# Public, Opinion, and Public Services in Public Relations Activities

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## ABSTRACT

**Background.** The relationship between public opinion and public service in the context of public relations activities. Public opinion is a view or opinion held by the public on an issue or public policy. Meanwhile, public services are the efforts of the government or public institutions in providing services to the community. Public relations activities have an important role in building good relationships between the government or public institutions and the public through effective communication.

**Purpose.** This research aims to find out the definition of iternal and external relations itself, as well as to find out what are the ways and/or techniques to build internal and external relations in educational institutions.

**Method.** This research uses a type of library research. data sources are obtained through secondary data sources in the form of e-journals, e-books, papers, articles, and other relevant research. After the sources obtained from various data were collected, the next step was data processing which was processed in accordance with the research code of ethics. Furthermore, data analysis uses descriptive analysis.

**Results.** Building good relationships between internal publics in educational institutions and with external parties outside educational institutions needs to be done considering the management of these relationships can advance the school and improve the good image of the school. And in building relationships with internal and external parties, educational institutions cannot be done just like that without the right techniques because of the different characteristics of each party. For this reason, the right way and/or technique is needed to build internal and external relationships in educational institutions.

**Conclusion**. Public Relations (PR) is a field that focuses on interaction and communication with various groups of people, referred to as publics or audiences. The public in PR includes individuals and institutions that interact directly or indirectly with an organisation. The PR function involves managing relationships with these publics to achieve organisational goals, both through internal and external PR.

## INTRODUCTION

The public has an important role in supporting the success of every institution, including educational institutions. Both internal and external. The goals of the institution/organisation will be achieved if there is support

from each public.Therefore, maintaining good relations with each public is a necessity that must be done. Each public, of course, has different expectations of the institution/organisation (Akhmadieva, 2021). This is where a public relations person is needed, to be able to synergise it. According to Rex Harlow, public relations is a typical management function that supports the development and maintenance of a common path between the organisation and its public regarding communication, understanding, acceptance and cooperation; involves management being aware and responsive to public opinion, supports management in following and utilising change effectively, acts as an early warning system in helping to overcome trends and uses research and healthy and ethical communication techniques as the main means (Botchway, 2019). Public relations in establishing relationships with the public must have a public relations strategy, especially in establishing relationships with external school publics. Establishing good relationships and communication with the public is one of the roles and functions of public relations (Alguliyev, 2020).

This relationship must be fostered well and harmoniously in order to achieve common goals, namely the goals of educational institutions. PR acts as a communicator or mediator to help hear what the public wants and expects, which is usually done through contact PR or letters from the public (Akova, 2021). However, establishing good relationships between internal publics in educational institutions is no less important considering that good relationships between internal parties can also create a conducive and comfortable working environment in educational institutions (Dziawgo, 2020). Management of school and community relations is a planned interaction of the school in order to be accepted in the community environment and get aspirations and sympathy from the community (Mohylnyi, 2021). The definition of community relations according to Abdurrachman is an activity to instil and gain understanding, good will, trust, respect from the public of a particular agency and the community in general The school can provide information to the community, so that the community forms its own opinion of the school. From the review of the interests of the community, it can be said that the community can benefit and absorb the results of thought and the development of technological knowledge that is useful for the community itself (Park, 2019).

The definition of school and community relations management according to is an effort that is deliberately done, planned on an ongoing basis to create mutual understanding between an institution / institution and the community (Lyu, 2022). The different characteristics of internal and external publics certainly require different strategies and/or techniques in maintaining continuity and relationships between the two (Soroka, 2024). The internal public is within the institution and has a relationship with the institution. Meanwhile, the external public is outside the institution and does not have a direct relationship. For this reason, the right way and / or technique is needed to build internal and external relationships (Xu, 2022).

**RESEARCH METHODOLOGY**

This type of research is a type of library research. Library research is research conducted using literature, either in the form of books, notes, or reports on previous research results. The data sources used in this research are secondary data, which are research data sources obtained by researchers indirectly through the media. Secondary data in this study are ejournals, ebooks, papers, articles, and others that are relevant (Denda, 2024). The data collection technique in this research is to use the Library Research method. Library technique is library research carried out by reading, examining and recording various literature or reading materials that are in accordance with the subject matter, then filtered and outlined in a theoretical framework. After the sources obtained from various data are collected, the next step is data processing which is processed in accordance with the research code of ethics.

Data checking (editing) is an activity to re-examine the records and/or notes that have been collected in a study. Whether the recorded data is good enough and can be prepared for further

processing or needs to be reviewed so that it can be used for further processing. After that, the data is arranged in an orderly, sequential and logical manner so that it is easily understood and interpreted by the reader. Because this research uses the Library Research method, the data examined is data in the form of ejournals, articles, papers, and so on (Targetti, 2022). After the data is collected, then data analysis is carried out. In this study, the data was analysed using the descriptive analysis method. Descriptive Analysis Method is an attempt to collect and compile data, then analyse the data.

The opinion of the descriptive data analysis is that the data collected is in the form of words and images not in the form of numbers, this is due to the application of qualitative methods. In addition, all data collected may be the key to what has been researched (Akova, 2021). In addition, the data in this study were also analysed by means of Content Analysis or Content Analysis. According to Weber, Content Analysis is a methodology that utilises a set of procedures to draw sound conclusions from a document. According to Hostli, Content Analysis is any technique used to draw conclusions through efforts to find message characteristics, and is carried out objectively and systematically.

## RESULT AND DISCUSSION

### Definition of Public

In simple terms, the public is anyone who interacts directly or indirectly with us. The public can be an institution or an individual. In the practice of Public Relations, the public is called the audience. The definition of public in Public Relations is a group of people who are the target of Public Relations activities. This means that groups that must always be contacted and considered in the context of implementing the Public Relations function.

Some experts define the public (audience), among others, explained by Jefkin, the public is a group or people who communicate with an organisation both internally and externally. Furthermore, according to Herbert Blumer, the public is also defined as a group of people who; 1) are faced with a problem, 2) have various opinions about how to solve the problem, 3) are involved in discussions about the problem.

Emery Bogardus added that the Public is a number of people who are united in one bond and have the same stance on a social problem. The audience in Public Relations is a group of people who are targeted.

Internal Public Relations Basically, internal public relations (internal public relations) has an equally important role as external public relations. As an illustration, if the measure is money, internal public relations is able to contribute the same profitability as that provided by external public relations. Internal Public Relations activities are activities aimed at the internal public of the institution/organisation. The internal public is all elements that directly influence the success of the institution/organisation (educational institutions), such as teachers, principals, education personnel and so on. Through Internal Public Relations activities are expected to meet the needs and interests of the internal public of the institution/organisation. With a harmonious relationship between the parties involved in the institution/organisation, a good working climate will be created. That way, the operational activities of the institution/organisation will run smoothly. In simple terms, this internal relationship is certainly an inward relationship with parties within the organisation.

The relationship with the public outside the institution/organisation is an absolute must. Because the institution/organisation cannot stand alone without cooperating with other institutions/organisations. Therefore, the institution/organisation must create a harmonious relationship with the public and/or society both specifically and generally. One of them is by

communicating with the external public in an informative and persuasive manner. The information conveyed should be honest, thorough and perfect based on actual facts. Persuasively, communication can be carried out on the basis of arousing the attention of the communicant (public) so that a sense of interest arises. So it can be concluded that external relations are relationships with parties that are outside the organisation.

Techniques for building internal relationships Internal Public Relations activities are activities aimed at the internal public of the institution/organisation. The internal public is all elements that directly influence the success of the company, such as employees, managers and so on. If at school, namely teachers, principals, education personnel and so on. Through Internal Public Relations activities are expected to meet the needs and interests of the internal public of the institution / organisation. With a harmonious relationship between the parties involved in the institution/organisation, a good working climate will be created. That way, the operational activities of the institution/organisation will run smoothly.

The actions that must be taken as a technique to build internal public relations are as follows; 1) Creating fair and transparent policies, 2) Establish active and dynamic communication. Both vertical and horizontal communication, 3) Involve the internal public in various activities, 4) Help create a good institutional culture and in accordance with the vision and mission, 5) Help increase the sense of belonging to the institution/organisation, 6) Provide space so that the internal public can establish good relationships.

**Publik Eksternal**

External relationship building techniques For an organisation, relationships with the public outside the organisation are a must. By its very nature, in modern society there is no possibility for a person or an organisation to live in isolation. Each will need the other. External relations need to be fostered by organisations such as with the government, press/media including the surrounding community.

According to Onong U. Effendy, external public relations is a community held by an organisation with the public outside the organisation, such as residents with the surrounding environment, government agencies, the press, customers, consumers, and others who are related to the organisation with reciprocal two-way communication activities in order to foster close cooperation for the benefit and mutual benefit based on the principle of mutual understanding and mutual trust.

The actions that must be taken as a technique for building external relations in educational institutions are as follows; 1) Establish active and dynamic communication with the public, 2) Establish partnerships with the public, 3) Utilise technology in order to build a good image of educational institutions in the eyes of the public. Holding corrections and suggestions to the leadership of the institution/organisation, especially activities that receive public attention or criticism, 4) Preparing honest and objective explanatory materials so that the public continues to obtain clarity about all company activities and developments, 5) Conducting investigations or research on public needs and interests, 6) Holding school programs as a form of social responsibility and concern, 7) Increase public participation so that the public feels actively and properly involved in the running of educational institutions.

Internal relations of educational institutions are relationships with parties within the educational institution that have a direct influence on the success of educational institutions. Such as educators, education personnel, and so on. Meanwhile, the external relationship of educational institutions is a relationship with parties outside the environment of educational institutions that

have an influence on the success of educational institutions. Such as the surrounding community, the media, and so on.

In building good internal and external relationships, someone who has responsibility in the field of public relations should have and use the right techniques so that the goals and roles of public relations can be considered successful. And educational institutions can have a good image in the eyes of the public.

## Public Opinions

Opinion is an expression of an attitude about an issue that can lead to different opinions. Opinions can be expressed actively, passively, verbally and nonverbally through a choice of words that can be interpreted directly (Cumbraos-Sánchez, 2019). Public opinion can be expressed through behaviour, body language, facial expressions, written symbols, societal values, attitudes and worldviews of individuals. These individual opinions are then known as public opinion.

According to Bird in his book The Press & Society, public opinion is a social judgement about something important and meaningful on the basis of consideration. Thoughts made by individuals consciously and rationally. Public opinion is a number of accumulated individual opinions about an issue in open discussion and affects a group of people.

In Public Relations activities, public opinion is an important aspect for the success of creating positive public opinion and ultimately creating a good image for the institution or organisation for which it is responsible. Thus, public opinion is formed through an activity in the form of a discussion debate, or exchange of information between individuals in a group.

In connection with the importance of public opinion and in public relations, it is necessary to know a few things about its influence and nature, namely; a) Public opinion can strengthen the Act / regulations, because without the support of public opinion, the Act regulations will not work, b) Public opinion is a moral supporter in society, c) Public opinion is a supporter of the existence of social institutions.

Opinions can be expressed actively or passively. Opinions can be expressed verbally, openly with words that can be interpreted clearly or through very subtle choices of words that cannot be directly interpreted. Opinions can also be expressed through behavioural body language, facial expressions, written symbols, clothing worn and by countless other signs, through references, values, views, attitudes and allegiances (Vinogradova, 2019). In addition, opinions can be expressed in other forms. Opinions can be expressed through informal discussions, through letters addressed to the editor of a newspaper in private, participation in a demonstration or expression of opinion through employee strikes and so on.

Public opinion greatly influences an institution. The creation of favourable or supportive public opinion is the main goal of public relations. Public opinion or public opinion public opinion) has an important position in information and public relations activities.

## Attitudes in Forming Opinions

Social attitudes are formed from social interactions experienced by individuals. Social interaction means more than just social contact and relationships between individuals as members of social groups. In social interaction, there is a relationship of mutual influence between one individual and another, a reciprocal relationship that influences the behaviour patterns of each individual as a member of society (Vinogradova, 2019).

Meanwhile, the relationship between public opinion and the life of an organisation is very strong. The rolling of opinions varies, opinions can be expressed actively and passively. Opinions can also be expressed verbally, openly with words that can be interpreted clearly, but can also be

interpreted by using words that are subtle and not directly impressed. Before developing into a public opinion, it starts from a perception that is initially very personal, and is also influenced by various factors such as culture, experience, history, individuals, their values and so on. The perception will form a personal opinion that is very personalised.

Through an interaction, individual opinions can become a consensus that creates public opinion. Opinions, attitudes and behaviour cannot be separated. Opinion is a verbal answer to a person who has given a response or response to a stimulus where in a situation or condition that is generally asked a question.

Image is a new term, which is interesting and has become a public conversation today, even an international topic. In it there is the principle of common interest which is the essence of public relations activities.

Has a clear way of working and uses two parties (fun way communications). The core task of a public relations is synchronisation between information from an institution with the reaction and public response to it so as to achieve a familiar atmosphere, mutual understanding and also create a pleasant atmosphere in the interaction of institutions with the public. Congruence that will create a harmonious relationship in which one and the other give and receive mutual benefits of both parties.

There are several imperatives that must be considered in creating an attitude of public opinion as follows; a) Ability to communicate: communication skills, b) Ability to Organise, managerial and leadership skills, c) Ability to get with people, high social skills, d) Personality integrity honest personality, e) Imagination, many ideas and creative.

**Managing Attitude**

There are many things that must be considered in managing attitudes, including; a) Persuasion in the sense of changing attitudes and behavior of the public towards the organization in order to provide benefits for both parties, b) Efforts to integrate the attitudes and actions of the organization with the attitudes or actions of the public or vice versa, c) Continuously creating and improving relations with the special public , potential, general, personal or group, is a continuation of organizational life. This is a vital task, it must be improved locally, nationally and internationally. This is an important task in modern management today, d) All activities to be successful require proper planning. Very basic observation is an instrument with the aim of finding strategic assumptions or perspectives.

Some of the things mentioned above must be maintained properly in order to maintain good relations with the public so that the organization's goal of creating a positive image for the organization can be achieved. Public relations is to create good relationships between all components of an institution in order to provide understanding, foster motivation and participation.

Everything is done with the aim of creating and developing public understanding and desires, as well as obtaining favorable public assumptions or creating cooperation based on good relations with the public (Qureshi, 2022). The relationship between society and education is very correlative, in fact. likened to a chicken in its egg. Society is advanced because of education, and advanced education will only be found in a society that is also advanced,

Public relations is a very close part of an institution, it is not a function or part that can stand by itself. Mutual communication between an institution and the community will ultimately influence the direction of progress and decline of an educational institution (Katermina, 2022). The purpose of this kind of communication is intended to be mutual understanding and mutual support for the creation of the goals and hopes of educational institutions (Ribeiro, 2019).

In this regard, according to Suharsimi Arikanto, the importance of public relations in education is explained as follows:

Public Relations is an activity that is very necessary in all work implementation so that the school or educational institution has an official platform for connecting with the wider community; a) With public relations an organization has various tools to spread ideas or ideas to other organizations or bodies, b) Public relations encourages the efforts of people or educational organizations to introduce and allow themselves to relate to other people or organizations, c) Public relations provides the possibility for someone to fulfill need for self-development.

## CONCLUSION

In simple terms, the public is anyone who interacts directly or indirectly with us. The public can be institutions or individuals. In the practice of Public Relations, the public is called the audience. The definition of public in Public Relations is the group of people who are the targets of Public Relations activities. This means that the group must always be contacted and paid attention to in order to carry out the Public Relations function. Basically, internal public relations (internal public relations) has an equally important role as external public relations. As an illustration, if the measure is money, then internal public relations is able to contribute as much to profitability as that provided by external public relations.

Internal Public Relations activities are activities aimed at the internal public of an institution/organization. The internal public is all elements that have a direct influence on the success of an institution/organization (educational institution), such as teachers, school principals, education staff and so on. Techniques for building external relationships For an organization, relationships with the public outside the organization are a must. By its nature, in modern society there is no possibility for a person or an organization to live alone. Each will need each other. External relations need to be fostered by organizations such as the government, press/media including the surrounding community.

Opinion is an expression of an attitude regarding an issue that can give rise to different opinions. Opinions can be expressed actively, passively, verbally and non-verbally through the choice of words that can be interpreted directly. Public opinion can be expressed through behavior, body language, facial expressions, written symbols, community values, attitudes and outlook on life of individual figures. These individual opinions are then known as public opinion.

Social attitudes are formed from social interactions experienced by individuals. Social interaction means more than just social contact and relationships between individuals as members of social groups. In social interaction, there is a relationship of mutual influence between one individual and another, there is a reciprocal relationship which also influences the behavior patterns of each individual as a member of society.

Some of the things mentioned above must be maintained properly in order to maintain good relations with the public so that the organization's goal of creating a positive image for the organization can be achieved. Public relations is to create good relationships between all components of an institution in order to provide understanding, foster motivation and participation.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.
Author 2: Conceptualization; Data curation; In-vestigation.
Author 3: Data curation; Investigation.
Author 4: Formal analysis; Methodology; Writing - original draft.
Author 5: Supervision; Validation.

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