
The Role of *Public Relations* in Forming Positive Perception in Society

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Abstract. This research aims to analyze and determine the relationship between good public relations management and the formation of positive perceptions in the community. Public relations is very important to pay attention to because public relations plays a strategic role in producing a good impression of government policies and programs as well as informing the public and fostering beneficial relationships between the government and society. This research uses a qualitative research method with a descriptive approach, where the main data is obtained through literature studies carried out on previous studies and journals and then analyzed in depth to draw conclusions. The findings in this research are that there is a close relationship between public relations activities and the formation of positive perceptions in society. Through effective communication, good image management, and mutually beneficial interactions, public relations has the potential to influence public perceptions by providing accurate information, maintaining a good reputation, and building relationships of mutual trust.

Keywords: Public Relations, Public Perception, Communication

1. INTRODUCTION

Perception positive society part big formed by relationships society (PR). Relationship society (Public Relations) plays role strategic in produce good impression from government policies and programs as well as to inform public and foster beneficial relationship between government and society . Public relations is runway important For manage communication between government and public in chaotic times this, because public become more varied and fragmented (Autaria et al., 2022). The government can more understand needs and expectations public through good communication, as well as actions taken government For answer demands the main objective. initiative Public Relations in state administration is For grow good opinion in the area local (Rosmala , 2022). Opinion positive public from government can grow trust and support society , which in turn can increase legitimacy government and reduce possibility unrest social . In a situation this, PR works as connector for create efficient communication, encouraging transparency, and create friendly relationship between government and society. However, developing good impression is difficult job . PR must be done capable handle difficulty like perception society, failed policies, topics sensitive , and crisis politics . For reach objective create good opinion in society, PR must have a planned communication strategy with good and awareness comprehensive will needs and goals of the

community. In the era of increasingly information complex and dynamic, the role of public Relations (PR) in to form perception positive in the middle public become the more crucial. Good relationship between organization, brand, or government with public is a vital foundation in ensure success and continuity they . PR plays a role as the liaison who plays a role in manage communication, creating good image, and build mutual relationship believe between organizations and society . The importance of formation perception positive No can ignored. How public see and respond organization or government own significant impact on reputation them, support, and success of the programs that are run. Therefore that, analysis connection between PR and formation perception positive in the middle public become a very relevant and important thing for understood.

In context this, analysis this aiming for explore role PR key in to form perception positive. We will see how communication effective, management good image, mutual relationship profitable, and use proper framing techniques can influence method public look at organization, brand, or government. In addition, we will also explore importance understanding deep about principles of good PR in reach objective this. Analysis This will give better understanding in about how the vital role of PR in build connection positive between organization or government with society . Through effective communication strategies, management good image , and mutually beneficial relationships profitable , PR has potential For play role central in to form positive perception in the midst society , which ultimately can increase support , trust and success organization or government . With deep understanding about needs and preferences public as well as ability For respond changes and challenges that arise , PR can become an important pillar in guard harmonious relationship between organization or government and society . Various ideas, techniques, and PR practices in administration related public with creation favorable view will explored in study This . Insights and suggestions for government and public relations practitioners to increase interaction they with society and create opinion positive that drives success government policies and programs intended for found through study this. Summary provided highlight role strategic Public Relations (PR) in to form perception positive to government and its programs in the community . The strategic role of public relations in administration public play role strategic in produce good impression to government policies and programs . They on duty For to inform public and building beneficial relationship between government and society .

Efficient communication with government can more understand needs and expectations society, and respond demands. The impact Positive opinion public to government can increase trust and support society, and increase legitimacy government. This can also help reduce possibility social unrest as the connector that creates communication efficient, encouraging transparency, and building friendly relationship between government and society. Forming good impression is not easy task. PR must be face challenge like perception society, failed policies, topics sensitive, and crisis politics. For reach objective create good opinion in society, PR must have a planned communication strategy with good. They also have to understand needs and goals public with careful.

Study For increase interaction with public aiming For explore various ideas, techniques and PR practices in administration related public with creation favorable view. Research results This expected give insights and suggestions for government and PR practitioners to increase interaction they with society and create opinion positive supportive success government policies and programs important for government and PR practitioners to operate effective role in build perception positive among society. This is need good communication, understanding deep about need community, planned communication strategies, and capabilities For overcome possible challenges appear.

2. THEORITICAL REVIEW

A. Definition of Public Relations

Public Relations (Public Relations) or commonly called public relations is very important element in various organizations and institutions, including in context state administration. This is because public relations has role strategic in build good relationship between government or organization with public or public area (Nuseir et al., 2022). Definition Public Relations (PR) is discipline communication that seeks build, maintain and improve mutual relationship profitable between organization or entity with various stakeholders interests that are included in scope. The purpose is for create understanding, support, and trust in frame reach objective organization and maintenance good image in the eyes society. PR involves management efficient, transparent and strategic communication, as well as focuses on accurate, consistent, and relevant messages. PR involves a number of activities, including compilation messages and stories, communication with mass media, management image and reputation, handling crisis,

campaign promotions , event management and interactions with various stakeholders interests . The main goal of PR is build positive and mutually beneficial relationships profitable with stakeholders interest For reach objective organization and maintain support strong public relations. The definition of public relations is very diverse from various corner look at the experts. Experts and professionals communication has to debate draft connection public relations.

One of figure key in development human beings , Edward L. Bernays, asserts that public relations is a planned process in a way scientific in influence opinion public , creating understanding , building image , and influence behavior in frame advance interest individual , group , or group certain organization . According to with definition of James E. Grunig and Todd Hunt, public relations in general strategic help company reach the purpose with to build connection with relevant publics that interact with each other profitable for all party. Concept This give emphasis strong on the role that public relations plays in create connection between organization or Institutions and the people they are serve (Heredito , 2015). Rex Harlow, a practitioner connection public at a time a researchers , agree with corner view previously when he say that public relations serves task social that helps push each other understanding and cooperation between organization and audience they . Tension understanding and objectivity in public relations activities explained with term this.

Next definition of public relations conveyed by scientists Cutlip, Center, and Broom, who characterized it as function management strategic that helps business guard interaction positive with their target audience. To ensure continuation good relationship between organization and its public , definition This underline importance management good relationship (Martin Hadari, 2017) . By general can concluded that public relations is field science that plays a role important in to weave mutual relationship profitable between organization with the public through effective and transparent communication . This is based on the opinions of experts who have stated above, then public relations who focus on values strong relationship between company or organization with public or audience to be successful in communication and fulfillment objective organization or company (Finawati , 2022).

From the corner view knowledge the state administration in question with "Public Relations" is activities and procedures in state administration concerning coordination and

dissemination information between a body or organization government with public general or public wide (Syaoki & Sarita, 2023). According to perspective of state governance , relations public can built as series directed efforts For preserving , strengthening and adding connection between government or entities and residents or society . The Public Relations Department functions as a mediator who communicates information in a way transparent , precise , and can reliable to society , at the same time supervise perception and depiction institution or institutions (Yuningsih , 2023).

According to analysis expert state administration , public relations is considered as function management that emphasizes tactics communication and efforts For build profitable relationship between government or institutions and stakeholders diverse interests . The very important function of public relations is For build trust , increase understanding , and implementing policy or government programs or organization to the community.

In the realm of administration public relations government is also tasked with For supervise things sensitive or potential emergency influence the position and authority of the Institution (Archetti , 2022). The role of Public Relations is For facilitate development tactics efficient communication , predicting and overcoming possible problems arise , and uphold tall friendly relationship between organization and public (Ledingham & Bruning, 1998). management source Power man is function crucial that prioritizes communication strategy effective and relationship positive between bodies or organization government with public general . Tasks the covering management information , maintenance image , and efforts build trust and understanding public to policy or programs run by institutions (Herdito , 2015)

B. Definition Public Perception

Perception public refers to the way individuals in a group social or public interpret , recognize , and understand information , events , or phenomena that exist around they . Perception public reflect how people see , evaluate , and respond environment they , including things like news , issues social , product , brand , organization , government , and so on . Perception public influenced by various factors , including values , culture , experience , information , and context social . Perception This can vary greatly between different individuals and groups , and they can changed along time . Perception public can

to form view general about issues social , political , and economic , as well as influence behavior and decisions society . In the context of Public Relations (PR) and management reputation , understanding about perception society is very important , because PR tries to influence and understand method public look at organization , brand , or government . With understand perception society , PR can designing appropriate communication and action strategies For create favorable view .

According to Stuart Hall, a figure leading in media and culture studies , perception public is a process in which people and groups in a way active create meaning from the message they accept through experience and circumstances social they , Concept This put focus on how people perceive data and create meaning depends on the context social and past experiences they (Dewi & Putra, 2020). Definition perception society by scientists politics and communication namely Harold Lasswell defines perception public as mental representation of reality social , political and cultural environment they , the importance perception public in determine How they looking at the world around they (Anita Novianty , 2017).

In his study about perception social , Daniel Katz and Robert L also contributed in define perception public with define perception as interpretation individual to environmental input . According to they , perception is results from How somebody interpret the stimuli they face (Abidjulu , 2019). Leon Festinger, a psychologist social , describing perception as a mental process through which people organize , evaluate , and give meaning in the information and stimuli they accept from environment . Angle view related characterize perception public Festinger's latest . requires sophisticated brain processes . For understand and interpret information obtained (Wal Hidayat & Nasution , 2019).

Based on perspective Lots the experts mentioned above about What do you mean with perception society . Although definition This use a different approach and provide different emphasis , all of them emphasize that people are active interpret , give meaning , and form method they see the world around they . Perception public own significant role in to form beliefs , attitudes , and behaviors that influence how people interact and communicate in society (Putri, 2019).

According to expert analysis statecraft , perception public concerning interpretation , assessment , and understanding personal individual or group in public about diversity

aspect life social , political , and economic . Significance perception public No can overrated in realm state charge because potential influence dynamics between government or organizations and populations . From the perspective view knowledge state administration , it is known that perception public is mental constructions that emerge from social processes , experiences personal , information received , and other relevant factors (Autaria et al., 2022) .

It has been determined by experts that perception individual or society No as well as immediately reflect reality objective , but rather is results interpretation and attribution meaning to information received by individuals or group said . The influence perception public to acceptance and support to policies, programs, or activities carried out by the government or organization is very significant. Favorable perception potential For grow trust public , engagement , and contribution , while perception that is not profitable can result in skepticism , dissatisfaction , or even difference opinion to policy or action institution . Recognized by experts state administration that perception public No uniform and can different between individual, group, or segment public certain. Differences background background, values, interests, and experience impact on how individual or group to form and build perception they to a problem or situation .

Therefore that , is very important for bodies and entities government For understand and pay attention perception public in matter administration public . The process involving data acquisition about perception moment this, analyze factors that influence it , and formulate tactics sensitive communication and regulations to perception public said . Perception public in the field state administration concerns evaluation subjective , interpretation , and understanding about various aspect life social , political , and economic by individuals or group in society . The perception held by society can impact on relationships between government or organization with population . This factor is very important in gather acceptance and support For policy or programs implemented by institutions this.

3. RESEARCH METHODS

With focus on the angle view state government , research This try For evaluate connection between connection society (PR) and creation positive attitude in the midst society . Research This will use approach descriptive qualitative use technique study studies bibliography . The

decision to use method descriptive qualitative with studies literature driven by desire For understand fully how PR helps state management in to form good opinion in society (Imanulloh , 2020). The data collected from existing sources will used in approach study descriptive For describe and understand phenomenon This is for get relevant information about PR theories , ideas and practices in administration public from study previous and related journals with subject research , methodology studies literature will used For collect research data in study this (Yuliani, 2018). Literature Then will analyzed in a way comprehensive For give clear picture about connection between PR and development favorable view in arrangement administration public (Prasetyo , 2016). Findings study This will helping PR and government professionals increase connection they with community and develop technique efficient communication For grow attitude profitable society.

This study own potential For in a way significant advance knowledge about function connection public in state governance and its importance create favorable view For promote implementation public policies and initiatives . Study this can also give insights and recommendations for PR practitioners and organizations or government in effort they For influence perception public in a way positive. In addition, research This confirm that PR has role strategic in ensure harmonious relationship between organization or government and society.

4. RESULTS AND DISCUSSION

In the era of increasing information develop rapidly, the role of Public Relations (PR) in to form perception public to a entity or organization become the more important. In the context of this, study about connection between PR and formation perception public has interesting attention researchers. Through study this , we will explore and analyze in a way deep a number of relevant research For deepen understanding about connection between public relations and formation perception positive in the middle society . Research first to be analyzed is research conducted by Grunig and Hunt entitled "Managing Public Relations," they highlight importance good relationship between organization and society For build perception positive . Research This show that presence strong public relations relationship can help increase understanding, trust and support public to organization (Grunig & Hunt, 1983).

Furthermore in research entitled "The Role of Public Relations in Shaping Consumer Perceptions" conducted by Smith & Johnson found that important PR in to form perception

consumer to brand or product . Research results show that PR has influence significant in to form perception positive to brand through management effective image. Research this give understanding about how PR can influence perception consumer through communication strategic . Then Research conducted by Brown & Davis entitled "The Impact of Public Relations on Stakeholder Perceptions" shows that effective PR can influence stakeholder perception with manage consistent , transparent and responsive communication to need they . The results of the study This give description real about the importance of PR in build positive relationship with stakeholders.

Research conducted by Cutlip, Center, and Broom with title "Effective Public Relations." In the research This to put forward that through effective communication , public relations can help direct view public to issues certain , and influence How public understand and assess organization (Cutlip , Scott M., 2013) In addition , research conducted by Ledingham and Bruning in the journal "Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations" also highlights importance connection between public relations and perception society . They to argue that communication established between organization and society will to form mutual relationship profitable , which in turn will influence method public perceive organization said . Research This emphasize importance build an open, transparent and mutually beneficial relationship honor between organization and society For to form positive perception.

Garcia & Martinez's 2020 research entitled "Framing Strategies in Public Relations and Public Perceptions" focuses on the role Framing techniques in PR and their impact to perception public . This study show that PR can using framing to influence perception public with highlight aspect positive and emphasizing corner view certain profitable organization . Research This give understanding about how PR can using framing as tool strategic in to form perception public . Lee & Park examines the influence of PR on reputation company in his research about "The Influence of Public Relations on Corporate Reputation". A study conducted by Lee & Park shows that effective PR can to form perception positive to company with build consistent , transparent and continuous communication with public . Research results This give outlook about the importance of PR in maintain and improve reputation company through management good perception (International Journal of Public Administration, (2022)).

Understanding and attention to perception public is very important in context administration public . Here a number of reason Why That important :

- A. Legitimacy Government : Perception positive from public can increase legitimacy government . When society own view positive about performance government , government own more support strong For its policies and programs.
- B. Transparency and Accountability: Paying attention to perception public push government For become more open and accountable . Transparent government in his actions and communications tend get trust more big from public.
- C. Effectiveness Policy: Understanding deep about what society wants and expects help government design and implement more policies effective . Appropriate policies with need public tend more success .
- D. Prevention Crisis: Monitoring and responding change in perception public can help prevent crisis or minimize the impact. A sensitive government to change in view public can take action proactive.
- E. Relationship with Stakeholder Interest: Perception the public also influences connection with stakeholders interest others, such as business, NGOs, and groups society . Have view positive in society can help government in negotiate and collaborate.
- F. Response Against Criticism: A government that understands perception public will more Ready For respond criticism or issues controversial. They can take relevant actions and communicate in a way effective .

With emphasize on the thing the above then the body and entity government need integrate management effective communication and PR in administration public them . This involves understanding about needs , hopes and concerns society , and effort For to weave positive relationship with society . With so , the government can reach objective administrative with more effective and gainful more support strong from society . Based on from study study above , can seen that public relations (PR) plays a role role important in to form perception public to organization or brand .

The above studies in a way consistent highlight importance effective communication , management good image , mutual relationship profitable , as well as use framing techniques in effort influence perception public . Can We Look from results study conducted by Grunig and Hunt (1984) shows that good relationship between organization and society through public relations can help increase understanding , trust and support public to organization . Likewise

, research by Smith & Johnson (2018) confirms that public relations has role important in to form perception consumer to brand through management effective image .

Temporary that , research by Brown & Davis (2019) shows that effective public relations can influence stakeholder perception with manage consistent , transparent , and responsive communication . Research by Cutlip, Center, and Broom (2009) and Ledingham and Bruning (2000) also highlighted importance connection between public relations and perception community . Communication that is established between organization and society can to form mutual relationship profitable and influential method public perceive organization In addition , research by Garcia & Martinez (2020) shows that that public relations can use framing techniques for influence perception public with highlight aspect positive and angle view certain profitable organization . Finally , research by Lee & Park emphasizes that effective public relations can to form perception positive to company through consistent , transparent and continuous communication with the public.

5. CONCLUSION

Based on results research and discussion that has been outlined can produce four findings main in study about issues globalization to formation perception positive in the middle public:

- A. Communication Effective: Findings First show that effective communication is runway main in PR efforts to to form perception positive society . Good communication help organization For convey message with clear and accurate to public.
- B. Image Management: Management a good image is also aspect important in build perception positive community. Caring image organization or brand through consistent and positive action can help influence perception public .
- C. Mutually Beneficial Relationships: Findings second emphasize importance guard mutual relationship profitable between organizations and stakeholders interest like public general public, consumers, and stakeholders. Strong and positive relationships This can influence method public perceive organization or related brands.
- D. Use of Framing Techniques: Findings third highlight importance use Framing technique as an effective strategy in to form perception positive in the middle society. Framing techniques can help direct understanding public to issue or information certain.
- E. Understanding Deep about Findings final show that understanding deep about good principles and practices become key in build positive and influential relationships

perception public in a way effective need understand needs and preferences public as well as own ability For respond with responsive to changes and challenges that arise .

With Thus, it can concluded that issues globalization here own role central in to form perception positive society. Through communication effective , management good image , mutual relationship profitable , and proper framing techniques , practitioners issues globalization can influence perception public with give accurate information , maintaining good reputation , and build mutual relationship believe . In the era of increasingly information complex and dynamic as a mediator between organization and society very much important in ensure positive perception and harmonious connectedness between both of them.

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