

Dinamika media relations antar industri media (Strukturasi komunikasi internal dan eksternal dalam praktik media relations antara departemen public relations Trans TV dan redaksi media lain di Indonesia) = Dynamics of media relations among media industries (Structuration of internal and external communications in the practice of media relations between the marketing public relations department of Trans TV and other media newsrooms in Indonesia)

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Abstrak

Media relation merupakan salah satu praktik yang terdapat dalam sistem dari Departemen Public Relations (PR) dan bertujuan supaya informasi dari suatu organisasi dapat disebarluaskan kepada publik melalui saluran suatu industri media. Ternyata terdapat departemen PR dari suatu industri media melakukan praktik media relations dengan industri media lain meskipun telah memiliki saluran media untuk menyebarkan informasi. Dalam praktik media relations yang terdapat dalam sistem Departemen PR, para anggota departemen PR sebagai para agen berhubungan dengan para agen lain dari redaksi industri media lain berdasarkan struktur yang terus-menerus diproduksi dan direproduksi.

Struktur diproduksi dan direproduksi melalui interaksi dan tindakan para agen, baik dalam lingkungan internal dan lingkungan eksternal departemen. Ketika para agen berinteraksi, mereka juga melakukan tindakan komunikasi. Struktur dan sistem dalam praktik media relations yang terus diproduksi dan direproduksi dapat berlangsung secara dinamis (transformasi) dan stabil (rutinitas). Untuk mengetahui bagaimana proses produksi dan reproduksi tersebut dalam interaksi para agen, maka diperlukan analisis menggunakan teori strukturasi yang dikembangkan oleh McPhee dan Poole.

Penelitian ini bertujuan untuk menggambarkan dan memberikan pemahaman mengenai strukturasi komunikasi internal dan komunikasi eksternal dalam praktik media relations yang terjadi di dalam departemen PR. Metode yang digunakan dalam penelitian ini adalah studi kasus instrumental tunggal dengan pendekatan kualitatif deskriptif.

Dari penelitian ini ditemukan bahwa di dalam sistem departemen PR, staf berhubungan dengan atasannya di lingkungan internal dan berhubungan dengan jurnalis dan atasan jurnalis di lingkungan eksternal. Dalam melakukan praktik media relations, para agen menggunakan struktur aturan berupa prosedur, kebijakan, job description, dan kode etik sebagai pedoman dan sumber daya berupa pengalaman, pengetahuan, dan kemampuan/skill dalam bertindak dan berinteraksi sehingga sistem dan praktik dapat berlangsung terus-menerus baik secara dinamis maupun statis.

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Media relation is one of the practices that are found in the system of Public Relations (PR) department and it aims to spread information from an organization to its public through channel of a media industry.

Apparently, a PR department of a media industry implements the media relations practice with other media industries, although it has already had its own channel to spread the information. In the practice of media relations in the PR department system, members of the PR department as agents are in contact with the other agents from the newsrooms of other media industries and it is done based on the structure that is

continuously produced and reproduced.

The structure is produced and reproduced through interactions and actions of the agents, both in the internal environment and external environment of the department. When the agents interact, they also do the actions of the communication. The structure and the system in the practice of media relations that are continuously produced and reproduction can happen dynamically (transformation) and stable (routines). To know how the process of production and reproduction in the interaction of the agents, then required an analysis using structuration theory developed by McPhee and Poole.

This research aims to describe and provide understanding of structuration of internal communication and external communication in the practice of media relations that occur in the department of PR. The method used in this research is instrumental case studies with single descriptive qualitative approach.

From this study, it is found that in the PR department system, the staff is connected with his superiors in the internal environment and connected with the journalist and superiors journalists in the external environment. In conducting the practice of media relations, the agents utilize the structure of rules, such as procedure, policy, job description and code of ethics as the guidelines and of resources, such as experience, knowledge and skill to act and interact so that the system and practice can take place continuously, either dynamically or statically.