Measuring the Relationship Maintenance Strategies through PT Pertamina (Persero) Website: www.pertamina.com

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ABSTRACT

Internet, as a two way communications media provides an interactive and easier way for Public Relations to reach their public. Starting from the internet, e-mail, website, blog, were created, and so did the social media such as Facebook, Twitter, Path, Instagram. Social media helps people to create, share, and publish various contents through online media. Social media also provides people to communicate in two way, maintaining their relationships. To maintain the relationships with the public, Public Relations needs to create a certain way of communicating that will show their good intent. Linda Hon and James Grunig (1999), created a theory about relationship maintenance strategies for Public Relations in order to create and maintain the relationship well. We could see the relationships between Public Relations and their public through the website.

This research explains the website contain of PT Pertamina (Persero), The Best BUMN Website of 2014. To be specific, this research’s main topic is “Measuring the Relationship Maintenance Strategies through PT Pertamina (Persero) Website”. This Research using quantitative content analysis method with the Holsti Formula. The results was measured by the indicators as following: (1) Access, (2) Positivity, (3) Openness, (4) Assurances, (5) Networking, (6) Sharing of Task. Those six indicators used to help Public Relations shows the corporate consistency in maintaining relationships with its differences publics through the internet including the corporate website.

Keywords:
Content Analysis, Corporate Website, Public Relations, Relationship Maintenance Strategies, PT Pertamina (Persero)
1. INTRODUCTION

Website is one of the communication media to bridge functions of communications or deliver a message from the organization to its public. The Role of Public Relations Practitioners is highly demanded at this time to master the cyber technology. The presence of the Internet has made the world no longer in a distance. Its presence changes the way audience use the media. This opens up a new understanding of conditions for business and Public Relations practitioners, to reinvent how to manage and maintain reputation. This approach named as Cyber PR. Using the internet technology, it presents media with other platforms, namely online media. So, PR professionals now use digital media, which is electronic media with internet network as a medium to organize communication, build and maintain relationships with their public. In a thesis entitled “Can PR 2.0 Be Explained?”, explains that PR 2.0 is a practical way for professional Public Relations in creating social networks by utilizing an Internet-based electronic media (Popova, 2012). PR 2.0 exists when the creations of new tools to reinvent how companies communicate and affect directly at people with multimedia (Solis and Breakenridge, 2009). This progress is not just talking about changing PR’s way to communicate from traditional to digital way, but also implies the fact that everyone can have a profile on the internet that is unique and dominant.

The Internet is a two-way communication media, so it can reach the public more easily and improve the relationship for the better (Breakenridge, 2008, p.13-14). Starting from the internet, then came e-mail, web, blog, and social media such as Facebook and Twitter and so on. Social media can be classified as communications media person to create, share, and publish an online content (Solis and Breakenridge, 2009). Social media also has the capacity of two-way communication, enabling users to establish relationships in both directions.

Online Public Relations (PR) is a Public Relations practice, which involves digital media with Internet technology to manage communication and to build and maintain mutually beneficial relationships between an organization and its publics (Heath, 2005). The new digital media have dialogical, interactive, relational, and global properties that make them particularly suitable for strategic management paradigm of Public Relations (Grunig, 2009, p.6)

Public Relations who use Internet in their PR activities, will able to reach a wider public. Besides, the element of transparency would also be raised too. Each side of the company can be known by the public with ease, especially if the company already has its
own website or corporate website. The public will be able to actively and freely understand the company profile and better control of product knowledge of the company. In contrast, conventional manners can only be performed, limited to events or special events held which have limitations in time interaction between the public corporate parties.

There are several benefits of online media presence-based digital communication is for Public Relations, among others: **Real time**, because the communication activities can be done quickly, **communication is constant**, because the use of the Internet and the Internet can be equalized to a secretary who never slept for 24 hours and with a potential target audience worldwide, **Interactive**, due to the use of digital communication allow two-way communication, because the public can provide feedback directly and quickly, **No boundaries**, because there would be no communication within the limits of digital communication so that it can connect to anywhere as long as there is internet network, **Multi-media**, digital communication can present information to the public by combining a variety of media such as writing (script), pictures (graphics), and sound (audio), even the audio-visual (movie, video) in one unit. **Economical**. Communication using the Internet to reach out to a broad public is cheaper than conventional media.

2. LITERATURE AND THEORY

2.1. Relationship Maintenance Strategies in Public Relations Perspective

In the realm of Public Relations, Relationship maintenance strategies can be used as one way to measure or evaluate the work of public relations practitioners. Relationship Maintenance strategies is one of the core research on the relationship that explains the communication methods used by public relations to build a new relationship with the public and face the pressures and conflicts that occur in all types of relationships (Grunig and Hon, 1999, p. 14-15). Two PR figures namely Hon and Grunig (1999) outlines some of the indicators in relationship maintenance strategies, namely access, positivity, openness, assurances, networking, sharing of tasks.

2.2. Website

Websites or sites can be defined as a collection of pages that are used to display text information, images, animations, sounds, or a combination of all of them, whether they
are static (stationary) or dynamic (moving) to form a series of interrelated, each of which is connected with tissues pages (Hidayat, 2010, p. 2).

Web sites or can be defined as a collection of pages that are used to display information, images, motion pictures, sound, or a combination off all, whether they are static or dynamic that formed a series of interconnected buildings where each connected by links. In the era of the web allows the message is no longer running in the same direction but it is interactive. Through online, good or bad image can be displayed and any person or institution can suddenly attacked or also received support from the public. The benefit of web for Public Relations is able to perform searches directly and immediately about what is done by competitors, knowing the opposite opinion and the opinion of the public. Additionally PR can also use virtual web for marketing, distribution, e-mail, discussion group, discussion among fellow internet users like a discussion between the members of the PR profession.

3. METHOD
3.1. Research Aim and Objectives

Value Assessment. The coding results of all categories in relationship maintenance strategies was based on the sum of the values obtained from each of the above categories. Number of displayed features in the website and a statement in the article websites which become the indicator in measuring the categories above was be calculated and summarized. The results of the assessment show how PT Pertamina using relationship maintenance strategies in the website to communicate with the public and whether this corporate website has been able to serve as a bridge of communication and a symmetrical two-way between the company and the public.

The type of this research is descriptive research with quantitative content analysis method. According to Ulber Silalahi (2009, p.28), descriptive research is research that accurately describes the characteristics of a phenomenon or problem studied, as well as trying to uncover how it came to convey the facts with clear, thorough, and complete data. Descriptive research related to the frequency, number, and characteristics of the phenomenon under research. Descriptive research only describes a situation or event and does not look for explanations of the relationship, and does not test hypotheses or make predictions (Ardianto, 2010, p. 49). Puspowarsito (2008) concluded that the purpose of descriptive research is to
create a picture of systematic, factual and accurate information on the facts and the properties of an object of a particular research (p. 30).

Mayer and Greenwood (1983, p.52) distinguishes descriptive quantitative research with qualitative descriptive. According to them, quantitative description presents a more advanced stage of observation, measuring the properties of members of specific groups with the help of statistical techniques. Meanwhile, according to Ardianto (2010), descriptive research is a research that simply provides a description or a description of the variables of a phenomenon under research (p.48). The method used in this research is descriptive content analysis method, this methods used to research and analyze communications systematically, objectively and quantitatively to the message shown (Berelson and Kerlinger in Macnamara, 2005, p.2).

3.2. Unit of Analysis

The unit of analysis is the smallest unit in the content analysis research to be analyzed. Determination of the unit of analysis in content analysis research is very important because the unit of analysis determines what aspects of content viewed, studied, and used to infer the contents of the text (Eriyanto, 2013, p.59). The analysis unit consists of two major parts, namely the sample unit and the recording unit. The sample unit is part of the object chosen by the researcher to be explored. While the recording unit is part of the content aspect relied upon in recording the contents (Eriyanto, 2013, p.61).

This research used a sample unit in the form of website content www.pertamina.com. While the recording unit is relationship maintenance strategies in a feature appearance and content of information on the corporate website www.pertamina.com. The analysis of the features of relationship maintenance strategies was performed on the home page.

Recording unit can be divided again into five types of units of analysis. The type of recording unit in this research is thematic analysis unit. Thematic Unit is a unit of analysis is seeing a theme or topic of a text. In her analysis, the researcher associated between one and another word, sentence and other sentences, and the linkages between paragraphs so that it can conclude the notion or idea of a text. In order to reduce the difference between the coder assessment, the researchers split the text into several sections, namely in the form of sentences and paragraphs fit different themes in the text (Eriyanto, 2013, p. 85).
3.3. Data Collection Technique

In this research, researcher used data collection techniques by observing the content of the corporate website of PT Pertamina (www.pertamina.com). Observation method is a method of data collection used to collect research data through researcher’s observation senses. This research used this type of observation structured or systematic observation, where the researcher has to know what aspect or activity was observed, and relevant to the issues and research purposes. With a structured observation method, researchers can more freely determine what behavior was observed at the initial stage of observation so that the problems can be solved (Ardianto, 2010, p. 165).

Researcher also collected data through research documentation to find the data in the form of notes, transcripts, books, newspapers, magazines, and so on, including through the relics of written archives and data of other literary reference related and useful in this research (Nawawi 2005, p. 133).

3.4. Data Analysis Technique

The process of analysis or data processing is the process of simplifying and organizing the raw data into a form that is easy to read and understand (Silalahi, 2009, p. 319). Stages of data analysis in this research is as follows:

a. Classify websites into subject categories, namely the type of information displayed
b. Analyzing each element in the elements of the website and sort by category that have been made in the sheet coding. Coding or coding were done by giving the numbers in each category indicator where the purpose of coding is to facilitate data analysis using statistics and computer.
c. Researcher combined the data findings in the form of graphs and tables that can be more easily understood and then draw conclusions from these findings.

3.5. Reliability and Validity Test

Reliability is an index that indicates the extent to which a measuring instrument can be trusted or relied upon (Ardianto, 2010, p.189). A research said to be reliable if the same measurement on the same data would lead to the conclusion or the same end result. There are two ways to test the reliability of the content analysis, namely the reliability of intracoder and intercoder reliability (Wimmer & Dominick, 2005, p.159). Intercoder reliability refers to the degree of agreement between two independent coders to code the same content using the
same coding instrument. Results were tested in the coding formula calculation reliability. While intracoder reliability refers to the reliability test conducted by the researchers themselves with coding data that has been found twice at different times (Wimmer & Dominick, 2005, p.159)

This research used intercoder reliability by appointing a judge. Judges who have been going to test the reliability of the categories in the coding sheet that has been determined is the same way that has been done by researchers. Then from both the reliability test results were known how many were approved jointly by investigators and judges (Bungin, 2001, p. 216). According to Kaid and Wadsworth (1989), the criteria of the selected judges must have experience in conducting research and analysis of the contents come from the same educational background with researchers (in Eriyanto, 2013, p. 285).

The researcher was coders A and Indira Siedharta, Fikom 6th semester student, who has made several studies of quantitative content analysis was coder coding B. Results of investigators and judges were tested using formula Holsti (in Eriyanto, 2013, p. 290). Formula Holsti introduced by Ole Holsti (1969) was chosen by the researcher because the formula allows the possibility of similarity between the coder. In formula Holsti minimum tolerable reliability figure is 0.7. So, if the calculation results of reliability test scores of 0.7 or greater, then the measuring instrument in this research can be said to be reliable (in Eriyanto, 2013, p.290).

In addition to reliability test, researchers also need to test the validity of the content analysis research. Validity is a research degree to which an instrument can actually measure the concept to be measured (Wimmer & Dominick, 2005, p. 159). Validity is very important in the analysis of the contents because the validity guarantee whether measuring instrument used is valid and can assure the quality of research findings. In content analysis, the validity of the test is closely related to procedures performed in the research. This research used a face validity or the validity of the advance, which assumes that if the categories set researcher compliance, defined satisfactorily, and content analysis procedures carried out appropriately, the research declared valid. Validity advance to make sure that the measures being taken in accordance with what is to be measured. To determine whether the measuring instrument used in this research has met the elements of validity of advance or not, the researcher could see and check in books, journals, and conferences organized by the scientific community in the areas studied, and as certain whether the measuring instruments
used have been received by the scientific community as a valid measuring tool (Eriyanto, 2013, p. 262).

4. RESULT AND DISCUSSION

4.1. Findings

This research takes the subject content of the website of PT Pertamina (http://www.pertamina.com) which is one that won the award for the state-owned enterprise (BUMN) that has the best web communication for the category in 2014. (http://www.beritasatu.com/ekonomi/217514-garuda-indonesia-raih-penghargaan-web-bumn-terbaik-2014.html). This research was conducted over three months, in June, July and August 2015. Website content five things seen through the content, navigation, accessibility, aesthetics, and Actuality. Through content analysis method to contribute to the field of public relations in order to determine the application of theory to practice in more detail. Krippendorff and Eleey said that content analysis can provide advice to forward to the company, and can help improve the effectiveness of the strategy (Panvlik, 1987; Widodo, 2005). Starting from the concept research of interpersonal relationships, Hon & Grunig (1999), and then apply them to maintain relationships with the public organizations in the context of public relations communications are symmetrical.

4.1.1. Content Analysis of Pertamina Website (www.pertamina.com)

Figure 4.1 The Top Panel on Pertamina’s Website Homepage (September 2015)

- Flash Banner (A collection of images which can scroll through automatically based on the settings)
Figure 4.2 The Flash Banner on the Main Page of Pertamina’s Website (September 2015)
- The Mid Panel

Figure 4.3 The Mid Panel on the Main Page of Pertamina’s Website (September 2015)
- The Bottom Panel

Figure 4.4 The Bottom Panel on the Main Page of Pertamina’s Website (September 2015)
Pertamina’s Website has two languages, namely Indonesia, and there is an option for English. Analysis starts from the Indonesian version because of the direction the home page of this website are directed straight to Indonesian version as follows:

Version Indonesian: Display which dominates the upper-middle presented with Flash Banner (A collection of images which can scroll through automatically based on the settings). Flash Banner contains three programs namely “Ayo Kerja”, Achieve energy independence for 70 Years of Indonesia Independence, Recruitment Fraud Alert Notices on behalf of Pertamina, and Wins 4 “Proper Emas Ciptakan Lingkungan Selaras”.

There are 3 sides (top, middle, bottom) panel in order to orientate to the information, programs, certain products. In the researcher’s search, the mid panel directs to Highlight, Our Business and Investor Relations. Highlight display the price of LPG filling plant station / agent, 15-09-2015 BBK price list, a list of gas stations Test Market Peralite. On Our Business featuring the upstream, downstream and consumer products. While on the Investor Relations provides information on the company's financial and operating performance. All can focus well on this panel.

In the bottom panel shows about contact Pertamina consisting of Pertamina official telephone number (500-000) as well as Pertamina’s official social media Facebook, Twitter and Youtube. Additionally at the bottom panel is also divided into several types of navigation menu choice that leads to our website, Tool, Announcement, Network and Career.

Our Website menu consists of the Terms & Privacy, Privacy Policy, Beware of Fraud, Social Media and Public Information. For Privacy Policy, Beware of Fraud and Public Information can be directed to the either page related information. But the Terms & Privacy and Social Media cannot be directed to the either page related information.

Tools menu consists of Webmail, I-Serv, gas stations’s applications, Pertamina Clean and HSSE Database. For Webmail, Application filling stations, Pertamina Clean and HSSE Database can be directed to the page related information. But the I-Serve cannot be directed to the page related information.

Announcement menu consists of Pertamina’s info, Procurement, Notifications, and E-Procurement. For Pertamina’s info, Procurement and E-Procurement can be directed to the page related information. But the notices cannot be directed to the page related information.
The Network menu consists of the Company Subsidiary, Cooperation Operation, Address, and Product Distribution. For submenu the menu this network can all be directed to the page related information.

Career menu consists of Working at Pertamina, Why Pertamina and Career Opportunities. For submenu on the menu this career can all be directed to the page related information.

Figure 4.5. Pertamina’s Company Profile Website (September 2015)

The second Sub Main Panel on the Company Profile Is:
- **Visi dan Misi (Vision and Mission)**. Both Indonesian and English versions on the sub panel appears properly managed in accordance with the relevant information.

The third Sub Main Panel on the Company Profile is:
- **Sejarah Pertamina (Pertamina History)**. Both Indonesian and English versions on the sub panel appears properly managed in accordance with the relevant information.

The fourth Sub Main Panel on the Company Profile is:
- **Pedoman Tata Kelola Perusahaan (Corporate Governance Guidelines)**. Both Indonesian and English versions on the sub panel appears properly managed in accordance with the relevant information.

The fifth Sub Main Panel on the Company Profile is:
- **Manajemen (Management)**. Both Indonesian and English versions on the sub panel appears properly managed in accordance with the relevant information.
4.2. Discussion

From the content analysis performed quantitatively on the Pertamina’s website content, on six indicators namely Access, Positivity, Openess, Assurances, Networking and Sharing of Tasks, following results are obtained:

Tabel 4.2. Researcher’s and Judge Codings

<table>
<thead>
<tr>
<th>Indicator</th>
<th>PT PERTAMINA</th>
<th>Sum A+B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coder A</td>
<td>Coder B *</td>
</tr>
<tr>
<td>Access</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Positivity</td>
<td>58</td>
<td>57</td>
</tr>
<tr>
<td>Openess</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Assurances</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Networking</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Sharing of Tasks</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Frequency TOTAL</td>
<td>300</td>
<td></td>
</tr>
</tbody>
</table>

*Coder B as judge

The coding results of researcher and the judge tested with the Holsti formula (in Eriyanto, 2013, p. 290):

\[
CR = \frac{2M}{N1 + N2}
\]

Explanation:

CR = Coefficient Reliability or reliability between coder
M = The amount of approved statement by Coder A and Coder B
N1 = The amount of coding statement which Coder A give
N2 = The amount of coding statement which Coder B give
Thus, from the calculations of the two tables above, the researchers conducted Holsti reliability test with the following formula:

Coefficient Reliability = \( \frac{2 \times \text{The amount of approved statement by Coder A and Coder B}}{\text{Coding Summary of Coder A + Coder B}} \)

\[ \frac{2 \times 147}{300} = 0.98 \]

Reliability coefficient results from the calculations of Holsti Formula is 0.98. The figure exceeded the minimum reliability tolerated in formula Holsti, namely 0.7. That means measuring instrument or coding sheet compiled by the researcher considered reliable. This means that if the same category used to analyze the same message, gave the same results with what the researcher obtained.

### 4.3. Data Analysis

**Table 1: Data Analysis Results**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Dimension</th>
<th>PERTAMINA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
</tr>
<tr>
<td><strong>Access: Impartial Communications Channel</strong></td>
<td>Date Update</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Search Feature</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Language Options</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Address</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>E-mail</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Telephone</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Fax</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Other Social Media</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Streaming</td>
<td>0</td>
</tr>
<tr>
<td>Category</td>
<td>Count</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Whistleblowing System</td>
<td>1</td>
<td>1 (Handled by VP, Corpcomm, Appear repeatedly)</td>
</tr>
<tr>
<td>Call Center</td>
<td>1</td>
<td>1 (Handled by VP, Corpcomm, Appear repeatedly)</td>
</tr>
<tr>
<td>Question and Answers</td>
<td>1</td>
<td>1 (inside the magazine)</td>
</tr>
<tr>
<td>Direct Face to Face</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Positivity: Positive items shown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Newsletter</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Press release</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Video</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Photo</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Service Shown</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Product Displayed</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Company’s Philanthropy</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Company’s Publication</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Openness: Openness of mind and feeling with the public</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Meaning</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Organization Profile</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Organization History</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Organization Activities (calendar of event)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Annual book report</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Assurances: Things that has been done to show commitment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tagline</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Organization Vision and Mission</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Organization Structure</td>
<td>1</td>
<td>1 (Anonymous)</td>
</tr>
<tr>
<td>Good Corporate Governance</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>The Guarantee Given to Public</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Values</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Networking: Network build with</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Figure</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Investor Relations</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
### Stakeholder Placement in website tab menu

<table>
<thead>
<tr>
<th>Stakeholder Placement</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shows Program with stakeholders</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Sharing of Task: Together in problem solving

<table>
<thead>
<tr>
<th>Task</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolves Communities Issues</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Corporate Social Responsibility’s Report</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Provide works</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Company Product / Service Innovation</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Generate Profit</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

1. **Access** – In this research Access is a feature provided by the Company or public relations or senior managers to provide impartial access to the public to be involved in the decision-making process. Dimensions: *Update date, Feature Search, Language Options, Address, E-mail, Telephone, Fax, Facebook, Twitter, Social media, Streaming, Whistleblowing System, Call Center, Question and Answers, Direct Face to face.*

Example of Access on PT. Pertamina’s Website:

![PT Pertamina Website Example](image)

2. **Positivity** – Any public or organization do will make the relationship will be more convenient for both parties involved. Application of the strategy ever undertaken by the agency's CEO is to be the source of all of the public in various ways, shapes, and text. They
do provide a newsletter on the website, the services provided inside, and the interaction with
the public or the public. All is done to try to become a trusted information provider for
anyone. Positivity is a motivating factor the emergence of trust, quality control, and a sense
of love in a relationship. Positivity is also a factor that encourages the emergence of trust,
quality control, and a sense of love in a relationship (Hon & Grunig, 1999, p. 14).
Dimensions: online newsletter, press release, Videos, Photos, Services Shown, Products
displayed, Company’s Philanthropy, Company’s Publications.

Example of Positivity Placement:
Press Release

3. Openness– Through the openness of mind and a feeling of freedom of a relationship of
related parties. This indicator becomes the main character in communication behaviors that
can build trust in both the internal and organizational relationship with the public. In its
application to the realm of public relations, this strategy includes openness about the
condition of the organization, something of value to the public such as profiles, activities,
annual report. Essentially the organization’s two-way communication indicates the openness
of the company to the public and businesses to attract the public openly about their thoughts
and feelings.
Dimensions: *Logo meaning, organization's profile, organization’s history, organizational activities (calendar of events), Annual book report.*

Example of Openness Placement: (Annual Report)

4. **Assurances** – Efforts of relationships maintainer to ensure other parties that their interests are legitimate and logical. This strategy also includes party trade shows maintainer relationship to commit to maintaining existing relationships. In practice, these efforts will result in the public commitment of the organization as well.

Dimensions: *Tagline, Organization’s Vision and Mission, Organization’s Structures, Good Corporate Governance, Guarantee Given to Public, Values*
Example of Assurances Placement:

5. **Networking** – The organization build a network coalitions with groups involved or interested, such as the environmental groups activities, labor groups or community organizations. The example of this strategy is to lead or support the community in some way to be able to be better.

Dimensions: *Public Figures, Investor Relations, Stakeholder Placement in website tab menu, Shows Program with stakeholders*
6. Sharing of tasks – Organizations and the public share the way out or solving problems together. Such as resolve the issues of the community, providing jobs, generating profit, and retain business, or other matters of public concern and the organization.

Example of Sharing of Tasks Placement:

4.4. Research Results

From the results of research showed that the highest points are obtained from indicators: Positivity namely by 58 and sharing of tasks by 58 also, then Assurances 17, Access, Networking and last 5 Openness as much as 3.

These results differ from the findings in the research of Bortree (2007) who conducted research on relationship maintenance strategies non-profit organization committed
to the teenage public. Through the results of his research, Bortree explained that the positive perception obtained by the public organizations affected most strongly by Assurances strategy, when organizations explain their interests and when organizations listen and consider the wishes and needs of the public (p. 147). Corporate factors caused a sense of love or positive feelings from the public is far more important. In addition, interestingly, sharing of tasks are also needed, which means that the public requires good will of the company to show attention to issues of social problems, but it also showed a new innovation in the company. It is for PT. Pertamina associated with some product-related information and new innovations from the company. Meanwhile, Openness factor is the smallest gain only as much as 3, which means that the company does not require a strong effort to demonstrate to the public about the company’s performance. It can be assumed that PT Pertamina as State-Owned Enterprise has been trusted by the public as an organization that is in the part of the government, which runs the lives of many people.

Figure 4.6 Coding Results

Figure 4.7 Number of Coding
5. CONCLUSION

Thomilson (2000) in a paper entitled “Social Media and Organization-Public Relationships: Bridging Interpersonal Communication Theories with Public Relations Practice”, created by Amy Reitz and which was presented at The Annual Meeting of The NCA 96th Annual Convention, Hilton, San Francisco (13 November 2010) define relationship, as: “A Relationship has been defined as a set of expectations two parties have for each other’s behavior based in their interaction patterns” (2010, p.7). From the definition above, it can be seen that there is a set of expectations in the relationship between the two parties in the interaction that exists. Furthermore, Berko R., L. and L. Rosenfeld Samovar (1997) in the same student paper defines relationships with a wider and incorporate the concept of interaction, exchange and influence and suitability, namely: The connection that exists when the interactants are aware of each other and take each other into account. There is some exchange of influence and there is some agreement about what the nature of relationships is and what the appropriate behaviors are given the nature of relationships (2010, p.7).

Grunig and Hon (1999) continued to conclude the organization-public relationships, which can only be started when there are consequences made by the organization to influence the public, or when the public attitude has an impact or consequences to the organization. Moreover, Hung (2005) states that the organization-public relationships arise when organizational and its strategic public depend on each other and the dependency produces consequences or impact on each other (in Reitz, 2010, P8). Grunig and Hon of the statement, as well as the Hung concluded that the organization and its public influence each other through their attitude. In this research, a fairly high dependence between the organization and the public is located on the indicator (1) Positivity, Whatever public organization or do will make the relationship will be more convenient for both parties involved.(2) Sharing of Tasks, organizations and the public to share the way out or solving problems together. While (3) Assurances, (4) Access, (5) Networking and (6) Openness are parts that need to get protrusion of information as well. Drawings or photos of a large company in a website not only to add to the beauty of the website, but preferably gives the up to date information activities of the company and lays information to related photo images of activities together with stakeholders, philanthropy programs with the public directly, photos of CSR activities should be displayed too. Although Pertamina is a well-
known company and already has a powerful name in the public mind, but it should also strengthen the information on to the last four indicators so that the public can be more aware, understand, and increasingly believe in the products, services and the services of PT Pertamina. Thus, the relationship that exists will be stronger; henceforth will generate a positive image in the eyes of the public on the company's reputation.

REFERENCES


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