COHESITY OF PRIVATE PRACTICES ON JOURNALISTIC MEDIA IN TANJUNG SELAMAT VILLAGE OFFICE

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Abstract:

Tanjung Selamat Village is one of the villages located in Sunggal District, Deli Serdang Regency. Good management of the use of mass media around the village has made this village a positive image from the community. All did not escape the good cooperation between public relations and the mass media. The purpose of this study was to determine the cohesion that was built between village public relations and the mass media. This research includes descriptive qualitative research with an observational approach to find out a complete picture of the cohesiveness of public relations to journalistic media. The subjects of this study amounted to 2 people including the village head of Tanjung Selamat and village public relations. The results of this study are village public relations have established harmonious communication with all mass media around the village in order to increase the effectiveness of the media on the good image of the village, this can be seen from the way the village office is very appreciative and open to the mass media who want to get information. On the other hand, there is great hope for every element of village institutions to continue to improve good communication with the mass media.

Keywords: *Cohesiveness of Public Relations, Journalistic Media*

Introduction

Good public relations is to maintain, establish and build cohesion with the media so that the image of an agency or company can be raised[1]. That way, the public can judge that the image in the agency or company is positive based on the information that has been poured in media. The Public Relations of the Village Government Institution at the Tanjung Selamat Village Office realizes that the position of the media has an important role as a forum for disseminating information between the village and the community. The cohesion that exists between public relations and the media is carried out on the basis of friendship. This cohesion is also expected to carry out accurate cooperation, integrity in various activities.

The cohesiveness of village public relations and media is explained in terms of friendship relationshipthat is family and friendship[2]. These two aspects are related in this research. In public relations and media relations, good cohesion is needed, expanding friendships outside the office, professionalism and good work ethics. Between village public relations and the media does not only take place formally, but also leads to personal communication with others[3].

Village public relations and the media have a personal relationship or share ideas in planning activities. This is preferred by the media because the media who want to build friendly relations in the process of cooperation with village public relations, are not merely to carry out activities that are in accordance with the portion of public relations or fulfill the invitation given[4].

This incident happened in carrying out their work, the village public relations had treated the media as friends. Cohesion does not always have to be done formally, but also gather together with the media, share personal stories and stories of each other's experiences[5]. This is a very good thing to do because PR expects the media to feel close when establishing cohesion with PR.

The purpose of Village Public Relations is for the media to have confidence in Village Public Relations so that when the media *publish* news, the results of the content of the news contain positive things and can improve the image of village institutions in the community, especially the residents of Tanjung Selamat Village. With positive information in the media, people can be more confident in maintaining relationships with village agencies.

Based on the explanation above, it can be concluded that the cohesiveness that exists between village public relations and the media in meeting the agency's

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[1] Quesenberry, Keith A. *Social media strategy: Marketing, advertising, and public relations in the consumer revolution.* Rowman & Littlefield Publishers, 2020, 123.

[2] Alvianti, Vizzy Puspa, Achmad Dwityanto, and S. Psi. *Hubungan Antara Konformitas Dengan Perilaku Konsumtif Melalui Media Online Pada Remaja Di Masa Pandemi Covid-19.* Diss. Universitas Muhammadiyah Surakarta, 2022, 16.

[3] Kholil, Syukur, Hasyimsyah Nasution, and Nur Rahmah Amini. "Organizational Communication Model On The Implementation Of The Sakinah 'Aisyiyah Family'sumatera Utara." *Budapest International Research And Critics Institute (Birci-Journal): Humanities And Social Sciences* 4.1 (2021), 1558-1568.

[4] Lerbinger, Otto. *Corporate communication: An international and management perspective.* John Wiley & Sons, 2018, 91.

[5] Wirasahidan, Johan, and Dinda Rakhma Fitriani. "Brand Community: Pola Komunikasi Komunitas Mifans Depok dalam Membangun Keutuhan Kelompok." *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial* 6.2 (2019): 180-193.

goals requires good communication and harmonious relationships in reporting. In addition, building a sense of trust between the media and public relations is not an easy thing to achieve. Therefore, researchers are interested in researching the Cohesiveness of Public Relations Against Journalistic Media at the Tanjung Selamat Village Office in depth to see what steps are taken by village public relations and the media in maintaining this cohesion so that it can be mutually beneficial.

Literature review plays an important role in every scientific paper writing, because the literature review in research serves to create a research focus. Therefore, the literature review must contain the theories of each subject to be studied. The literature review in this study will contain the theory of cohesion, public relations, media, and journalism[6].

Public Relations Cohesion

The basis of the word cohesion is cohesion, referred to from the Big Indonesian Dictionary (KBBI), the meaning of the word cohesion is a relationship and integration, a strong, close relationship, and a strong and solid combination or cooperation[7]. Cohesion is a sense of interest in groups and group members, followed by social interaction for personal goals, because of the demands of interdependence, as well as the goals to be achieved by the group[8].

The notion of cohesion is the attraction between group members or interpersonal attraction, so simply cohesion is the attraction between group members. The greater the intensity of communication between fellow group members, the greater the bond of solidity and integration of group members to work together. Cohesiveness that occurs in the group will also affect the quality of the individual group[9].

Cohesiveness of public relations is very important in every individual and group, so that daily activities that require social interaction are systematic, this is necessary in order to create good relationships between individuals and individuals and groups with groups, groups here already include companies. Good relations are created if each individual and group has received motivation and support or participation from the public or other individuals. In accordance with the basic function of public relations, public relations acts as a relationship to create public opinion for the benefit of both parties concerned[10]. Including journalistic media must have individuals who have high cohesive public relations to determine how to convey information properly, in order to get positive public participation.

The opinion of Ahmad S. Adnanputra, who is a President of the Jayakarta Institute of Business and Management, regarding the definition of a public

[6] Hermawan, Iwan. *Teknik menulis karya ilmiah berbasis aplikasi dan metodologi.* Hidayatul Quran, 2019, 41.
[7] Kbbi, K. B. B. I. "Kamus Besar Bahasa Indonesia (KBBI)." *Kementerian Pendidikan Dan Budaya* (2016), 113.
[8] Sholeh, Farhanudin. "Membangun Kohesivitas Kelompok Dalam Bingkai Ukhuwah Wathaniah." *Qolamuna: Jurnal Studi Islam* 3.1 (2017), 21-36.
[9] Dollu, Emanuel Bate Satria, and Frans Bapa Tokan. "MODAL SOSIAL: Studi tentang Kumpo Kampo sebagai Strategi Melestarikan Kohesivitas Pada Masyarakat Larantuka di Kabupaten Flores Timur." *Warta Governare: Jurnal Ilmu Pemerintahan* 1.1 (2020), 59-72.
[10] Suryana, Cecep. "Komunikasi Poitik: Teori Dan Praktik." (2018), 75.

relations strategy is an alternative thing that a *Public Relations* (PR) must use, namely to form a positive perception of the general public or the public. against a company through the products issued by the company to get a favorable image of the company. Therefore, the strategy that must be used by a PR/PR is an inviting strategy to shape the perception of the target product, namely the audience or society. Proving the importance of humus cohesion will be proven through the strategies used by a PR, if the strategy used has a failed effect, it means that the PR cohesion of a PR is not yet qualified, because if the strategy used is accompanied by a qualified public relations cohesion then the strategy will succeed and get positive opinion of the target audience or society[11].

Media Journalism

Media is a communication tool that functions as a channel for conveying information. The origin of the word media is from Latin, which is the plural form of the word medium, which means literally, media is an intermediary[12]. This means that it can be concluded, the media is an intermediary tool between the sender of the message or the source of the message and the recipient of the message.

Journalism is an activity to find and collect data or information, after being observed or collected, the data will be processed and presented through writing, editing, and delivered in the form of news through the media. Media called journalistic media are all media that can convey information to the public or the public. Journalistic activities are spearheaded by a journalist[13].

Some examples of media are visual media such as film and television. Print media such as newspapers and magazines. In addition, there are also mass media that are one-way, namely radio, and there are several other examples of media. Media is a very useful tool for everyday life, because it can facilitate communication between individuals, as well as groups[14]. The media has now developed very significantly, so that humans have experienced media dependence, because most human activities do have to use the media, including journalists often use them to carry out journalistic activities. An example of a medium of conveying information that is experiencing continuous development is new media, namely online media, for example social media.

Communication experts have studied many types of journalistic media used as communication tools such as films, radio, newspapers, television, and magazines. They have done various researches that have provided many insights in the field of mass media communication, especially regarding how mass media works and how to fulfill the news values in it, and lately what media experts have

[11] Fullchis Nurtjahjani, M. M., and Shinta Maharani Trivena. *Public Relation, Citra dan Praktek: Public Relation, Citra dan Praktek*. Vol. 1. UPT Percetakan dan Penerbitan Polinema, 2018, 137.

[12] Hendra, Tomi. "Media Massa Dalam Komunikasi Pembangunan." *Jurnal At-Taghyir: Jurnal Dakwah Dan Pengembangan Masyarakat Desa* 1.2 (2019), 136-152.

[13] Alfatah, Rifzky Yuditama. *Pemahaman wartawan TV tentang jurnalisme pembangunan: Studi deskriptif pada wartawan Kompas TV biro Sukabumi*. Diss. UIN Sunan Gunung Djati Bandung, 2019, 86.

[14] Romli, Asep Syamsul M. *Jurnalistik online: Panduan mengelola media online*. Nuansa Cendekia, 2018, 83.

often discussed is social media[15]. Media experts examine how social media such as Facebook, Instagram, and other social media affect the way people think, work and relate? Do they increase social contacts and productivity?. Whether the large amount of information that is now available creates confusion due to information overload as suggested by experts[16].

As a new media, social media is very often used by journalists to convey information, because social media has its own uniqueness, namely the strength of social media lies in its wide reach and spread throughout the world, because to access social media requires an internet network[17]. In addition, the content or news produced will be distributed by the users of the social media account itself, not by the editor as in the mass media. This is what makes social media freer and more attractive to the attention of many people around the world. Behind these advantages, there are still several shortcomings in social media that are detrimental to its users, for example, cases of *cyber crime* that directly attack the victim's personal data or information by breaking into or hacking the victim's social media account and device. In addition, because it is so easy to spread information accessed on social media, fake news is often found or commonly referred to as hoax news. Of course this is very detrimental to social media users[18].

Research Method

This research uses *case study* research. According to Hamzah and Dr Amir a case study is research that examines, examines and examines a related case. This research uses descriptive analysis qualitative research method which does not need to use statistical data in the study[19]. Qualitative research is a type of research that produces new discoveries and these findings are not obtained by statistical data or other quantitative research. This research is based on descriptive analysis, all data obtained are based on observations, interviews, observations, in the form of oral, written data or perpetuation of the moment in the form of images as the source of this research data[20].

The object of this research is located at the Tanjung Selamat Village Office with the research subject taking 2 sources including the village head and a village publicist. This research was conducted in October 2022. The data was collected by conducting interviews, observations, and documentation. After that, the researcher wrote the results of the research by writing a complete and clear description of what had been found in the field. Validation of data using a triangulation model, which is to undergo a three-time checking process which includes *check*, re-

[15] Murniarti, Erni. "Sejarah Komunikasi, Pengaruh Perkembangan Teknologi Komunikasi, Sejarah Perkembangan Ilmu Komunikasi Dan Teori-Teori Komunikasi." (2019), 74.

[16] Amorrose, Agavenia Rini. "Hubungan Intensitas Penggunaan Media Sosial Dengan Komunikasi Interpersonal Pada Remaja Di Kota Medan." (2022), 18.

[17] Fauzi, Muhammad. "Strategi Media Sosial "Al Ibrohimy Tv" Dalam Menyiarkan Kegiatan Pondok Pesantren Al Ibrohimy Galis Bangkalan." *Al-Ibrah* 6.1 (2021), 125-148.

[18] Alamsyah, Alamsyah. "Model Komunikasi Jejaring Sosial Dan Media Massa Dalam Konteks Pesan Publik." *Dialektika Komunika: Jurnal Kajian Komunikasi dan Pembangunan Daerah* 9.1 (2021), 12-27.

[19] Hamzah, Dr Amir. *Metode Penelitian Kualitatif Rekontruksi Pemikiran Dasar serta Contoh Penerapan Pada Ilmu Pendidikan, Sosial & Humaniora.* CV Literasi Nusantara Abadi, 2021, 42.

[20] Moha, Iqbal. "*Resume Ragam Penelitian Kualitatif.*" (2019), 45.

check, and cross-check. This is intended to confirm that the data obtained is the correct data[21].

Results and Discussion

Public relations has a very important role in controlling the corporate media between government agencies and the general public. Public relations for government institutions at the Tanjung Selamat Village Office also have an important role in creating a good image of the village to the surrounding community. Village public relations are at the forefront of providing information related to the programs that will be undertaken, so that there is no information distraction among the surrounding community. All of that does not escape the important role of the media in disseminating information so that it can ease the work of public relations itself. Village public relations must establish good relations with the surrounding media so that the goal of facilitating the dissemination of village programs can be achieved[22].

In establishing a harmonious relationship, basically a public relations officer must have mutual trust, mutual understanding, mutual respect and tolerance. Good relations with the mass media are built through integrity, and can assist in providing news or information to the public. Forms of relations to the media can be done through functional relationships or through an interpersonal approach between public relations and the media. Good relations between an agency and the media need to be designed so that it can be established on an ongoing basis and produce mutually beneficial cooperation for both parties. The public relations of the Tanjung Selamat Village Office government applies several principles in establishing good relations, including:

1. Providing good service to the press / media.
2. Convey information properly by considering the direction of the village head.
3. Do not make the press look for unofficial information, this is usually because village public relations provide unclear information as if to cover up the information.
4. Always communicate well with the press both before and after providing information so that good relations are maintained.
5. Do not provide unimportant information that can make the village office's image bad.

Based on her experience as a public relations officer at the Tanjung Selamat village office, Sarah as an informant said as follows:

We as a public relations officer must be open to all the information we have. What's more, if the media comes to us to seek information, then we are in charge of determining the image of the office as public relations, if we deliver well and we know the person (the media), God willing, our image will be good. But don't just give away the same information that we don't know, it could be misused, so if

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[21] Purba, Elidawaty, et al. *Metode Penelitian Ekonomi*. Yayasan Kita Menulis, 2021, 59.
[22] Utami, Dina. *Peranan Humas Dalam Membangun Citra Perusahaan Melalui Media Massa Pada Sub Bagian Humas (hubungan Masyarakat) Dan Portal Di Pt Perkebunan Nusantara V*. Diss. Universitas Islam Riau, 2019, 82.

there's media that we don't know, we usually establish good communication first, we'll ask where and what needs we need, then we'll give the information. But usually the media who come here are the ones we know[23].

The informant also said that by maintaining good relations with the press, we will get a positive impact. The informant explained as follows:
Fortunately, we are also friends with the media because if for example a village has a program that must be disseminated or has achievements, we just need to call the media so that the news is picked up.

Informant Sarah explained that if we establish good relations with the press, the government will benefit. As said, if a village has a good program of activities, the village will contact the press to disseminate the program to the community. Also, if the village has achievements, the village office will publish it to the public through the press in order to raise the image of the village.

In the process, before submitting an information to the media, the village party (in this case the village head, public relations and staff) evaluates the information to be submitted so that the information conveyed refers to the same information. Information evaluation is carried out before and after providing information to the media. This is intended so that the information provided is in accordance with what was previously expected. However, if there is a misinformation, the village immediately takes decisive steps by asking for clarification and correcting the existing information. Informant Sarah explained as follows:

There was an incident that the news published in the media did not match the information provided. Our step is to ask for clarification from the media, to find out where the fault lies, after that we ask the media to correct the information[24].
Asking for clarification is done while maintaining good relations with the media. Clarification can be done in two ways, the first is personally by direct inquiry. This can be done by inviting the media to sit down while chatting in order to keep the atmosphere calm and comfortable. The second way is to use a third party, this is done by asking other people for help in solving the problem.

On the other hand, the informant Sapii Andinata as the Village Head of Tanjung Selamat gave an appreciation and warm welcome to the media who wanted to get information about the development of their village, the article according to the informant Sapii that media activities were an important spearhead in advancing the village. When information is conveyed to the media, then the media with good grammar manages the information provided to be made into news, it will also have a positive impact on the village itself. Informant Sapii gave an explanation as follows:
In fact, I am happy if the media comes to my office asking for information related to village developments, I will provide the information, why? Here both of them get the same benefit, the media get the news, we (the village) get a positive image of the news that is published about the development of the village. So we don't have to worry about how to raise the reputation of the village, there is the media earlier[25].

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[23] Hasil wawancara pada tanggal 3 Oktober 2022
[24] Hasil wawancara pada tanggal 3 Oktober 2022
[25] Hasil wawancara pada tanggal 3 Oktober 2022

Conclusion

The activities of cohesive public relations with the media are friendship or partnership with professionalism. Village public relations maintain good cohesion with the media so that news about the village can be well publicized and produce positive news and provide useful information for the community. In addition, village public relations provide the best service for the media so that the media feel harmonious when working together which can affect the information or news that is *published*.

If there is negative information about the village, it can refer to the friendship aspect which details that the village public relations officer is quick to clarify this to the media. In this case, the media is quick in responding to village public relations information always responds well. Thus, news information will be quickly published to the public and information will be spread quickly and accurately. During cohesion with the media, village public relations often carry out joint activities.

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