

Content analysis on websites based on grunig four models of public relations : case study 30 Asia Pasific Banks

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Abstrak

ABSTRACT

Public relations paradigm has shifted from one way communication that benefited only the organization to two way communications which benefited the organization as well as the society. Grunig has introduced this model of communications through four model of communications. The thesis firstly discuss the evolution of public relations models and then identify features related to this model on the Asia Pacific banks Websites that cover conventional and sharia banking. This study is done by using content analysis qualitative research. The result of this research shows that majority of Asia Pacific banking industry uses press agency and public information models (one-way communication) on their websites.