

Public Relations (PR) Management CV. Biomasper Wawotobi to Maintain Company Image

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Abstract. This study aims to analyze the management carried out by the Public Relations (PR) CV. Biomasper and the impact of the implementation of the management model carried out by the Public Relations (PR) CV. Biomasper in order to maintain company image. This research is qualitative research with a survey method of the Public Relations (PR) CV. Biomasper in order to maintain the company's image among the consumer society. Data collection techniques in this study consist of observation, documentation, and interviews. The results showed that the management carried out by the Public Relations (PR) CV. Biomasper in order to maintain the company's image, namely with the following strategic steps: (1) fact-finding (searching for data and facts) on problems faced by the company; (2) formulation of action plans based on data and facts; (3) communication/action based on data and facts; and (4) evaluation. The entire managerial process is carried out with a communicative approach in promotional activities and product marketing of CV. Biomasper. The impact obtained from the implementation of communication management Public Relations (PR) CV. Biomasper is a positive image of the consumer community as seen from an increase in marketing and sales of company products.

Keyword : Public Relations , Management , company Image

1 Introduction

Public Relations is understood as the art of making a company liked and respected by the public, employees, consumers, and distributors[1]. This thing shows companies' dependence on the public, business, government, and other social organizations [2]. So that Public Relations emphasizes management communication between the organization and the public [3]. In essence, Public Relations is concerned with the creation of understanding through knowledge. Through these activities, it is hoped that an impact will emerge, namely, positive change. Public Relations (PR) is a form of communication that applies to all types of organizations, both commercial and non-commercial, in the public (government) and private (private) sectors [4]. Nowadays, the dynamics of government and industrial relations are increasingly complex, so Public Relations (PR) is considered to clarify the relationship between this process to the community and can influence them in making decisions. The purpose of Public Relations (PR) in profit and non-profit organizations is to provide information about organizational goals and available services, fostering trust, kindness,

honesty in the framework of serving organizational needs to the public, creating relationships with the public both internally and externally, maintaining mutual understanding and cooperation with the public, promoting company services and products in a world full of competition [5].

The existence of Public Relations (PR) in a profit company is to introduce, disseminate information about the company's activities and business fields, maintain and secure the marketing process by evaluating any public opinion deemed to be able to reduce the damage the company's name. This is intended so that the company's current or future business activities will be better and be able to achieve large profits. Information and communication disclosure carried out by Public Relations (PR) as an effort and strategy in carrying out its activities. With this openness, the public/audiences around the company will be more familiar with the company so that the company's image will automatically become known to the public. The importance of PR's role in maintaining the company's image so that several requirements should be owned by a Public Relations (PR), namely (a) Communication Ability. Where in the process of communicating, able to listen, and the ability to speak, convey information that is easy to understand effectively and efficiently. Public Relations (PR) is required to know everything and have access to the widest breadth of information; (b) Ability to organize situations were able to solve problems; Ability to prepare activity plans including budget details [1]. PR acts as (1) communicator or spokesperson; (2) relationship or building mutually beneficial relationships; (3) back up management or support in other organizational functions and form an image for the organization [6]. Efforts to carry out these functions and roles, Public Relations (PR) must use management concepts to facilitate its implementation, including Fact-Finding, Planning / Action Plan, Communicating / Action, and Evaluation [6].

CV. Biomasher Wawotobi, in carrying out its business activities, also relies on PR personnel to make relations with the business community and the general public who are the target of marketing its products. Products offered to consumers are motorized vehicles (cars and motorbikes). In this case, PR CV. Biomasher Wawotobi must create a positive image and assessment of society so that consumers positively respond to the implementation process of marketing automotive products (cars and motorbikes) marketed by CV. Biomasher Wawotobi. PR function on the CV. Biomasher Wawotobi is conducting internal and external communication to generate feedback, which is intended to monitor the company's business's progress in the form of increased marketing and increased revenue and maintain the public image of the company in the context of marketing excellence of the company's products. This is intended so that the company's image can be maintained and the company's crisis as a result of the increasing number of similar companies as competitors can be resolved. Application of the PR function of CV. Biomasher Wawotobi, especially in order to maintain the company's image, the CV. Biomasher Wawotobi uses communication management concepts to facilitate the implementation of their duties and functions. The concepts of the task implementation process are: (1) finding facts about the opinions and perceptions of consumers (the public) on the activities carried out by the company; (2) analyzing the problems and planning steps for solving the problems faced; (3) take action by the plan that has been prepared based on the objectives to be achieved; and (4) evaluation, measuring the results of the achievement of the objectives that have been implemented to find out any errors that have not been resolved so that they can be corrected immediately. Everything is done through a communication management process.

The dynamics of community economic growth continues to develop in the vicinity of the CV. Biomasher Wawotobi conducts business activities, causing the growth of several types of

similar businesses as competitors. This causes CV. Biomasher Wawotobi must apply a communication management model (planning, formulation, and action) that is appropriate to overcome business competition and decrease the number of customers/consumers due to competitors in the business. Efforts and strategies need to maintain the company's image or name in the eyes of the consumer/customer community and strategies to overcome the company's crisis due to the decreasing number of goods that can be sold due to the existence of similar companies as competitors. Based on this explanation, this study aims to determine and describe the communication management model carried out by the Public Relations (PR) of CV. Biomasher Wawotobi in order to maintain the company image.

2 Methodology

This research using this type of qualitative research, this research was conducted at CV. Biomasher Wawotobi, Konawe, Southeast Sulawesi. The key informant in this research was the head of the CV. Biomasher Wawotobi meanwhile as well as three Public Relations (PR) staff CV. Biomasher. The technique of determining the subject and informants of the study was carried out by purposive sampling. The type of data used in this research is qualitative data. While the analysis technique used is the interactive model analysis of Miles, Huberman, and Sadana, namely through data collection, data reduction, data presentation, and conclusions [7].

3 Result and Discussion

3.1 Promotion of Communication Activities Public Relations (PR) CV. Biomasher Wawotobi

The process of increasing motor vehicle sales carried out by CV. Biomasher Wawotobi can not be separated from the marketing communication program conducted by the Public Relations (PR) CV. Biomasher. The results of field observations that researchers conducted during the implementation of research activities show the Public Relations of CV. Biomasher Wawotobi has carried out communication activities aimed at promoting sales. The activities or promotional activities carried out by the Public Relations of CV Biomasher Wawotobi have various techniques and strategic approaches. The promotional activities that have been carried out consist of 1). Advertising: the promotion pattern in this form is all forms of presentation and promotion of the idea/image, especially for the latest motorized vehicles in competition with cars in a similar class with other brands. This activity is usually carried out by presenting complete data about the type of car's specifications in several electronic communication media in the form of visualizing images and dialogues that reveal the characteristics of the car being promoted. 2). Personal selling: this form of promotion pattern is the individual / personal presentation of the company's marketing/sales force with the aim of marketing/selling and maintaining sustainable relationships with customers who often use or use certain brand cars, especially for marketing / selling new cars that require direct promotion to fanatical customers with certain motor vehicle brands. Also, marketing/salespeople carry out several forms/patterns of communication with individuals, where salesman inform, educate, and persuade prospective buyers to buy company products. 3). Sales promotion: a promotional pattern in this form is carried out to provide short-term incentives to customers to encourage

the purchase or sale of a car product, which is considered slow in the development of its selling value. This form of incentive can be implemented by lowering interest rates for credit installments, decreasing down payment, and facilitating administrative management of car loan applications. 4).Public relations: this kind of promotion pattern is carried out in order to foster good relations with various community groups that are directly or indirectly related to the company through supporting publicity activities, and fostering a good "corporate image," as well as efforts to deal with and counteract rumors, stories and events that could harm the company. This is done in the form of receiving input and suggestions from motorized vehicle users regarding the obstacles and problems faced while using a motorized vehicle, or also in the form of a negative image that is sometimes released by rival companies, or also those that come from similar business ventures which are other competitors in the automotive business. 5). Communication at the point of purchase (Points of purchase communication) promotional activities of this kind are carried out by involving props, posters, signs, and various other supporting materials designed to influence customer decisions to buy at the place of purchase, usually in the form of a test drive of the type - a new type of car. Giving gifts or taking part of customers in door price). All of the above activities are the authority and responsibility of the Public Relations (PR) of CV. Biomasher Wawotobi as a unit of marketing and sales in charge of increasing the positive image of motorized vehicle users towards CV. Biomasher Wawotobi is a motor vehicle retailer that has the ability and advantages compared to similar companies.

3.2 CV. Biomasher PR Communication Management Model in Maintaining Company Image

Various problems in the dynamics of competition in similar business activities as carried out by the company CV. Biomasher Wawotobi in terms of marketing and attracts the sympathy of consumers. The more consumers, the more excellent the market opportunity for the marketing of goods. The rotating capital is also more significant so that the company's economic activity will run well. The company will get continuous profit, success in marketing, turnover of capital, and cover operational costs. CV. Biomasher Wawotobi at the beginning of its establishment, it got many consumers from various places around the Konawe Regency area. However, the increasing number of similar businesses that became competitors made some of these consumers switch to other companies so that the market opportunity CV. Biomasher was getting smaller and turnover of capital and economic activity that applies to the company of CV. Biomasher is decreasing. This condition causes a company crisis because the capital does not turn around, so the company experiences losses and cannot cover operational costs. Based on this fact, CV. Biomasher Public Relations (PR) is responsible for carrying out its duties in the company, namely as a liaison between the company and the surrounding environment, including the consumer community, to identify and know the various problems that have decreased its image.

Company image problems of CV. Biomasher do not occur suddenly or without cause. Various factors undoubtedly influence the image decline experienced by the company. Therefore, it is the Public Relations (PR) task of CV. Biomasher to conduct an assessment and study of the problems faced to determine the causes of their occurrence and determine the causes of the company's image decline. This process is carried out by the Public Relations (PR) of CV. Biomasher by looking for facts/research on existing opinions on perceptions concerning a policy. The facts found are processed by monitoring and reading the public's understanding, opinions, attitudes, and behavior towards the company. Some of the techniques and approaches used by CV. Biomasher in finding data and facts on the company's problems

are the First, making visits to various places in its marketing area to determine the level of community and consumer ability to buy; Second, seeing the market opportunities for the company's product sales of CV. Biomasher; and Third, the possibility of other similar companies as competitors. Various factors will be observed and observed by Public Relations (PR) of CV. Biomasher in conducting data and fact search activities will be used as the basis for assessing and formulating specific problems faced by the company to maintain the company's image to the public or consumers. Public Relations from (CV. Biomasher) seeks to find some data and facts that become problems in public assessments of a corporate image to identify companies' problems by making visits to community to get information through communication to the public directly improve corporate image. Some of the data and facts found in the identification process are: (1) the existence of similar companies as competitors and (2) the low intensity of communication with CV. Biomasher in order to maintain company image. Problem finding by Public Relations (PR) of CV. Biomasher to maintain the company's image is then followed up by the formulation of an action plan to overcome the problems faced.

a) Formulation of Plans According to Data and Facts

At this stage, after finding the cause of the problem, Public Relations (PR) of CV. Biomasher will prepare a solution or prevention steps in the form of plans and programs. The problem-solving strategy formulated by the company internally involves all components within the company. The process of problem-solving strategy formulation is in line with the achievement of company goals, according to the characteristics of the community/consumers' problems and the company's capabilities (in terms of funding and service coverage). The marketing and sales department then held an internal meeting intended to formulate a strategy to maintain the company's image through communicative methods with consumers (the community) who used a more effective marketing method approach. The identification results show that several similar companies as competitors have expanded and communicated more intensely with the public to increase the sales volume of their products. The development of marketing methods emphasizes the creation of good communication. Good communication can win over consumers' hearts with pleasure to buy products that have already been offered to the market.

Public Relations (PR) of CV. Biomasher has formulated a work plan to take actions that are considered priority scale to maintain its image. The formulation is based on data and facts previously discovered, namely: (1) action plans to face several similar companies as business competitors; (2) efforts to increase the communication intensity of the company to maintain the company's image while increasing promotional activities and the introduction of products sold by the company. Making, compiling, and formulating action plans is carried out by taking into account various aspects related to the company's capabilities and the characteristics of consumers (communities) to be targeted. The process of implementing the action is intended as an effort to achieve company goals, namely increasing sales volume and productivity. The main plan that must be carried out by direct promotional activities or promotions through the distribution of leaflets or personal intervals is by sending personal employees to contact several people who are considered to be customers and intended to maintain the company image of CV. Biomasher, through various promotional activities.

b) Execution of Actions (Communication)

Based on the results of the formulation of an action plan that has been compiled, Public Relations (PR) of CV. Biomasher then sets a work schedule to carry out the entire project. PR makes a work schedule in the form of a scheme of activities or action activities to be carried out to maintain the company's image. In the process of making the work scheme, Public Relations (PR) CV. Biomasher has determined various action activities and activity targets as well as material items to be communicated to consumers. Public Relations (PR) of CV. Biomasher work scheme must contain all efforts to solve problems faced by the company so that the actions taken are following the expected results. PR also evaluates the implementation of communication actions through well-measured success indicators.

One of the strategies set out in the communication action plan carried out by the Public Relations (PR) of CV. Biomasher is the ability to answer questions: based on the problems, what should do, and how to communicate (what to say) ?. The answers to these questions are contained in various actions and corporate communication strategies carried out by Public Relations (PR) appropriately and comprehensively. PR has understood what should be done in a communication strategy with the public to maintain a company image that aims to increase sales volume and company revenue. Public relations need to have good knowledge about communication strategies because they will deal with various groups and communities in society who have different understanding and knowledge so that the readiness of a PR in carrying out communication actions is an absolute necessity.

c) Evaluation

After the PR of CV. Biomasher performs communication actions with consumer society, and then evaluation activities are carried out to measure the success and feedback from consumers to communication actions to maintain the company's image that has been carried out. The evaluation stage is the measurement stage or to determine the success achieved from communication management activities based on identification, planning and action. This activity measurement aims to answer the question "What should or will be done next". The aim is to identify mistakes, mistakes, deviations that occur in the process of early identification, planning and action so that they can be corrected immediately by taking more appropriate and effective measures to maintain the company's image. The next evaluation stage is used as a measure of the success of the action. Suppose the evaluation results show that the actions taken generate a positive response. In that case, the recommendation given is how the next step is to welcome a positive response and open new marketing opportunities for the company through successful communication methods. Suppose the results of the evaluation show a negative response from the actions that have been taken. In that case, the recommendation given is to re-identify the problem, formulate an appropriate action plan and implement the planning formulation.

Implementation of PR communication management of CV. Biomasher to maintain the company's image, using a marketing promotion approach technique with communication management methods, namely: (1) fact-finding (data and fact search): namely the identification of problems faced by companies based on data and facts; (2) formulation of an action plan, in which case the formulation of the plan adopts all the problems faced by CV. Biomasher based on data and facts found during the data and fact search process. Furthermore, action/communication with audiences/consumers/communities is carried out using a communicative method with a marketing promotion approach to maintain the company's image as well as efforts to increase sales volume. Public Relations of CV Biomasher Wawotobi implement a communication management strategy to elevate the corporate image,

such as displaying various types of cars and creating a large showroom to accommodate multiple types and brands of cars. This gives the impression to potential consumers or customers that the bonafide of CV Biomasher Wawotobi as a motor vehicle sales company can be trusted so that consumers have the confidence to buy the goods being sold.

4 Conclusion

The communication management model of CV. Biomasher Wawotobi PR to maintain the company's image, is to approach PR management functions, namely: (a) fact-finding (searching for data and facts); (b) formulation of plans to take action to maintain the company's image (c) actions or activities in the form of communication and (d) evaluation of every activity that has been carried out by the Public Relations (PR) of CV. Biomasher to maintain company image. Various approaches and strategies in communication management implemented by Public Relations of CV Biomasher Wawotobi to maintain the company image and efforts to increase sales of goods are based on communication management procedures and patterns that use the approach of capabilities and strengths possessed by the company and the ability of CV Biomasher Public Relations staff. In approaching the community, customers and consumers.

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