Building an Image Through Proper Planning: The Key to Public Relations Success

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ABSTRACT

Background. In the organization, every planning is carefully calculated, be it the state, companies, or educational institutions. Planning is also determined in an educational institution. Educational institutions also have an initial reference to build and step into the institution of their dreams. Each department and division already has several planning programs, be it the curriculum, infrastructure, student affairs and others, including public relations.

Purpose. This study aims to explain and analyze how planning and imagery as public relations suggestions

Method. The method carried out in writing this article is a literature research method using data collection techniques.

Results. The results of the study show that planning and image as the target of public relations are important in the institution.

Conclusion. The model in public relations planning is a set of knowledge that needs to be known, such as what, how, and how much the institution is able to reach the desired institution. The model here in question is the steps that will be taken by an institution to realize its plan.

KEYWORDS

Planning, Public Relations Image, Public Relations Targets

INTRODUCTION

Planning is the first step as a benchmark for the institution to achieve an organizational goal. In the organization, every planning is carefully calculated, be it the state, companies, or educational institutions (Ahmed et al., 2024; de Jong et al., 2022; Gastinger & Schmidtke, 2022; Rossetti & O'Brien, 2019). Planning is also determined in an educational institution (Beebeejaun et al., 2021; Fernando et al., 2022; Krowin & Merentek, 2019; Nightingale et al., 2022; Siregar, 2021; Yaddaden et al., 2022). Educational institutions also have an initial reference to build and step into the institution of their dreams (Aryadiningrat et al., 2023; Guterman &

Detochenko, 2021; Hasanah & Faddad SZ, 2023; Yolandini et al., 2023). Each department and division already has several planning programs, be it the curriculum, infrastructure, student affairs and others, including public relations.

Many educational institutions underestimate the public relations department (Head et al., 2020; Wilson & Wiysonge, 2020). Considering public relations is only a complement, the structure is only a display and complementing it is only because of the advice from the government (Oladrostam et al., 2022; Shayan et al., 2022). Even though Public Relations is a connector between schools and the community, public relations can also solve internal problems of the school, find out the needs and demands of the community through this public relations section (Aditya & Mayasari, 2022; Han et al., 2022; Walker et al., 2019; Zubair et al., 2022). Public relations is an intermediary between the leadership of the Institution and the public. Both in an effort to foster community relations internally and externally.

In an organization, creating a good image for the organization is a must that must be done, because if a good image has been formed, it will also have a positive impact on the organization. One of the images that we want to form in the organization is the current image (Aston, 2020; Cologon, 2019; Girivirya, 2023; Kamp & Dybbroe, 2023). Current Image is the impression that others get about the company/organization or other things related to its product. Then there is a possibility that based on experience and information received is not good, so that in this position Public Relations/PR will face risks of hostility, suspicion, prejudice, and until misunderstandings arise that cause the current image to be responded to unfairly or even the negative impression it obtains.

In public relations management, planning is usually at the beginning or before determining everything related to management, planning is carried out from the beginning before everything is determined as expressed in the public relations management book, Planning as a management function is carried out in the first stage before implementing policies, programs and activities. Planning as a blueprint (blu print) of organizational policies, programs and activities. Planning is also determined in an educational institution. Educational institutions have an initial reference to step into the institution of their dreams.

RESEARCH METHODOLOGY

This type of research is a literature research, using documentation data collection techniques, by collecting literature data related to the research theme to then be analyzed in the following stages: Collecting data, the data that has been obtained is classified according to its form, the data that has been classified is presented and analyzed, for the final stage the data that has been analyzed is presented in the form of a report. As a scientific work, it cannot be separated from the use of methods. In general, a research method or scientific method is a procedure or step in obtaining scientific knowledge or knowledge.

RESULT AND DISCUSSION
Public Relations Planning Model

The model in public relations planning is a set of knowledge that needs to be known, such as what, how, and how much the institution is able to reach the desired institution . The planning model is the initial picture to step towards the goal. The model here in question is the steps that will be taken by an institution to realize its plan (Joseph et al., 2021). These steps include assessing the situation, defining objectively, public definition, selecting techniques and materials, budgets, and reports. All of these steps will form a series of public relations programs.

From all the series of steps, it is necessary to define and give an overview of the meaning one by one, namely First, situation assessment is an assessment of the situation both internally and externally. Internal means people or individuals of institutions, whether teachers, employees, students. External means the general public (Demir & Nihat, 2021; Guterman & Detochenko, 2021; Howard et al., 2021; Luc et al., 2020; Mjøsund et al., 2020; Stockert et al., 2020). Second, define objectively. This is intended to find out how institutions inside and outside according to their views. This step is important for a public relations person because it is important to know and evaluate the institution from the outside and ask for their opinions.

Planning is the selection and association of knowledge, facts, imaginations, and assumptions for the future with the aim of visualizing and formulating the desired outcomes, the sequence of activities required, and the behaviors within acceptable boundaries that will be used in completion. Planning here emphasizes the effort to select and connect something with future interests and efforts to achieve it. What will be the form of how to achieve it is planning.

Mirror Image

The mirror image is how the management conjecture (image) of the internal public in looking at the company. The understanding here is that the image believed by the company concerned, especially in its leaders who do not believe in the impression of outsiders on the company they lead is not always in a good position. After a study was conducted on the response, impression and image in the community, it turned out that there was only a difference between what was expected. Therefore, the management wants to achieve certain achievements. This image is applied to something new before the external party obtains complete information.

Current Image

The applicable image is the image that has been embraced by several parties outside or the public regarding an institution. This image is contrary to the current image. In public relations image planning, the "current image" or current image has an important role as the basis for building the desired image in the future. Here are some important points regarding the "current image" in this context. Understanding the current image:

Utilizing Current Imagery

Build a positive image: Use the power of your current image as a foundation to build a more positive image. The school's image to create a positive image cannot be separated from the efforts of the school, especially the public relations department.

Negative Image

Overcome the weaknesses of the current image with the right strategy. Provide clarification for misinformation, respond constructively to criticism, and demonstrate a commitment to improvement.

Maintain Consistency

Ensure that the image conveyed is consistent across all platforms and communications. This builds trust and credibility.

Developing the Image of the Future:

Set image goals

Set clear and measurable image goals to achieve in the future.

Create an Image Strategy

Develop a comprehensive strategy to achieve the image goals. This strategy should include communication programs, social media management, and engagement with the public.

Measure and Evaluate

Conduct regular monitoring and evaluation to determine the effectiveness of the image strategy. Make adjustments if needed.

Challenges and Opportunities:

Rapid Change

The image can change rapidly along with the times and technology. It is important to always follow trends and adapt to changes.

Disinformation And Misinformation

Disinformation and misinformation can damage the image. It is important to establish transparent and credible communication to counter misinformation.

Social Media

Social media provides an opportunity to build a more personal and interactive image with the public. Use social media wisely and effectively.

Wish Image and Corporate Image

The image of hope is the image that the institution wants. Meanwhile, the corporate image is the image that emerges from an institution as a whole, not only from the image of the product and its services but also includes its history or the company's life history, its willingness to shoulder social responsibility, willingness to commit to conducting research, work principles and the success of the institution, establishing relationships.

CONCLUSION

The model in public relations planning is a set of knowledge that needs to be known, such as what, how, and how much the institution is able to reach the desired institution. The model here in question is the steps that will be taken by an institution to realize its plan. The mirror image is how the management conjecture (image) of the internal public in seeing the company. The understanding here is that the image believed by the company concerned, especially in its leaders who do not believe in the impression of outsiders on the company they lead is not always in a good position. The applicable image is the image that has been embraced by several parties outside or the public regarding an institution. In public relations image planning, the "current image" or current image has an important role as the basis for building the desired image in the future. The image of hope is the image that the institution wants. Meanwhile, a corporate image is an image that emerges from an institution as a whole, not only from the image of the product and its services but also includes its history or the company's life history. Compound image is an image that has emerged from a number of individuals, several branches or representatives of an institution or organization but is not necessarily the same as the image of the institution or organization as a whole.

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