

NYIMAK

Journal of Communication

Nyimak Journal of Communication | Vol. 6 | No. 1 | Pages 1 - 130 | March 2022 | ISSN 2580-3808



Published By:
Department of Communication Science
Faculty of Social and Political Science
Universitas Muhammadiyah Tangerang

Journal Address

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik

UNIVERSITAS MUHAMMADIYAH TANGERANG

Jl. Mayjen Sutoyo No. 2 (depan Lap. A. Yani) Kota Tangerang, Banten, Indonesia

Website : <http://jurnal.umt.ac.id/index.php/nyimak>

Email : journalnyimak@fisipumt.ac.id

NYIMAK

Journal of Communication

DAFTAR ISI (TABLE OF CONTENT)

Organizational Communication Model of The Village Fund Governance (Case Study on Corruption of Village Funds in Dasok Village, East Java) — Rachmi Kurnia Siregar, Amin Aminudin —	1 – 16
Social Media Skill in Public Relations and Customer Service for Employers — Arifah Hidayati, Elfitra Desy Surya, Abdul Samad Arief, Achmad Daengs GS, Jose Marco G. Reyes —	17 – 27
Public Service Domain: Exploration Study on The Role of Public Relations in Indonesia — Sugeng Suharto, Prasetyono Hendriarto, Firdaus Yuni Dharta, Marulam MT Simarmata, Mateo Jose A. Vidal —	29 – 40
Family Communication as a Prevention Effort Early Marriage in Pegantenan Village, Madura — Nikmah Suryandari, Irya Nur Holifah —	41 – 54
Social Media Optimization Strategy for Local Fashion Brand Development — Tuti Widiastuti, Adrian Arditiar, Akbar Fauzan Rambe, Eartha Annafi Rasjiddin —	55 – 75
Participatory Communication and Affecting Factors on Empowering Women Farmers in The Urban Farming Program at Bogor City and Bogor Regency — Selly Oktarina, Sumardjo, Ninuk Purnaningsih, Dwi Retno Hapsari —	77 – 93

Evaluating Communication Patterns of Women Legislative Successors of Karawang in 2019 Election — Mayasari, Nani Darmayanti, Yanti Tayo, Zainal Abidin, Kusrin —	95 – 113
Transformation of Radio Technology in The Digital Age — Ismandianto, Suyanto, Khasna Latifah, Muchid —	115 – 130

Public Service Domain: Exploration Study on The Role of Public Relations in Indonesia

Sugeng Suharto¹, Prasetyono Hendriarto², Firdaus Yuni Dharta³,
Marulam MT Simarmata⁴, Mateo Jose A. Vidal⁵

¹ Universitas Bengkulu

Jl. WR. Supratman, Bengkulu, Indonesia

² Universitas Pakuan

Jl. Pakuan, Kota Bogor, Jawa Barat, Indonesia

³ Universitas Singaperbangsa Karawang

Jl. HS.Ronggo Waluyo, Karawang, Jawa Barat, Indonesia

⁴ Universitas Simalungun

Jl. Sisingamangaraja Barat, Sumatera Utara, Indonesia

⁵ Loyola University Anadusia

Avda. de las Universidades s/n, Dos Hermanas, Sevilla, Spain

Email: ¹sugengsuharto@unib.ac.id, ²prasetyono.hendriarto@unpak.ac.id, ³firdaus.yunidharta@fisip.unsika.ac.id,
⁴simarmatamarulam@gmail.com, ⁵mateo Vidal34@yahoo.com

ABSTRACT

Public relations (PR) professionals used to rely mainly on newspapers, radio, and television for their campaigns before digitization. However, since the invention of the internet, public relations has been converted into digital PR. In this circumstance, public relations must adapt and migrate from traditional to digital media. This exploratory study examines public relations in Indonesia by conducting a survey and understanding the role of public relations that Indonesian public relations practitioners usually practice. Through the lens of systems theory, this study aims to investigate how 1) Public Relations is organized by Indonesian professionals, 2) The role of Public Relations in Indonesia, 3) Understanding and Professional Public Relations in Indonesia. This study uses a quantitative approach with survey methods related to Indonesian public relations practitioners. The data for this study were obtained using Qualtrics. According to the findings, Indonesian professionals who organize public relations participate in public relations activities with input, throughput, and output methods. In Indonesia, the job of public relations is linked to digital clippings that are crucial for an institution or institution and hosting corporate events as a tactic to improve the image. Meanwhile, in Indonesia, the definition and profession of public relations can impact how the job is conducted, and the country currently lacks a comprehensive public relations education program.

Keywords: Public service domain, role of public relations, Indonesia

ABSTRAK

Para profesional hubungan masyarakat (PR) biasanya mengandalkan surat kabar, radio, dan televisi untuk kampanye mereka sebelum digitalisasi. Namun, sejak penemuan internet, PR telah diubah menjadi PR digital. Dalam keadaan ini, humas harus beradaptasi dan bermigrasi dari media tradisional ke media digital. Studi eksploratif ini mengkaji humas di Indonesia dengan melakukan survei dan memahami peran humas yang biasa dipraktikkan oleh praktisi humas Indonesia. Melalui lensa teori sistem, penelitian ini bertujuan untuk mengetahui bagaimana 1) Humas diselenggarakan oleh profesional Indonesia, 2) Peran Humas di Indonesia, 3) Pengertian dan Profesional Humas di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terkait dengan praktisi humas Indonesia. Data untuk penelitian ini diperoleh dengan menggunakan Qualtrics. Berdasarkan temuan, profesional Indonesia yang

Citation : Suharto, S., Hendriarto, P., Dharta, F. Y., Simarmata, M. M., & Vidal, M. J. A. (2022). Public Service Domain: Exploration Study on The Role of Public Relations in Indonesia. *Nyimak Journal of Communication*, 6(1), 29–40.

menyelenggarakan humas berpartisipasi dalam kegiatan humas dengan metode input, throughput, dan output. Di Indonesia, pekerjaan humas terkait dengan klipng digital yang sangat penting bagi sebuah institusi atau institusi dan menyelenggarakan acara perusahaan sebagai taktik untuk meningkatkan citra. Sementara itu, di Indonesia, definisi dan profesi humas dapat berdampak pada bagaimana pekerjaan itu dilakukan, dan negara saat ini masih kekurangan program pendidikan humas yang komprehensif.

Kata Kunci: Domain layanan public, peran humas, Indonesia

INTRODUCTION

When faced with crisis events and conditions such as today's, public relations (PR) plays a crucial role in promoting positive news to counteract negative information. As a result, a more original and creative public relations professional in producing material for his target audience is required (Anggarina, 2020), especially amid digitalization that demands everything digital. Before digitization, public relations (PR) practitioners relied heavily on newspapers, radio, and television in their campaigns. However, since the advent of internet technology, the arena of public relations work has also been transformed into digital PR (Prokomsetda, 2019). This situation also requires public relations to adapt and transition from conventional to digital media.

Public relations firms must comprehend the technology and use it to improve communication, mainly external communication (Husna, 2021). Public relations can help spread innovation while also providing a supply-side explanation of why the diffusion process can stall, such as when change agent efforts are hampered (Vogelgesang, 2018). The term "public relations" refers to two-way communication in which public relations professionals receive signals from various social strata and groups. Because Public relations is bilateral, it forms channels of influence on power structures, making it a necessary characteristic of "civil society." As critical components of strategic decision-making, public relations have a favorable impact on the creation of public opinions (Rubtcova & Pavenkov, 2018). The most common interpretation of public relations' function in democracy is that it distorts general discussion by allowing vested interests to enter the public arena (Edwards, 2018; Susilo et al., 2019).

Public relations professionals have a social responsibility to establish venues for debate, encourage and listen to different points of view, provide unbiased analysis and synthesis of ideas while pursuing organizational goals, promote the public good and act in the public interest (Brunner & Smallwood, 2019). While public relations can assist in resolving some issues, It's also vital to recall that it's partly to blame for the emergence or worsening of some of the most pressing issues globally. Businesses have utilized public relations to promote culturally-induced science illiteracy and uncertainty (Sriramesh et al., 2020). The

idea of public relations positions has been reintroduced into academic discourse due to increased cultural, economic, and professional globalization. With international public relations roles becoming an essential and crucial function in better understanding public relations practice in many countries, research has become a necessary and essential function (Tindall & Holtzhausen, 2011). As a result, academics are increasingly requesting and proposing more culturally diverse public relations studies.

Public relations uses social media, particularly Instagram, to reach out to the public by emphasizing the information created (Paramitha, 2021). The presence of social media in today's world cannot be overlooked in various sectors, including public relations. With the advent of social media, public relations no longer rely just on direct communication but increasingly includes interactive communication. Furthermore, social media also assists public relations firms in providing direct and immediate access to more targeted audiences (Rahardja, 2021). Social media is also commonly used in marketing strategies (Wahyuni et al., 2021; Dalangin et al., 2021). In terms of digital activism, social media plays a significant role (Ratnasari et al., 2021; Susilo et al., 2021). According to public relations (PR) professionals, social media is transforming the way public relations is done. While it is too early to validate the shift, past research has revealed that public relations professionals are still experimenting with social media for corporate communication reasons (Bashir & Aldaihani, 2017). In addition, new media may provide a platform in countries where traditional media is controlled or substantially influenced by the government and self-regulation exists, expressing alternative views of view (Lee & Kan, 2008). By doing research in Indonesia, this study adds to a deeper understanding of the diversity of public relations in society.

Indonesia's public relations research is still centered on the Western world (Kriyantono, 2017). Even when studying public relations issues in Indonesia, Indonesian scholars frequently utilize a single perspective. Five elements have contributed to the dominance of Western views. For starters, the centuries-long delay in indigenous Indonesian education owing to colonization has had a profound colonizing influence. Colonization has influenced thinking habits (Achmad, 2012). Second, under President Soekarno's first regime (1945-1966) and President Soeharto's second regime (1966-1998), the authoritarian political system stifled freedom of expression. Even though the Reformation period, which began in May 1998, gave the right to free speech and the capacity to express opposing points of view (Siriuyvasak, 2005), In Indonesia, this is a brand-new phenomenon or period of democratic transition (Rasul et al., 2015). Third, a few international publications focus on Indonesian public relations (Hobart, 2006), As a result, there isn't a unified base. Fourth, because English is the most

commonly used language in communication studies, the study has leaned heavily toward an Anglophone perspective. Finally, many Indonesian scholars have been indoctrinated into a Western perspective due to their studies in Western countries following an assessment of the literature. Yusoff & Hanafiah (2015) argue that through education, entertainment, and communication technologies, the Western worldview has influenced the local perspective (Susilo & Kodir, 2017). This study explores about how 1) Public relations held by Indonesian professionals, 2) The Role of Public Relations in Indonesia, 3) Understanding and Professional Public Relations in Indonesia.

METHOD

Previous research about the role of public relations (Steyn, 2000);(Van Heerden & Rensburg, 2005). The researchers used a survey instrument that they had previously devised and tested (Steyn, 2000; Van Heerden & Rensburg, 2005). Because internet distribution allows for access to a global audience and specialized and secretive organizations, such as Indonesian public relations practitioners, this study uses a quantitative approach with a survey method. Data for the analysis were acquired using Qualtrics. It also offers convenience, the ability to receive prompt responses, and individualized inquiries.

Population and Sampling

Public relations practitioners may have mismatched professional titles while performing public relations activities in many underdeveloped nations (Muchena, 2018). As a result, All participants were required to respond to a screening question before participating in the poll, which asked, “ Do you have any experience with public relations? or public relations-related activities in Indonesia in your current role?” Those who answered “yes” were requested to participate in a survey, while those who said “no” were terminated after they were thanked for their time.

Table 1. Demographic of Respondents

Sex/ Age	%
Women/ 20-29 years old	6
Men/ 20-29 years old	6
Women/ 30- 39years old	29
Men/ 30- 39years old	21
Women/ 40- 49 years old	20
Men/ 40- 49 years old	12
Women/ 50-59 years old	2
Men/ 50-59 years old	3

Instruments

This research used a survey tool developed previously by Steyn (2000) and redesigned by Van Heerden & Rensburg (2005) to encompass the three categories of public relations positions that are performed: technician, manager, and strategist. There were 36 multi-layered questions in the poll. The Steyn (2000) measurement instrument was fully provided as a dependable, already proven tool. Six items ($\alpha = .885$) were used to measure the technical function, five items ($\alpha = .909$) were used to measure the management role, and ten items ($\alpha = .938$) were used to measure the strategist role. All things were assessed on a 5-point Likert scale ranging from strongly disagree to strongly agree. The respondents' professional, educational, and socioeconomic backgrounds were also asked about in the study. The researchers were particularly interested in the gender, age, education level, and the participants' major, type of employment, industry. Also, public relations experience was all taken into consideration. The researchers double-checked vocabulary to guarantee that the instrument was appropriately localized and contextualized, related to job titles, professional organizations, education levels, other characteristics, and other issues with Indonesian public relations practitioners. The instrument was written in English, an official language in Indonesia, and is widely utilized in school and business.

Data Analysis

The first study question was answered using principal component analysis on 12 survey items that revealed distinct public relations tasks associated with three groups of public relations employment (PCA). PCA was selected because it analyses the overall variability of the data and assists in constructing a small number of components that account for the

majority of the variance (Tabachnick & Fidell, 2007). Composite variables for public relations occupations (technician, manager, strategist) were created to answer the second study question, followed by correlation analysis and the Pearson product-moment correlation coefficient. Preliminary investigations were also carried out to ensure that the normalcy, linearity, and homoscedasticity assumptions were not broken.

RESULTS

Table 2, related to the primary role of public relations activities, shows that activities are the highest order in storing clipping services with a percentage of 42%.

Table 2. The Main role of your Public Relations Activity

Activity	%
To keep a media clipping service (clip articles that appeared in the media about the organization)	42
To organise event of the company	28
To produce publication of the company	11
To do early warning system of communication activities	5
To explain to top management the impact of the organization's behavior on society	5
To act as an advocate for key external publics by explaining their views to top management	3
To develop public relations strategy that supports corporate strategy	6

In table 3, related to the second primary role of public relations activities, the results show that in organizing an event of the company, activities are the highest order with a percentage of 49%.

Table 3. The Second Role of Your Public Relations Activity

Activity	%
To keep a media clipping service (clip articles that appeared in the media about the organization)	28
To organise event of the company	49
To produce publication of the company	2
To do early warning system of communication activities	1
To explain to top management the impact of the organization's behavior on society	5
To act as an advocate for key external publics by explaining their views to top management	3
To develop public relations strategy that supports corporate strategy	12

Participants in the poll were given a formal description of public relations adopted by PRSA to establish a baseline of how public relations practitioners in Indonesia perceive and view the concept. Pearson's product-moment model was used to investigate the link between public relations and the role of the media (technicians, managers, strategists) and public relations perspectives (agree with the PRSA). $r = 0.157$, $n = 213$, $p < 0.022$, demonstrated a slight link between attitudes on public relations also the role of technicians. The association between public relations perspectives and management roles ($r = .257$, $n = 212$, $p < .000$) as well as the strategic role ($r = .225$, $n = 205$, $p < .001$) yielded similar results with simple effect sizes.

Table 4. Pearson Product-Moment Correlations of Public Relations Roles and PR Unawareness

	Technician	Manager	Strategist
Public Relations as Defined by PRSA (n =238)	.157*	.257**	.225**

*Correlation is significant at the $p < .05$. ** Correlation is significant at the $p < .01$.

Participants were answered a series of questions to indicate whether they agreed or disagreed with the definition. The findings revealed that the majority of the participants agreed with the proposed definition ($M = 4.16$; $SD = 1.23$). The large number of people that responded ($n = 208$; 87.5%) they said they were absolutely in agreement ($n = 121$; 50.8%) or

agreed (n= 87; 36.6%) according to the PRSA definition. Participants who are still present (n= 30; 12.5%) expressed varying degrees of dissatisfaction and/or disinterest with the comments: 10.9% (n= 26) strongly disagree, 0.8% (n= 2) disagree and 0,8% (n= 2) neither agree nor disagree.

DISCUSSION

This study looks at the viewpoints of public relations held by Indonesian professionals, the role of public relations in Indonesia, and understanding and professional public relations in Indonesia.

Public Relations Held by Indonesian Professionals

This study shows that public relations practitioners in Indonesia may execute all three boundary tasks inside firms that participate in public relations efforts that input, throughput, and output procedures should all be used to promote information exchange. According to Husna, (2021) public relations companies must understand the technology and use it to improve communication. Meanwhile, in this study, Indonesian public relations professionals attempted communication improvement, who is said to execute various jobs. Traditional public relations responsibilities include gaining exposure through news releases, drafting and editing documents, and creating web material are two of my responsibilities. Developing ideas, supervising campaign implementation, measuring, and assessing program success are all examples of throughput employment, to name a few. The input function includes conducting research, advocating for internal and external vital public requirements, and articulating the organization's attitude toward CSR. The findings of this study reveal that the Indonesian profession of public relations has committed to boundary ideals and that practitioners in the field have followed those principles.

The Role of Public Relations in Indonesia

According to Brunner & Smallwood (2019) Public relations perform various roles for the public interest. While in this research, public relations professionals in Indonesia carry out daily tasks similar to those performed by managers and technicians in most situations. Because all three roles are present, the corporation can execute all three boundary range functions in Indonesian enterprises because public relations is handled at the micro, meso, and macro levels (input, output, and throughput). The presence of three unique components as three distinct public relations roles is confirmed by factor analysis.

The strategist's job is accepted mainly by Indonesian public relations practitioners. According to a statistical study, the input function is becoming increasingly crucial in Indonesian public relations. The expansion of social media globally explains the many roles of strategists noticed among Indonesian practitioners. The position of strategists in terms of input enjoyment. Because social media is such a volatile medium, it necessitates more research and continual social listening. It has ramifications for the output function and technicians' jobs, as generating engagement needs more excellent content development. While most Indonesian public relations professionals devote most of their digital and social media public relations obligations regularly, much of the rest of the world does not.

The first role of Indonesian public relations is digital clipping, which is essential for an institution or institution. In addition to meeting information needs, clipping also serves to monitor the image or reputation of the institution in the eyes of the public. The dual role of public relations is to organize corporate events, which is a strategy to strengthen the image by arranging events as attractive as possible by the vision of the company's image. The events that are made must also be exciting and unique so that participants and the wider public can remember them.

Understanding and Professional Public Relations in Indonesia

According to Sriramesh et al., (2020), Public relations can help in solving some problems. While in this research, Practitioners' views on public relations might influence how the profession is practiced and, as a result, limit the professional function. The PRSA term is applied to all roles of public relations. The positions of manager (throughput function) and strategist are the most closely linked (input function), reflecting Indonesian practitioners' dedication to public service. Indonesia has yet to establish a comprehensive public relations education program; hence the country's public relations workforce comprises individuals from various fields, as well as those with different professional and educational backgrounds. The intertwining of marketing and public relations continues to worry because more practitioners have marketing degrees than public relations degrees. Nevertheless, most public relations specialists in Indonesia appear to have a basic understanding of the topic. Public relations should be developed further by Indonesian practitioners and academics until it is given as a separate degree at institutions across the country.

CONCLUSION

The role of public relations in improving communication, carrying out various functions, and assisting in problem-solving has been carried out by Indonesian Public Relations with their respective programs. Public relations in Indonesia stress skills and good communication while examining various practices to recognize cultural variations. Apart from expanding and explaining the importance of public relations, verifying the presence of technicians, managers, and strategists brings a new perspective on public relations operations and the makeup of public relations groups.

In addition, the primary role of Indonesian public relations is to carry out digital clippings, which is very important for any institution or organization. Clipping serves to monitor the image or reputation of the institution in the eyes of the public and provide information demands. The dual role of public relations is to plan corporate events, namely a strategy to improve the image by planning events as attractive as possible by the vision of the company's image. The events that are made must also be exciting and unique so that participants and the general public can remember them. As a result of digitalization, which has made social media a trend that affects the flow of information, public relations in Indonesia must redefine their role in the digital era by utilizing social media, one of which is as a bridge to build communication with audiences and the reputation of corporations and organizations.

The novelty in this research questions the changes in public relations in Indonesia that are transitioning amid the digitalization era that demands everything to be digital so that the results of this study can be used as an illustration for some of the main public relations practices that carry out the role of public relations conventionally in following the changing times.

REFERENCES

- Achmad, L. (2012). *Mengenal Ronggowarsito sebagai filsuf (Knowing Ronggowarsito as philosopher)*. Jakarta: Bidik Pronesis Publishing.
- Anggarina, P. (2020). *Memahami Peran Public Relations di Masa Krisis*. <https://www.kompas.com/tren/read/2020/08/24/070356465/memahami-peran-public-relations-di-masa-krisis?page=all>
- Bashir, M., & Aldaihani, A. (2017). Public relations in an online environment: Discourse description of social media in Kuwaiti organizations. *Public Relations Review*, 43(4), 777–787.
- Brunner, B., & Smallwood, A. (2019). Prioritizing public interest in public relations: Public interest relations. *Public Relations Inquiry*, 8(3), 245–264.

- Dalangin, J., Mc Arthur, J., Salvador, J. B., & Bismonte, A. (2021). The impact of social media influencers purchase intention in the Philippines. *Jurnal Studi Komunikasi*, 5(3), 551–568.
- Edwards, L. (2018). Public relations, voice and recognition: a case study. *Media, Culture & Society*, 40(3), 317–332.
- Hobart, M. (2006). Introduction: why is entertainment television in Indonesia important? *Asian Journal of Communication*, 16(4), 343–351.
- Husna, Z. (2021). *Fungsi dan Peranan Public Relation sebagai Alat Komunikasi pada PT Radio Kidung Indah Selaras Suara Medan*. Universitas Sumatera Utara.
- Kriyantono, R. (2017). *Teori public relations perspektif barat dan lokal: Aplikasi penelitian & praktik (Public relations theory western & local perspectives: The application for research & practice)*. Jakarta: Prenada Media.
- Lee, T., & Kan, C. (2008). *Blogospheric Pressures in Singapore: Internet Discourses and the 2006 General Election*.
- Muchena, E. (2018). An investigation into the role played by public relations in selected public institutions in Harare, Zimbabwe. *The International Journal of Humanities and Social Studies*, 6(9), 64–72.
- Paramitha, S. (2021). *Penerapan strategi public relations untuk meningkatkan brand awareness melalui instagram oleh marketing Partipost Indonesia*. Universitas Pelita Harapan.
- Prokomsetda. (2019). *Public Relations di Era Digital*. <https://prokomsetda.bulelengkab.go.id/informasi/detail/artikel/public-relations-di-era-digital-50>
- Rahardja, E. (2021). *Peran Divisi Komunikasi Eskternal dalam Mengelola Konten Media Sosial di XYZ Indonesia*. Universitas Pelita Harapan.
- Rasul, N., Rahim, S., & Salman, A. (2015). Penggunaan media, norma kewarganegaraan dan partisipasi politik dalam era transisi ke demokrasi di Indonesia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 31(1).
- Ratnasari, E., Sumartias, S., & Romli, R. (2021). Social Media, Digital Activism, and Online Gender-Based Violence in Indonesia. *Nyimak: Journal of Communication*, 5(1), 97–116.
- Rubtcova, M., & Pavenkov, O. (2018). Role of Public Relations in the Public Attitudes' Formation in Russia. *5th International Conference on STRESS MANAGEMENT ICSM*.
- Siriyugasak, U. (2005). People's media and communication rights in Indonesia and the Philippines. *Inter-Asia Cultural Studies*, 6(2), 1–19.
- Sriramesh, K., Verè, A., & Vercic, D. (2020). A world in crisis: the role of public relations. *Corporate Communications: An International Journal*.
- Steyn, B. (2000). CEO expectations in terms of PR roles. *Communicare: Journal for Communication Sciences in Southern Africa*, 19(1), 20–43.

- Susilo, D, Prabowo, T. L., & Putranto, T. D. (2019). Communicating secure based feeling: Content analysis on Indonesian police official account. *International Journal of Engineering and Advanced Technology*, 8(6), 2541–2543. <https://doi.org/10.35940/ijeat.F8377.088619>
- Susilo, D, Putranto, T., & Navarro, C. (2021). Performance of Indonesian Ministry of Health in Overcoming Hoax About Vaccination Amid the COVID-19 Pandemic on Social Media. *Nyimak: Journal of Communication*, 5(1), 151–166.
- Susilo, Daniel, & Kodir, A. (2017). Politik Tubuh Perempuan: Bumi, Kuasa, dan Perlawanan. *Jurnal Politik*. <https://doi.org/10.7454/jp.v1i2.19>
- Tabachnick, B., & Fidell, L. (2007). *Using multivariate statistics Boston* (Vol. 5). Boston, MA: Pearson Education.
- Tindall, N. T., & Holtzhausen, D. (2011). Toward a roles theory for strategic communication: The case of South Africa. *International Journal of Strategic Communication*, 5(2), 74–94.
- Van Heerden, G., & Rensburg, R. (2005). Public relations roles empirically verified among public relations practitioners in Africa. *Communicare: Journal for Communication Sciences in Southern Africa*, 24(1), 69–88.
- Vogelgesang, E. (2018). *Exploring the Role of Public Relations in the Diffusion of E-Grocery Services-A Practitioners' Perspective*.
- Wahyuni, H., Purnomo, E. P., & Fathani, A. T. (2021). Social media supports tourism development in the COVID-19 normal era in Bandung. *Jurnal Studi Komunikasi*, 5(3 SE-Articles), 600–616. <https://doi.org/10.25139/jsk.v5i3.3805>
- Yusoff, M., & Hanafiah, M. (2015). Impak media baharu terhadap sistem nilai masyarakat Melayu di Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 31(2).