order to create and maintain good intentions (to be good) and mutual understanding between an organisation with all audiences.

1.2. Definition of Cyber PR

According to Bob Julius Ongo (2004:1) E-PR is another term for electronic public relations or it could be also called Cyber Public Relations that has sense i.e., public relations are in their publicity activities using the means of the internet. As you well know that at this point the development of communication and information technology has grown rapidly, especially its

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impact on the internet that has affected many aspects of life including in the world of public relations (PR) so that the use of the term E-PR can't be avoided again by PR practitioners.

PR through internet media has a larger role and spacious compared to PR of physical world. If PR is offline, You will rely on an intermediary called a reporter or a journalist or editor in delivering corporate messages for broadcast on print media for the sake of building a corporate image (Onggo, 2004:4-6). With E-PR you can pass through this barrier limits and conveyed the messages to your public target and make use of other great potentialities, such as: constant communication, rapid response, global market, interactive, two-way communication, thrifty**.**

1.3. Implementation of Cyber PR

in a simple implementation can be defined as the implementation or application. Majone and Wildavsky (in Nurdin and Usman, 2002), posited as implementation evaluation. Browne and Wildavsky (in Nurdin and Usman, 2004:70) suggests that "implementation is the expansion of the activities of each other adjust". Understanding the implementation of mutually adjust activities as also expressed by Mclaughin (in Nurdin and Usman, 2004). As for the Schubert (in Barcelona and Usman, 2002:70) suggests that "implementation is systems engineering."

The above notions shows that the implementation is boils down to activity, the presence of the action, the action, or the mechanics of a system. The expression mechanism means that it is not just an event, but an activity that is planned and conducted in earnest based on reference norms specific acupuncture to achieve the goal of activity. Based on the above-mentioned definition then the implementation of cyber PR is meant as a PR program implementation by making use of online media to communicate with the public.

DISCUSSION

2.1. Approaches and research methods

This study used a qualitative approach and the type of this research is descriptive. According to Sukmadinata (2005) qualitative research is the basis of constructivism which assume that the fact that multiple-dimensional, interactive and an exchange of experience on social interpreted by each individual. Its current status is qualitative believes that truth is dynamic and can be found only through the study of the people through its interaction with their social

situation.In this study, researchers will interpret the implementation of Cyber PR company Detik.com and also describe the implementation of Cyber PR which has been implemented by the Detik.com publicist.
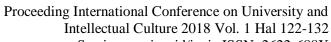
2.2. Key Informant

The key Informants in this study is the head of division marketing communications at Detik.com, who is Mrs. Shinta Permatasari. The next informant is one of Staff Marketing Communications Detik.com

2.3. Data Collection Technique

The data that researchers collect consists of two categories: primary data and secondary data. To get the primary data, the researcher will have an in-depth interviews. In this study the author's writing also requires secondary data to further strengthen the more factors that are present in this research. The secondary data in this study is information on Detik.com, where the sourced will be from company profiles of companies and websites.

2.4. Data Analysis Techniques

In analysing the data, the methods used in this research is descriptive analysis method. Interactive Cycle model made by Dabbs (1982). Deep data that authors collect then in descriptive so that the goal of this research can be done. After the data is retrieved the author already proved insufficient, so the author began editing data that there has been compliance with the problems raised. Not all data is received in writing within this scientific masterpiece but should the existence of data reduction that is summary, sorting data that has been accumulated in order not to overload. Results from the summary data obtained, then grouped on sections already arranged systematically in this scientific masterpiece. This stage is called the display data. After all of the data collected, summarized and placed on the appropriate parts then the author presents the results of his observations during this time, through descriptive methods i.e. be principal conclusions regarding the depiction of the issues discussed.Thus, based on the above understanding, the descriptive analysis of the data is collected to look for clarity that is not in the form of figures but rather in the form of a written description. In addition, in collecting data on the possibilities the key response to what has been researched during the research.In the presentation of the results that have been examined, the author describes the descriptive analysis is obtained as follows:

1. Based on information obtained in research from Key informants and Infoman is done through in-depth interviews will be analysed

2. the Data obtained from each category in the descriptive analysis of the authors

3. from each of these categories have been obtained will be linked between the information that one with other information as an answer from a major problem in the research that has been done by the authors.

2.5 Location and Research Time

Research Time: Detik.com Company Center Jakarta Office (September 2017).
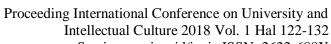
2.6 Test Qualitative Validity

The type of validity test used in the process of data collection and analysis-interpretation of data is the type of competence of research subjects. Competence The subject of research "is the subject of research must be credible, by testing the answers to questions with subject experience. For those who have no experience and knowledge about the research problem, the data of the subject is not credible "(Kriyantoro, 2010: 70).

2.7. Description of Research Place

2.8. History of Detik.com

Detik.com Profile - Probably not many people know that initially Detik.com is a private project of a consulting, development and web management service company named: Agranet Multicitra Siberkom (Agrakom). The company was founded by Budiono Darsono with some of his colleagues mostly from Journalist background, in the early days of Agrakom having office in Lebak Bulus Stadium. In 1993 the internet began to mushroom in Indonesia and Agrakom was one of the pioneers of IT content industry that targeted the Internet market at that time.

The 1997 monetary crisis could make Agrakom slumped. Faced with these conditions, then Budiono Darsono (former Detik journalist), Yayan Sofyan (ex Journalist DeTik), Abdul Rahman (former Tempo journalist) and Didi Nugrahadi (Budiono's neighbor living in Pamulang -Tangerang) racked their brains for a new web service concept. remains in demand in a crisis situation. Finally, they decided to create a fast-updated news site in minutes, named: Detik.com. At the beginning of his operation Budiono served as editor in chief as well as a one-tape recorder capital reporter.

As times go, they gradually began to recruit some reporters, while requesting the help of journalist friends in other media to contribute news. On May 30, 1998, eight days after Suharto stepped down, the Detik.com server was ready for access, but only started online with a full serving on July 9, 1998. The news is warm and constantly updated within a matter of seconds. On the design side of the website clad in distinctive colors that are dominated, green, blue, and yellow. This color until now maintained as a characteristic of Detik.com. In just over a month, Detik.com visited about 15,000 pageviews. One year later, the number of visitors dashed to 50,000 per day.

2.9. Research Findings

The research findings based on the concept of Cyber PR and its implementation in Detik.com are as follows: constant communication, rapid response, global market, interactive, two-way communication and thrifty

Based on the concept, this study analyses the implementation of ten types of Cyber PR on Detik.com which consists of :E-mail, signature file, autoresponder, online community, mailing list, online publication, direct mail, online ads, media relations and publicity through search sites

2.10. The Analysis of Cyber-PR on Detik.com

Detik.com is one of the largest online media provider of information and lifestyle information in Indonesia, as an online medium of course Detik.com can no longer be separated in Internet usage activities because the Internet is the main point in Detik.com running its medium, Cyber PR in Detik.com is very felt once its use in access and disseminating information to the public at large, especially readers of Detik.com. Cyber PR in Detik.com has many benefits for the development and service of information to the public Detik.com, cyber PR can also be a tool in controlling the online visitors who often see the website or site Detik.com through UV (User Views) so Detik.com parties can find the content in Detik.com interesting or not for the public, in addition to cyber PR in Detik.com is also useful in establishing communication with various parties ranging from clients, communities, online communities and so all is done online and managed by the Marketing Communications.

2.11. Analysis of Cyber-PR Implementation in Detik.com

Detik.com is an online media in the providers of information and news services available in Indonesia, various activities under taken Detik.com in carrying out duties and responsibilities work is dependent on the availability of internet connection because its basically Detik.com online media so that its online activity is very dominant compared to offline activities , Detik.com website that can be accessed online 24 hours, writing and publishing news placed on the website so that it can be read by readers or community anywhere, anytime just by using gadeget they have and, fellow employees sent each other email in formal and informal context, and there are many more things that in this case could be included into the concept of E-PR. Public Relations or public relations itself is not in the organizational structure Detik.com but doesn't mean the function and role does not exist, just replaced with Marketing Communications who run the function and role of public relations in Detik.com as in general, marketing communications on Detik.com role in facing the target public, readers of Detik.com as well as clients who need a good communication skills and strategies as PR does. The relation of E-PR and Marketing communications on Detik.com is that in keeping and maintaining a good reputation in public with increasing brand awareness is all done online.

2.12. Analysis of E-mail on Detik.com

The use of email on this function for internal Detik.com more coordination between divisions or departments of the company itself. As for the eksternalnya, Detik.com using email to communicate with the public eksternalnya including customer or client Detik.com.

2.13. Analysis of Signature File on the Detik.com

Signature file that is listed in the email Detik.com has important information not necessarily redundant, information that is in the sig file Detik.com to send email to other Division includes information such as company name, personal name the position in the Division and a contact person, for communication via email with external parties are not much different just added to the website address and contact person of the company as a whole.

2.14. Analysis of Autoresponder at Detik.com

Using autoresponder is easy for the company, but the company Detik.com does not use this application program. Instead of replying to incoming emails, it is done manually, and

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currently only done by two people. So the process is less effective. It causes multiple incoming emails, not retaliated.

2.15. Analysis on Detik.com Online community

Detik.com did not follow an online community, but Detik.com precisely that becomes the container or creating online community itself. Detik.com news portal there are many types of Canal or categories of content such as lifestyle, traveler, sport, entertainment and much more. Of information through its website Detik.com share then appear online communities is based on the existing Canal at Detik.com online community such as, for example, Seconds that travel is a combination of mutually traveller lovers share information and experience about traveling with fellow community and also to the reader Detik.com. Detik.com also provides a forum for the online community on its website so that at this time many more online communities that have sprung up based on the reader's Detik.com initiative.

2.17. Analysis on The Mailing List on Detik.com

Detik.com only uses mailing list for internal corporate interests. Marcomm Detik.com has a mailing list of any existing divisions in Detik.com. A mailing list for communication serves to Detik.com, coordination, and information about the work in accordance with the Division. For example, Marcomm Detik.com got an e-mail that contains a company wants to put up a banner online at the website Detik.com. The next step of Marcomm is continuing this e-mail to the mailing list categories the Division of Marketing and Sales. Further dealing with the cooperation of the Division of Marketing and Sales.

2.18. Analysis of Online Publications on Detik.com

Detik.com did not mention using ezine as their online publication since last year. Even so, Detik.com using social media like Facebook and Twitter as their online publication. Thanks to the consistency in maximizing both the social media Detik.com, increase the number of visitors each year. Until now, the Detik.com already has 3,924,706 people who like Facebook page and reached 13.6 million followers on Twitter. Detik.com also has applications in order to make the reader more updates with news that loaded Detik.com. This application has a notification system allowing users to instantly find out the latest news without having to open the application first.

2.19. Analysis on Direct Email at Detik.com

Detik.com company using email blast as a means to communicate or promote something that is contained inside, because it costs a lot cheaper compared to send through the mail and in addition also using email blast can also build good relations with the customers of the company the Detik.com because the response from the customer will be obtained more quickly than by using a media post that takes a long time in the the shipment.

2.20. Analysis on Online Advertising at Detik.com

Detik.com always got an offer from big companies who want to advertise their products on the website Detik.com because votes from website traffic.

Banner advertising and design variations offered any Detik.com diverse and customized by the budget of the client. Payout type i.e., cost per click and cost per day. The party of maintaining this section is a division of marketing. In addition to collaboration offline, clients can also access detik.com line ad to advertise their website Detik.com. In the website, readers can see a variety of ads in accordance with the categories provided by the Detik.com as, cars, property, motor, health, food, drink, fashion, & etc.

2.21. Analysis of Media Relations in the Detik.com

Detik.com did not company strained relations with much of the media, because the media was considered a competitor company and press releases made by the Detik.com also not given to journalists but only for external public companies, that will be published on the website Detik.com itself.

2.22. Analysis of Publicity Through Search Engines

Site search is an important tool for the Detik.com news portal should always be actual. Currently the website Detik.com that always appear in the order of the first 10 on the site search. The results of the author's interviews with the staff of marcomm stated that of the IT Director got a special way to do this. IT Director Detik.com company is working with Google, which is currently the world's largest search site. Google has a feature called AdWords that can help make the website a company occupying the top site in searchers.

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CONCLUSION

Detik.com website designed with an interesting look as well as provide a variety of information that poured dense briefly and clearly, and like the advantages of online media Detik.com also generally accessible anywhere and anytime as long as to connect to the internet, editorial an understandable then served quickly, so the media has the power of leveraging more inviting country investors and tenants of commercial advertising, so the Detik.com also provide spaces of interaction the reader through the facilities forums, readers could discuss over discussing the topic and can get information at once greeted each other with other people, relatives and sib anywhere. In the use of E-PR Detik.com considered applying a wide range of existing activities in the E-PR as the use of e-mail is the way to communicate, signature files as identity, press release online that do if Detik.com have an error for clarified the scope of even only for internal Detik.com.

Another advantage possessed Detik.com online media lies in the utilization of search sites, Detik.com assessed already utilize search sites with the maximum can be seen from the order that always occupy the top ten. In this case Detik.com uses the AdWords service on its famous search site, Google. As the largest online media in Indonesia, Detik.com also has various shortcomings of the writer know through observation and interviews with the staff of its own, Detik.com as for shortcomings that there are only minor shortcomings, like too his many banner ads and posters on the page of the website Detik.com, the large number of redirects to other pages if open news, the number of Pop Up ads that appear on the page when you access the website.

Suggestion for Detik.com. First suggestion is as an online media Detik.com already use an E-PR in a variety of activities. However, there are some services E-PR that important but Detik.com don't used it, such as an autoresponder, mailing lists for public eksernal, and e-zine. As one of the largest online media in Indonesia, Detik.com have thousands of e-mail every day and have to respond everything quickly. But in fact, Detik.com still use the manual way in reply to e-mail. In another way, there are only two people, who handle to reply a thousand e-mail. This will have a major impact if not taken seriously against the corporate image Detik.com, because it will be much better if a company can quickly respond to the e-mails from people who have an question or interest with Detik.com. Detik.com needs to use an autoresponder program so that his work helped because it could be a lot of important e-mail and even illegible due to lack of organized by the party handle it. The limitations of

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human resources manage part is also the thing that needs to be considered by the Detik.com henceforth immediately using an autoresponder program.

Another suggestion is Detik.com need to have a mailing list for an external public. So if Detik.com want to pass on the information to outside parties, Detik.com only need to send it to the mailing list that has been created. This way will make it easier to send e-mail in the Detik.com practically. In addition, we recommend Detik.com online ads need to reduce that shaped pop up because it will disturb the visitors of the website who want to read the news on the website Detik.com. Detik.com also must maintain and enhance the good relationship with online communities, such as continuing to build communication and create events that are interesting and innovative.

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