




## Internal Media and External Media in Public Relations

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### ABSTRACT

**Background.** The role of public relations is at the forefront of an agency/organization to optimize and manage all forms of activities to create, build, improve, maintain the image and publish all forms of information to the public, as well as establishing cooperation with both internal and external media and all the public so that it can help facilitate the process of good public relations work in providing information to the public. Because the public and media are supporting tools that encourage public relations work programs.

**Purpose.** This research aims to analyze how internal media is used by organizations in maintaining effective communication with employees, management and other internal stakeholders.

**Method.** The research method we use in writing this article is a literature review or approach used in research to identify, evaluate and synthesize literature from sources (books, sources and articles).

**Results.** The results of this research show that the role of public relations is to increase the positive image of higher education institutions in the eyes of the public, to establish cooperation with internal and external media, as well as the role of bridging all forms of information, both academic and non-academic. The public relations work program includes all campus events or activities related to departments, faculties, or university level to be made into news that is published to the public using internal and external media.

**Conclusion.** Internal media is media owned by an organization or company that is used by public relations to convey messages to the internal public. External media in public relations are public relations activities directed at audiences outside the Company, such as the public, agents, consumers, government and mass media. The purpose of internal and external public relations media is to communicate information and increase awareness and understanding between internal and external parties of the organization.

### KEYWORDS

External Media, Internal Media, Public Relations Communication

### INTRODUCTION

The importance of good relationships within an organization or company is one of the factors that can make the organization more advanced and developed, because with good relationships within the internal public, all members of the organization or a company that is an internal public of the organization or company has comfort in carrying out its duties and obligations that have been given by the company or organization (Ahadi, 2020).

**Citation:** Khoiriyah, Z. N., Muzaki, F. R. M., Zahrotunnisa, H., & Chotimah, C. (2024). Internal Media and External Media in Public Relations. *Islamic Studies in the World*, 1(1), 30–37.

<https://doi.org/10.70177/isw.v1i1.1019>

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**Received:** July 12, 2024

**Accepted:** July 15, 2024

**Published:** July 31, 2024



If we talk about internal relations, it is of course very closely related to what is called internal media, which is an internal communication channel used by the internal public of an organization or company (Bajenova, 2023). Internal media functions as a liaison between the management of an organization or company and its employees.

PR of an organization or company also has a large duty and role in establishing relationships with its internal public (Comai, 2024). Internal relations activities carried out by PR aim to establish good relations with the company's internal public, so that the company's reputation remains positive in the eyes of the internal public, and get support from the internal public regarding the company's future activities and goals (Mohammadpour, 2021). These activities are carried out through internal communication, and can use internal communication media which is usually called internal media (Rousseau, 2023).

Internal media, which is often also referred to as internal journals, is media created by an organization itself which is specifically intended for staff and employees, and is not intended for commercial publication (Minesashvili, 2021). There can be various forms of journals or internal media, such as magazines, newspapers, newsletters or wall magazines. In Indonesia, internal media is mostly in the form of magazines and bulletins which are usually published every two weeks, one month, up to three months (Ilyicheva, 2022). It is rare for a company to publish its internal media every day, except for the company Caltex Pacific Indonesia which has published its internal media in the form of a daily bulletin for more than thirty years (Maziad, 2021).

Internal media is a means of conveying and receiving information among the company's internal public, and is usually non-commercial in nature (Wilkinson, 2022). The recipients and senders of information are insiders or insiders or internal public, consisting of leaders, members, employees and work units within the company.

## RESEARCH METHODOLOGY

The research method we use in writing this article is a literature review or approach used in research to identify, evaluate and synthesize literature from sources (books, sources and articles) (Vujadinovic, 2020). This method aims to gain a deeper understanding of the problem being investigated by collecting and analyzing various existing literature sources and we present the results in this article (Ilyina, 2023).

## RESULT AND DISCUSSION

### Media Internal

Internal media is media owned by an organization or company that is used by Public Relations to convey messages to the internal public (Molenda, 2020). So internal media is used as a means of communicating with the internal public of the organization or company. PR has an important role in managing internal media in the organization or company where he works. Before creating or publishing internal media, PR must know who the readers are or who the target is, know what their attitudes and behavior are and what information they need (Mehta, 2020).

The content of internal media information is no less important. The information content of internal media must have news value (Wilkinson, 2022). The following are some of the main things to assess whether information has news value or not, namely significance (whether the news

is important for readers to know or not), magnitude (is the news' influence big enough for readers), actuality (whether the news published is new or not), proximity (whether the news is close to the reader), human interest (whether the news has a human touch value or not), and prominence (whether what is being reported is well-known or not (Sadri, 2024).

As a media, it certainly has clear functions, while the functions of internal media are; a) Internal communication media which aims to convey organizational or company messages to the public. Especially internal public, b) As a means of communication between employees, c) Media used by Public Relations staff in terms of writing, d) Added value for the PR function which can publish quality journals, published regularly, regularly, professionally, laid out which is filled and arranged well and has an attractive cover (Wright, 2020).

The many forms of internal media will be explained in detail in this section. The following are the types of internal media and their explanations that are often used by organizations or companies in carrying out the communication process with their internal public.

### **Internal Journal**

Internal Journals are often referred to as internal organs or company newspapers, there are two types of internal journals, namely internal (specifically for staff and employees and external, intended for certain external parties (Yang, 2023). Publications or issues distributed to members or supporting audiences of a Organizations such as professional institutions, universities, certain professional communities, labor unions, and charitable foundations are usually called internal semi-external journals.

The term 'journal' is interpreted broadly, namely as a publication or printed material that is published regularly. The shapes are quite varied, including the following; a) Magazine. Internal journal in magazine format and usually A4 size (297 x 110 mm). The content is mostly feature writing and illustrations, b) Newspapers. Even though it is similar to a tabloid newspaper, its content consists of news inserted with feature writing and illustrations, c) Newsletter. The number of pages is usually small, namely 2 to 8 pages, and usually A4 size. Some of the contents are short writings with or pictures, d) Wall magazines. It looks like a small poster stuck to the wall. This is a medium that is commonly used for internal and external purposes.

### **Bulletin board**

Notice board or notice board, there are other terms such as wall news wallpaper, wall magazines (mading) and bulletin boards. A wall magazine is 'a medium like a small poster attached to a wall, a medium that is usually used for internal and external purposes'. According to Halim, the use of conventional notice boards will only be effective if they are placed in strategic locations. Location plays an important role in ensuring that conventional notice boards are effective." Apart from that, a fixed place makes it easier for employees to reach and see the notice board. Notice board communication media is a medium that has advantages, namely placement and frequency of updates (Yan, 2024).

This notice board contains informative and up-to-date material regarding everything related to the company. The contents of the notice board are replaced once a week, but information about activities to be held will not be replaced before the activity takes place.

One of the information media that is often used to provide information is using notice boards. Notice boards can be found in every agency or organization. This is because the notice board is a communication medium aimed at targets in a certain group environment.

Notice board media is a very effective medium. Within an organization, notice board media is usually placed in a place where it can be read clearly. The information posted on the notice board includes notifications and information.

### **Suggestion Box**

The suggestion box is a medium for accommodating criticism, ideas and suggestions. The purpose of the suggestion box is to collect input, in order to measure the performance of services and infrastructure of an institution or business entity (Serhan, 2020). A suggestion box is a medium used to convey aspirations by writing complaints, complaints, criticism or suggestions on a piece of paper and putting it in the box provided by a certain party. For example, providing a suggestion box at PT. Trakindo Utama provides a suggestion box placed on the 1st floor which is managed by the HRD division. This employee suggestion box is a communication channel for channeling employee ideas and innovations in writing to management. Generally, this suggestion box contains employee assessments of current management.

### **Family Events**

Family events or gatherings are activities for large families, communities or companies which are held for refreshing together at a certain time, in one location (either indoors or outdoors) with the aim of strengthening kinship, kinship and ties of friendship (Vujadinovic, 2020).

Family Gathering or Employee Gathering activities include carrying out an activity for the entire scope of employees and also for parties within the company who have played an active role in advancing the company so far, carried out together with the aim of being a refreshing process from existing daily routines so that they can a little refresh and relax, and can foster a close sense of kinship and brotherhood between the company and its employees, employees and employees and their family members. Usually in activities like this the theme of entertainment for employees or their families is very dominant. For example, visiting tourist attractions around the location with the added entertainment elements of music, artists or games that are refreshing and exciting for all participants.

### **Counseling**

Public internal media in the form of counseling media is an approach used in company communication management to interact with employees and other internal stakeholders. The main goal is to ensure effective communication and build positive relationships between employees and other members (Sadri, 2024).

Counseling Media is a simple concept to practice. This activity is a more effective means of capturing members who are experiencing internal problems in an organization. The purpose of holding counseling service activities is as a basis for forming the image of the organization's citizens so that they become better in terms of public relations through counseling media (Moreno, 2021). Because by conducting counseling, each member who carries out the consultation is expected to get the best solution to solve the problem, which will certainly make it easier to resolve a problem.

### **Telephone Networks**

Telephone networks are a type of communication tool that can be used both internally and externally in a business or organization. The internal telephone network of an organization or business is used for communication between its members (Mehta, 2020). Calls between coworkers, across divisions, or between multiple locations within one company all fall into this category (Medina-Aguerreberre, 2020). Greater control over communications, extra capabilities such as call transfer and conferencing, and interaction with other communications systems are the benefits of an internal telephone network.

### **Media Eksternal**

External media is all PR activities directed at audiences outside the Company. The focus of external public relations is that relationships with external media have a big influence on the publicity of the organization concerned.

Communication in educational institutions plays a role in fostering and managing good relationships with the internal public such as principals and teachers, teachers and employees, teachers and students (Chen, 2021). Good relationships within the internal public are very much needed to build and maintain the educational institution itself, apart from the internal public. , communication within educational institutions also plays a role in fostering and maintaining good relations with the external public, namely with the community (Minesashvili, 2021).

External communication is communication that occurs between the school and the community, namely parents or guardians of students and the community in general. External communication (relationships) is communication that is carried out to maintain and foster harmonious relationships with customers, community, government, press and other groups outside the organization (Niemets, 2019). One of the objectives of external relations is to strengthen relationships with people outside the agency/agency so that a favorable public opinion is formed towards that agency. For an organization/agency, good relations with the public outside the institution is an absolute must. By its nature, in modern society there is no possibility for a person or an entity to live alone. Each will need each other.

External media, namely mass media or press media for the publication of press releases, advertising and media relations activities (media relationship). The following are the types of external media. Namely as follows:

#### **Media audio visual**

Audio visual media is media that can be heard and seen simultaneously, this media moves the listener's senses and sight simultaneously. For example, films and talk shows, audio-visual media, are one of the media used to convey public relations messages by considering objectives, audience, mass coverage and audience tracking (MAVRODIEVA, 2021). Audio visual media is media that combines elements of sound and images (video), this combination can attract the public's attention to pay attention to the material or message being conveyed.

Audio visual media is very important in the field of public relations (PR) in many ways. PR specialists can now convey their organization's story and message to the public in a more engaging and persuasive way. Audio visual media supports audience engagement,

brand development and increased visibility in public relations strategies. The target audience and desired communication objectives must be taken into account, and the use of audiovisual media must be in line with the planned PR strategy.

### **Sponsor**

Sponsorship is the provision of financial support for an event subject to the activities of an institution or individual who is deemed worthy of receiving it. Internal sponsorship in a public relations framework refers to a person, team, or department that supports or provides funding for a public relations initiative targeted at an internal audience such as staff members or other members of the business. Internal sponsors can offer financial assistance or other resources for a variety of public relations efforts and are an important element in the public relations practice of many businesses.

Internal sponsorship is critical to the success and completion of PR initiatives intended to foster lasting relationships with internal audiences. Senior management or executive levels within an organization are often the source of internal sponsorship. They influence organizational strategy, decision making, and the decision-making process. In a public relations strategy that emphasizes internal audiences, internal sponsors are critical allies. They assist in the success of PR initiatives and ensure that messages and objectives are successfully communicated to staff or other members of the company. It's important to communicate freely and transparently with internal sponsors and provide regular updates on the success and impact of your PR efforts

### **External Journal**

External journals are a means of communication in printed form (now available online) which are informative, educational and recreational, which are used to create good relations with the organization's external public. External journals are not merely defined as a form of publication about a company that is distributed to external parties.

## **CONCLUSION**

Internal media is media owned by an organization or company that is used by public relations to convey messages to the internal public. External media in public relations are public relations activities directed at audiences outside the Company, such as the public, agents, consumers, government and mass media. The purpose of internal and external public relations media is to communicate information and increase awareness and understanding between internal and external parties of the organization.

## **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.



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