



Media Relations Strategy in Building Positive Image of the Institution

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ABSTRACT

Media relations is one of the determining strategies in building the institution's image. The research aims to determine the Media Relations Strategy by Public Relations of Bank Indonesia West Java Province in building a positive image of the institution. The qualitative method used in this research uses descriptive analysis to describe a situation or event. It gives a detailed description of specific individuals or groups regarding the circumstances and symptoms. Theoretically or conceptually, this research is based on Rosady Ruslan's concept of media relations which is divided into three, namely Media Gathering, Media Tour, and Press Conference. The data collection in this study is by interviews and observations with four informants. The results of this study indicate that the Media Relations Strategy carried out by Bank Indonesia Public Relations in West Java Province includes three activities: Media Gathering, Media Tour, and Press Conference activities. This research is hoped to impact the development of public relations science and public relations practices in companies.

Keywords : communications, Strategy; Media; Media Relations; Public Relations

INTRODUCTION

Since 2014, Bank Indonesia has campaigned for cashless payments (jabarnews.com, 2017, Nurulliah, 2020). This campaign continued until the beginning of the pandemic to break the chain of transmission of COVID-19. However, the news about the Bank Indonesia West Java Representative Office (BIWJRO) is not only about non-cash payment campaigns but also other news such as post-pandemic economic recovery efforts (DetikJabar, 2022), economic uncertainty (Susanti, 2022), provincial minimum wages (Lukhardianti, 2022), and several other topics. Some news about BIRWJ's programs and activities can be considered representative of news related to BIRWJ in the media.

The publication of BIWJRO programs and activities not only describes the work of journalists but also relates to good communication between BIWJRO and the media. Communication skills possessed by Public Relations are needed in building relationships with the media. A company feels many benefits if they implement a positive relationship with the media (Ruslan, 2007: 173). Good relations with the media need to be fostered; one of the ways is by carrying out the activities contained in Media Relations activities which generally include; *Press Conference, Press Tour and Press Gathering*.

One of the positive goals obtained by the company from good relations with the media is the formation of a positive image in society. The current media relations strategy has been carried out by various institutions, including Bank Indonesia as the central bank of Indonesia, which carries out media relations activities as a form of information service to the public regarding the functions and objectives of the establishment of Bank Indonesia as the central bank. Bank Indonesia certainly cooperates with several media parties, such as state and private television stations, newspapers, social media and several other media to disseminate this message to media audiences.

The media relations strategy implemented by the BIWJRO Public Relations can have a positive influence on the image and reputation of the institution that is developing in society. By carrying out media relations, it is hoped that the public will have more respect for Bank Indonesia as an institution that manages the rupiah currency, namely by maintaining the authenticity and caring for the rupiah currency, as well as some other important knowledge conveyed by the media to the public as part of the media relations activities carried out by Public Relations at BIWJRO.

Therefore, this paper aims to describe about; how are the media gathering activities carried out by BIWJRO Public Relations as an effort to establish good relations with the media?; how are the media tour activities carried out by BIWJRO Public Relations as an effort to maintain good relations with the media; and how are the press conference activities carried out by BIWJRO Public

Relations as an effort to convey information to the public. The research method used is a descriptive-qualitative method that aims at situations or events and does not try to find or explain relationships, does not test hypotheses or make predictions.

Several previous studies on media relations strategy carried out by a company have been carried out in various contexts. First, research conducted by Wahid Faysal Hakim (2013) which analyzes the relationship between public relations and media relations by describing the media selection made by the Ibis Solo Hotel Public Relations for local media in the city of Solo, both print, electronic and online media. The media relations strategy and approach applied by the Ibis Solo Hotel Public Relations is always to establish personal close relationships with media people, especially journalists through social networks or telecommunications.

Second, research by Noviana (2017) analyzes the media relations strategy of Hotel Lorin Solo in maintaining a positive image. Noviana found that the media relations strategy carried out by Hotel Lorin was to manage relations where the Public Relations team collaborated with journalists from various media, both print and electronic media, such as Solopos, Radarsolo, Joglosemar, TATV Solo, and several others media. PR Hotel Lorin Solo has communicated well, although not all staff have been able to build this kind of relationships with the press.

Third, research conducted by Cahyani and Rejeki (2012) analyzed media relations planning at the Sheraton Mustika Yogyakarta to create a positive corporate image. Both of them found that even though Public Relations of Sheraton Mustika Yogyakarta had carried out media relations planning, the Public Relations of Sheraton Mustika Yogyakarta in Padang did not yet have a systematic pattern regarding media relations planning. Therefore, both of them then contributed in the form of scientific work to the Public Relations of Sheraton Mustika Yogyakarta, namely a systemic pattern of media relations planning that aims to enable the Public Relations of Sheraton Mustika Yogyakarta to compile and carry out media relations planning on a regular basis.

Fourth, research conducted by Sholikhah (2016) which describes the media relations strategy of PT. Telekomunikasi Indonesia, Tbk to enhance the company's positive image. Solikhah found that the various efforts made by Telkom Regional IV public relations as a media relations strategy involved the press, namely press releases, radio and newspaper interviews, radio talk shows, media events, press conferences, press gatherings. based on the data obtained, these various media relations efforts have had an impact of 90% on increasing the company's positive image so that it can meet dynamic customer tastes and be able to face competition.

Fifth, research by Anneke Lawrencia Alim (2016) which analyzes the media relations strategy of the Grand Darmo Suite Hotel Surabaya in managing publicity

in the mass media. Alim found that in managing relations, the public relations of Hotel Grand Darmo Suite Surabaya always establish personal relations with the mass media, both with journalists and with their institutions. In addition, they also carry out media relations activities by sending press releases in two languages, namely Indonesian and English, holding; special events, press interviews, press luncheons and media visits.

Some of the studies above have general similarities and differences with this research. In general, some of the previous studies analyzed a similar topic, namely the role of public relations in various media relations activities. Meanwhile, the difference with this research is not only in the location of the research, but also in the focus which places more emphasis on the pattern of approach taken by BIWJRO in fostering relations with the media, namely by involving the media in several tour activities so that through this activity, the Public Relations can simultaneously delivering company policies to the public as well as providing certification for journalists which is a distinction from other companies.

This research is a qualitative research that intends to describe the dynamic focus of the problem. Therefore, this study aims to describe the current situation. Data obtained by technique; observations, interviews, and documentation studies that complement each other to strengthen findings and assumptions regarding the focus and objectives of the research. This research involved four BIWJRO employees who also served as key informants, including R.H. Ambarkusumo as Public Relations Manager Head of Policy Coordination and Communication Function, Ebrinda Daisy Gustiani as Assistant Public Relations Manager, Achmad Perkasa Subarkah as Senior Public Relations Analyst, and Eka Nur Frihatin as Public Relations Staff.

RESULTS AND DISCUSSION

In this section, research findings are presented and discussed descriptively. Based on the studies conducted, it was found that the media relations strategy implemented by BIWJRO in building a positive image of the institution includes three main activities, namely; *Media Gathering*, *Media Tour*, and *Press Conference*. Each finding will be presented separately..

Strategy of Media Gathering

The Media Gathering organized by BIWJRO Public Relations begins with determining in advance the targets and targets of the media that will be used as collaboration partners or known as media partners. There are several media partners who directly cooperate in the process of BIWJRO publication activities. In this case, BIWJRO's Public Relations Staff, Eka said,

“Our media targets in carrying out media gathering activities include several

of our media partners--BIWJRO such as Kompas, Pikiran Rakyat, Tribun Jabar, Radar, Jabar Ekspres, Tempo, NET.TV, BandungTV, PRSSNI, and RRI" (Interview).

In carrying out media relations activities, BIWJRO Public Relations organizes training or education aimed at its stakeholders, namely journalists. This activity was carried out to develop the skills and quality of the media as a messenger for the institution to the public. This activity is one of the activities presented in a series of Press Gatherings, particularly on topics related to the central bank.

One of the activities that is the objective of training for journalists is *Capacity Building*. BIWJRO Public Relations Staff, Eka Nur expressed that the process of implementing the Media Gathering itself was carried out with the aim of increasing the capacity of journalists through capacity building activities to build closeness with each other, both among the media and with Bank Indonesia employees. Several activities of this kind are held outside the city. For example, in 2018, it was held in Denpasar, Bali and lasted for three days. This activity was packaged in the form of a *Focused Group Discussion* (FGD) and *gathering* as stated by the BIWJRO Public Relations Manager as follows,

"In 2018 we have held capacity building activities related to economic journalist training in Bali. Essentially, we would like to increase the capacity building of journalists in the form of FGDs or gatherings. The implementation of the activity lasted for 3 days" (Interview).



Source: Public Relations of Bank Indonesia West Java Representative Office (BIWJRO)

Figure 1. *Focused Group Discussion* organized by Bank Indonesia West Java Representative Office (BIWJRO)

This is in line with what was stated by Iriantara that media relations is part of external public relations which fosters and develops good relations with the mass media as a means of communication between organizations and the public to achieve organizational goals (2008: 31). Iriantara explained that the activity of

establishing relations between institutions and the media was solely to achieve common goals that benefit both parties and to maintain this relationship so that miscommunication does not occur. This is where the role of a Public Relations is absolutely necessary so that the relationship that is forged remains harmonious. The social-media relationship, in the era of mass media, is a dialogical relationship that is interdependent, even though it is asymmetrical, between news makers and social institutions (Billard, 2021).

This Capacity Building is included in the media gathering program which is held indoors and is formal in nature. Ruslan (2007: 186) reveals that activities organized with the media can be realized in two ways, namely formal contact by holding special events that are deliberately planned in advance where the media are officially invited, by setting the theme and objectives to be achieved, and direct contact. such as informal press meetings. Humas of BIWJRO prepares media journalists to do as good and effective reporting as possible. Therefore, the Capacity Building program for journalists is intended to provide knowledge to the public about what policies need to be conveyed to the public.

Ideal reporting before being published in the media, must comply with journalistic principles. The news presented should be as balanced as possible. That is why Bank Indonesia journalists are carefully prepared to be able to really master the principles of journalism so that any information that will be conveyed is beneficial to the reader. The measure of coverage in Public Relations activities is not published in prestigious media, but whether the information has the potential to be followed by the target audience or the public of the organization (Iriantara, 2008: 32).

The *Media Gathering* conducted by BIWJRO is also in the context of increasing the capacity of journalists, namely by holding a Journalist Certification Program. Journalist certification is an innovation from the previous activity, namely Capacity Building which only focuses on providing understanding and knowledge to journalists. Capacity Building activities are limited to the scope of increasing the resources of journalists, but the Journalist Certification program provides awards to journalists in the form of awarding certificates to journalists who are credible and competent in their fields. Journalists will be given certificates directly by the National Press Council (Dewan Pers). The following is the statement from BIWJRO's Assistant Public Relations Manager, Ebrinda,

“This year, for example, we also want to add journalist certification. This means that everything in the gathering must have something to increase the journalists in terms of skills, maybe in terms of writing, automatically there will be skills. We are holding the certification activity so that at least the media in Bank Indonesia Bandung (BIWJRO) are fully certified. In fact, our activities this year are the same. The journalist gathering activities are once

a year and last year was capacity building. This year, certification plus gathering will be put together” (Interview).

In carrying out this journalist certification activity, BIWJRO needs to contact the media that will send journalists to participate in this activity. Assistant Manager of Public Relations of Bank Indonesia West Java Province said,

“The implementation stage is that we first contact them, then ask which certification bodies we can work with, then if we get it later we make a note of the purpose of asking acquaintances from these institutions and then we choose which one to cooperate with. After that, we determine who will participate in certifying the journalists. The foundation of the activities is the same, this year we want certified journalists. Last year we wanted them to be more capable in delivering news like that. Because last year we invited media people to know how to write news properly” (Interview).

This journalist certification activity is expected to motivate the press (media) in upholding the credibility of the press in conveying news to the public. Apart from that, BIWJRO Public Relations also strives to give the greatest appreciation to journalists who have contributed to building a positive image of the institution in the public by publishing news that is useful and easy for the public to digest.

Assistant Manager of Public Relations of BIWJRO said that the journalist certification program aims to increase the capacity of journalists by giving awards to journalists in the form of certificates for journalists who are credible and competent in their fields. This statement has a correlation with the opinion of [Iriantara \(2008: 12\)](#) which states that media relations is very important to support the success of public relations activities. Therefore, every company needs to establish good relations with the media because the company's publicity depends on how the relationship is formed. That way, media relations is very strategic for companies in carrying out their activities to increase their publicity ([Indika et al., 2022](#)).

In this context, the media is utilized by BIWJRO Public Relations to distribute messages regarding inflation, the economy and other information related to the Central Bank. Because the information conveyed requires high objectivity, publications must meet a number of stringent requirements. In this regard, the Journalist Certification is carried out by BIWJRO Public Relations to accommodate the need for journalists to have recognition in their later publications so that conveying messages to a wide audience will build positive perceptions or opinions from the public.

The Journalist Certification Program implemented by BIWJRO Public Relations is part of a series of media relations strategies to support Public Relations activities. According to [Barbara Averill \(1997\)](#), media relations is only one part of public relations, but can be an efficient and very important tool in

compiling messages that are not only accepted but considered important by the local media” (Iriantara, 2008: 28).

The success referred to by Barbara Averill in the process of implementing the Journalist Certification is that BIWJRO Public Relations has succeeded in fulfilling the media's needs, namely certification. Journalists need certification to demonstrate their expertise that can be accounted for while on duty in the field. Fulfillment of journalists' skills to prove their success in carrying out a publication in the mass media which has a positive effect on the institution. Of course this can be seen when journalists are certified and prove their performance against Bank Indonesia.

Various efforts were made by BIWJRO Public Relations in an effort to establish good relations with the media by carrying out media gathering activities. Gathering is the activity most interested in by journalists because of its informal nature. Journalists who are involved in gathering activities find it easier to convey their aspirations or information to institutions because they are supported by the comfort that is built in interpersonal communication. This is due to the fact that the media functions to approach and learn as a whole, to provide clear indications of results in nurturing, and embracing, on an ongoing basis (Agerdal-Hjermin, 2014).

One of the efforts made by BIWJRO Public Relations in building closeness with the media is holding a “*Ngopi Bareng*” (Coffee Time) activity. The term “*Ngopi Bareng*” is a nickname that is familiar to fellow journalists and employees (staff) of Bank Indonesia, West Java Province, which is part of an effort to build deeper interaction between the two parties. Communication that is built is expected to get feedback from the media so that existing information or data can be passed on to the public. Public Relations Manager of Bank Indonesia West Java Province Mr. R.H. Ambarkusumo said,

“Talking about coffee together is coffee as the ingredients, but there is the main point of the conversation. That's one. Then there are also other activities, namely gatherings which we program once a year with the aim of trying to share information between Bank Indonesia and media partners. We hope that in this gathering there will be a friendly relationship. Third, we also hope that Bank Indonesia needs to be exposed and informed to the public because journalists are part of their job, to inform, to gain information” (Interview).

Regarding the *Ngopi Bareng* activities, the Public Relations Manager of BIWJRO said that they really felt the benefits of having an association between the media and institutions. Because that's where interpersonal communication is built, and closeness is getting tighter. Not infrequently the talks are carried out beyond the topic that should be discussed in order to defuse the tense atmosphere,

so that these activities run very effectively and efficiently.

The Ngopi Bareng activity carried out by Public Relations of BIWJRO uses an effective communication strategy so as to be able to get the media involved in every institution's publication activities and the need to convey information to the public. According to [Iriantara \(2008: 17\)](#) communication strategy is a combination of communication planning with communication management to achieve the goals that have been set. The communication strategy must show how operational it must be practically carried out, in the sense that the approach can differ at any time depending on the situation and conditions, such as for Ngopi Bareng which is fairly practical to do. Ngopi Bareng is a communication effort between the Institute and the media to get an atmosphere that is as relaxed as possible so that there is no distance between the two parties, both from the institution and from the media crew, as the results of research by [Tanuwijaya, Darmastuti, and Wenas \(2020\)](#) to create comfort for the institution and the media so that personal closeness occurs with itself.

It is easier for journalists who are seen in gathering activities to convey their aspirations or information to institutions because they are supported by the comfort that is built in interpersonal communication. This is in accordance with the theoretical statement expressed by [Ruslan \(2007: 186\)](#) that the purpose of media gathering activities is to establish friendly relations with the press, such as providing a banquet both formally and informally to establish good relations with the media. Communication that is built through relaxed situations will allow individuals to freely convey information and interact with other individuals.

The objectives of various media work programs are (1) to spread the media as wide as possible in various directions; (2) Obtaining forums as news media in the form of reports, headlines, media coverage, and objective and balanced, on topics that benefit entrepreneurs; (3) seeking feedback from the public on how the Facility operates; (4) Complete information from business leaders as material for evaluating the situation and achievements; (5) Sustainable and consistent trust-based relationships between various media parties ([Mahriwa and Wuryanata, 2021](#)). Through positive relations and media resonance to reach a wide audience, it is directly proportional to the positive image of the institution.

Media Gathering plays an important role in maintaining a good reputation. These activities are expected to be able to maintain and improve good relations between the company and its public. Topics circulating in society. The media did not immediately report it, but the media immediately confirmed the truth of this to the company. Of course, the news that will be published is positive and profitable for the company.

Strategy of *Media Tour*

The next activity or program carried out by BIWJRO Public Relations is to apply one of the activity components in Media Relations, namely the Media Tour. Media

Tour is an activity of visiting a company or institution to a certain tourist or recreational location and involving members of the media. This activity did not last for a long time, but only filled spare time by visiting certain destinations or tourism that had been planned in advance by BIWJRO Public Relations and the media. In carrying out Media Tour activities, BIWJRO Public Relations has certain strategies to be able to establish good relations with its stakeholders, namely the media or economic journalists. One of the strategies undertaken is to embrace journalists in the Media Tour program at Media Gathering activities..

The BIWJRO Public Relations Assistant Manager explained that the purpose of this Tour Visit activity was because journalists had already carried out a series of training activities for two days, therefore they needed to experience outdoor activities as well as practice directly the results of the increased competency carried out by journalists in this capacity building. Visits to tourism centers are also part of engagement or a person-to-person approach with the media so that good chemistry is built between the institution and the media. BIWJRO Public Relations Manager Assistant explained,

"It's just a refreshing activity because they've been active from morning to night, definitely not training all the time. The next day, we invite to tourist attractions. Actually it was in the context of engagement, meaning their rewards throughout this year have helped us with Bank Indonesia news. Each media has one representative. Last year we involved around 20 media and conducted it at the beginning of the quarter" (Interview).

The Tourism Visit Program on the Media Tour conducted by Public Relations of Bank Indonesia West Java Province is also part of Public Relations activities in maintaining communication and maintaining relations with company stakeholders in this case the media (journalists). Iriantara (2008: 80) states that the core of Public Relations activities is communication and relationships. Through Public Relations activities, the organization communicates and builds or maintains relationships with stakeholders. Managing good relations with the media is very important to support Public Relations activities. Of course, this is based on the assumption that with the existence of news through the mass media, information can be disseminated to the publics of the organization.

Iriantara added that this assumption was based on reports or publications made by the media, information could be disseminated to the organization's publics. If news about the organization is published in a large and influential print media or national media, it is seen as more prestigious than if it is published in a small local media. BIWJRO Public Relations also needs to see every program in the context of media gathering in relation to the effectiveness of its publication activities in the media so that a good impression and image will be built from the public towards the institution, regardless of whether the activity directly benefits

the public or not, the message from an institution must still be delivered.

BIWJRO Public Relations in carrying out the MSME Empowerment Program during visiting activities involved economic journalists who were proficient in economics. Because in the implementation process, the Public Relations department will interact with the owners of these small and medium businesses and check the products sold to local and foreign tourists such as batik or traditional fabrics. The implementation of the MSMEs empowerment visit program which was carried out in the Province of Bali is part of the objectives of the Gathering activities in Bali, which is to study cultures outside West Java and then serve as a comparison and lesson for West Java Province to develop culture in West Java. The BIWJRO Public Relations Manager explained,

"Yes, we see that the culture in Bali is good and artistic, so we maximize this gathering activity to observe MSME activities there, is there anything that can be used as a comparison" (Interview).



Source: Public Relations of Bank Indonesia West Java Representative Office (BIWJRO)

Figure 2. The Assistant Manager of Public Relations follows the Kecak Dance tradition during a Tourist Visit

The tourist visit program in the Media Tour activity is related to the main tasks of Bank Indonesia, namely in managing MSMEs, controlling inflation and so on, to introduce directly to the press as media actors about Bank Indonesia's activities in the field so that the media understands more about what it will report. Apart from places related to the main tasks of Bank Indonesia, the places visited were also tourist spots, as part of BIWJRO's PR strategy in establishing good relations with the media.

The MSME Empowerment Visit Activity was also held in Bali considering that the province has potential MSME and many small and medium enterprises there have international standards. For example, Balinese musical instruments, which are now in great demand by foreign countries, and Balinese traditional

clothes and other crafts made there, are growing rapidly. In the general principles of Public Relations it is stated that strong and positive personal relationships are based on openness, honesty, cooperation and mutual respect (Jefkins, 2003: 117).

In relation to the results of the interviews and the statement expressed by Frank Jefkins that establishing a strong personal relationship with journalists as media actors is deemed necessary so that the relationship between institutions and the media is more harmonious. With the visiting program for MSMEs, the media will be more educated in conveying information regarding the role of Bank Indonesia in the MSME business world. The media also directly learns how MSMEs create markets among the public so that the products sold can also be in demand. News like that is what the public consumes, so the media needs to help institutions, in this case Public Relations of Bank Indonesia West Java Province, in publishing the widest possible information related to small and medium business or inflation.

Similar to media gatherings, media tours also aim to create a positive image of the institution, as researched by Suhartini and Elvira (2019) towards PT KAI. Corporate image is a guide for many people to make important decisions. For example buying goods or services made by companies (manufacturers), purchasing (customers), recommending them to others.

Press Conference Strategy

The information sharing activities carried out in Media Gathering activities are not much different from educational programs, but this information sharing program is in the form of an audience, so economic journalists who want to dig up in-depth information regarding an issue can directly ask the resource persons from the relevant divisions related to the issue. or directly with BIWJRO leaders.

The media crew or the press are part of the external public who must pay attention to the ongoing communication process in order to achieve what is expected of the institution. Public Relations requires the press or media to publish any information, statements, regulations, and other policies. Vice versa, the media needs information owned by public relations in an institution. To achieve this goal, Public Relations organizes press conferences as one of the activities to maintain good relations with the press (Rosyada, 2018: 119).

BIWJRO Public Relations routinely holds Press Conferences as a form of delivering information packaged in the form of policies issued by Bank Indonesia. Submission of Policy by BIWJRO is a routine activity held after Bank Indonesia holds a Board of Governors Meeting (RDG) and involves journalists to cover news that will be published in every media that cooperates with Bank Indonesia. Not only informing the public, journalists were also invited to have a warm chat which was packaged in a luncheon provided by Bank Indonesia, which created a caring attitude between the Institution and the media.

Bank Indonesia policies are issued by the central government to be precise in Jakarta, therefore a Press Conference was held in the regions to convey the results of the Board of Governors' Meeting which was previously held at the Bank Indonesia Head Office. At the Board of Governors Meeting, there were three representatives from BIWJRO, who were invited including the Head of Representative, and two division heads.

The steps in implementing the Policy Submission program began with inviting the three leaders to Central Bank Indonesia. There, the leadership will attend the Board of Governors Meeting to discuss the latest policies issued by Bank Indonesia. After holding the Board of Governors' Meeting, the leadership returned to BIWJRO to discuss the results of the policies that had been decided at the meeting through the Press Conference. The following is the statement submitted by the Public Relations Manager of BIWJRO,

"The leader was invited to Jakarta, there he will receive material, up to here the national material but in West Java what West Java is added to. That is what our leadership conveyed to fellow journalists. Then, in BI, it is regulated who has the right to convey related to performance, related to BIWJRO information, namely the Leader, namely the Head of Representative, and Two Division Heads. They are the parties who are allowed to convey" (Interview).



Source: Public Relations of Bank Indonesia West Java Representative Office (BIWJRO)

Figure 3. Submission of Policy by the Leaders of Bank Indonesia through a Press Conference

The press conference held by BIWJRO Public Relations aims to raise public awareness regarding information issued by Bank Indonesia, such as inflation, rising prices of goods and others. Nonetheless, the public is not the main objective in delivering Bank Indonesia policies considering that Bank Indonesia itself prioritizes domestic economic actors to provide insights about the domestic economy or controlling inflation or slowing economic growth because they need more information regarding Bank Indonesia policies.

Public Relations of BIWJRO realizes that the Press Conference activities carried out contain a lot of information that needs to be thoroughly conveyed to the public. In carrying out these publications, of course BIWJRO Public Relations involves the participation of the media as agents for conveying institutional messages. In addition, a press conference was also held to display the profile of the leadership of Bank Indonesia in both print and mass media, such as newspapers or television. BIWJRO Public Relations Manager Assistant explained,

"The press conference is held every time there is a Board of Governors' Meeting, every time there is a board of governors meeting at the head office, we will hold a press conference here and what we also convey is the results of the board of governors' meeting plus the latest economic developments in West Java (Interview).

Meanwhile, the BIWJRO Public Relations Manager explained that holding the press conference was an advisory function of Bank Indonesia's policy implementation at the head office. Therefore, it is necessary for the media, known as a press conference, by inviting mass media journalists to listen to policies related to the Board of Governors Meeting. As stated below,

"Talking about policy means that it is at the head office how the policy of the head office is transferred to the Regional Representative Office, in this case the Province of West Java. Therefore, we need a media that we know as a press conference. Leaders invited journalists, leaders invited mass media to listen to policies related to the meeting of the board of governors of Bank Indonesia. So, this kind of relationship that we build" (Interview).

Press Conference activities are also carried out whenever there is a sudden spike in inflation, the Public Relations of Bank Indonesia in this case will hold a Press Conference at BIWJRO as soon as possible. Invitations to the leadership and also the media we do by letter because it is an official matter.

In Public Relations, the Publication of this Policy is included in the activities of the Press Conference. Ruslan (2008: 186-193) argues that the Press Conference is included in cooperation with the media through formal contact. The reason is because this event was deliberately designed in advance where the media was officially invited by the BIWJRO, by setting the theme and objectives to be achieved, namely the publication of Bank Indonesia policies that had been mutually agreed upon by the three heads of representative offices who were invited to attend the board of governors meeting at head office. Similar to what was researched by [Widyasari and Lintangdesi \(2020\)](#) a press conference conducted by an institution is carried out to disseminate information that the company wants to convey, hold important events, or request requests from the press.

CONCLUSION

Several programs included in the media relations strategy developed by BIWJRO, among others; *first*, the Capacity Building or Training Program for journalists, which aims to develop the skills and quality of the media as a messenger for the institution to the public. This activity was carried out in the form of a Focus Group Discussion (FGD). Another program is the Media Gathering activity, namely the Journalist Certification Program, which is a Bank Indonesia Public Relations innovation that focuses on imparting understanding and knowledge to journalists. The Journalist Certification Program provides awards to journalists in the form of certificates for journalists who are credible and competent in their fields and journalists will later be given certificates directly by the National Press Council. The last program in the Media Gathering activity is the Coffee Shop activity which aims to build closeness with the media and build communication with the media that is informal and far from being rigid. Ngopi Bareng makes it easy for journalists to convey their aspirations and information to institutions because it is supported by the comfort that is built in interpersonal communication.

Second, the Media Tour which consists of two programs, namely the Visit Tour Program which aims to embrace journalists by visiting several tourist attractions in order to build engagement or a person-to-person approach with the media so that good chemistry with the media is built. In addition, the Media Tour is a Visit Program for MSME Actors, which is an effort by Bank Indonesia West Java Province Public Relations in providing education for the media about the development of MSME businesses in the country. The media is expected to understand and know more about Bank Indonesia's policies towards MSME business actors.

Third, the Press Conference consists of two programs, namely the Policy Submission Program on the Results of the Board of Governors' Meeting at the Bank Indonesia Representative Office, West Java Province. This activity is a form of conveying information that is packaged in the form of a policy that involves journalists to cover news that will be published in the media. Besides that, the Press Conference is the Policy Publication Program through the Media in providing information to the public. This program was organized to thoroughly convey the results of Bank Indonesia's latest policy which was conveyed to the mass and electronic media to the public through the role of journalists as agents to deliver the message.

The Media Relations strategy carried out by Bank Indonesia in West Java Province through Media Gathering, Media Tour and Press Conference activities was able to run according to the achievement targets set by the institution. The researcher observes that the Media Relations strategy implemented by Bank Indonesia Public Relations in West Java Province has been successful in building

a positive image in society. This can be seen from the effectiveness of conveying information by institutions to the public through the media, because Public Relations of Bank Indonesia West Java Province can build close emotional relationships with media personnel as messengers.

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