

The dynamic public relations industry in Indonesia : significant frontiers and influences for synergetic communication

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20408398&lokasi=lokal>

Abstrak

With the increase of global trading activities and middle class consumers, Indonesia has become an attractive candidate for global companies looking to expand into new markets in the Asia-Pacific region. Indonesia offers growing market opportunities for future investors. On top of these rich potentials, the Indonesian public relations industry is also on the rise. Despite being a young industry, there is a growing demand for public relations services across all sectors (Yusuf, 2012). This growth is largely driven by the private sector, such as, property, finance, healthcare, technology and telecoms (Chan, 2011). Direct foreign investments are on the rise (Silaen and Sentana, 2013), which will result in an increase of occupational opportunities for public relations practitioners. Presently, international PR firms, such as, Edelman, Zeno Stratcom, Ogilvy, Weber Shandwick, and Burson-Marsteller have already established themselves in Indonesia. This paper, entitled "The Dynamic Public Relations Industry in Indonesia: Significant Frontiers and Influencers for Synergistic Communication," focuses on the development of the PR industry in Indonesia from its inception to its current state. Primary research includes different sets of interviews with public relations practitioners and Indonesian students studying public relations at university level in Indonesia and the United States. The result of these interviews will be utilized to analyze the history, predominant perceptions and current outlook of public relations practices, its role and function and the quality of PR education in Indonesia. Secondary research, on the other hand, in the form of theoretical frameworks will play a supportive role in framing arguments found in this body of work. All secondary research materials are retrieved from various scholarly journals, textbooks, and newspaper articles. Through this paper, the researcher wishes to provide essential contribution and analysis to explore the dynamic development of the public relations industry in Indonesia, which may then be utilized as a stepping-stone for future research.