

Guest's Perception Visits in Guest Service by the Protocol of a Private University

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Abstract—The purpose of this study is to determine the perception of guest visits to guest services by the Protocol of Universitas Komputer Indonesia (UNIKOM). Public perception of the organization influences the efforts of PR to establish, build, and maintain the image of the organization, so that the directorate of public relations should provide the best to the public in the form of information, services, and other responsibilities through its protocol team. To analyze perception, three sub-focus areas are established, including Sensation, Attention, and Interpretation. This research used a qualitative approach with descriptive method answers and gets results that the sensation of visiting guests at the service of the protocol team, states, that they see and feel the service that is extraordinary, amazing and feel respected and valued, while the attention of visitors is, what they see and know through social media and they think before visiting, there is no difference from when they come directly to UNIKOM, if the visitor's interpretation of the guest services done by UNIKOM makes them very satisfied and comfortable, the guests will share these positive stories to their school, family, and community. The conclusion is that the Visitor Research shows perceptions of guest services conducted by UNIKOM's protocol team was generally positive, satisfying and visiting guests felt comfortable while in UNIKOM.

Keywords—Attention, Interpretation, Perception, Guest Services, and Protocols

I. INTRODUCTION

An organization is inseparable from the views or public assessments in the scope of internal and external. The views or perceptions given are generally heterogeneous because various factors influence these different perceptions, both demographically, geographically, behaviorism and psychologically.

The perception arises from each individual, begins the sensory process stage, which includes acceptance, selection, organization and giving meaning to a stimulus that comes from the environment. According to Deddy Mulyana in his book of *'Ilmu Komunikasi Suatu Pengantar'* that perception is: "Internal processes that allow us to choose, organize and interpret stimuli from our environment, and those processes affect our behavior. Perception is the essence of communication, while interpretation is the core of perception [1].

Perceptions given by the public cannot be categorized as all positively charged or vice versa, because they return to organizational acceptance in response to accepted

perceptions. In this case, Public Relations is a field that bridges the public with the organization, so that various perceptions arise in the public will be managed by the Public Relations to be followed up as an evaluation or recommendation of an organization. Said by Frank Jefkins in his book *Public Relations* namely: "Public Relations are all forms of planned communication, both inside and outside, or between an organization and all its audiences to achieve specific goals based on mutual understanding" [2].

Public perception of the organization influences the efforts of Public Relations to form, build, and maintain the image of the organization, so that Public Relations always provide the best to the public, in the form of information, services, and other responsibilities. Following the statement of Effendy in the book *Ilmu Komunikasi Teori dan Praktek* that one of the main roles of public relations is to form a Corporate Image means to try to create an image for the organization or institution [3].

This has been applied by Universitas Komputer Indonesia (UNIKOM), where the Directorate of Public Relations and Protocol specifically carries out public relation functions through a variety of activities, where public relations realizes its main role in order to be able to establish relationships with both internal and external public. Therefore, to build public assessments affect the image. One of them is by providing the best service for welcoming guests who visit UNIKOM.

A guest is a person or group of people who come to visit an agency or organization, for work purposes both official and personal. Guests who visit the workplace organization must be respected. As part of the responsibilities of the Directorate Public Relations and Protocol of UNIKOM, PR also takes its role to provide the best possible service to the public.

Other than that, communication is also very important to facilitate guests to get the information needed so that the purpose of their visit can be fulfilled. According to David K. Berto of Michigan State University in *'Pengantar Ilmu Komunikasi'* quoted by Hafied Cangara briefly stated that: "Communication as an instrument of social interaction is useful for knowing and predicting the attitudes of others, also for knowing one's own existence in creating balance with society" [4].

Communication has an important role to support all kinds of existing processes and to drive activities within an organization. So that communication becomes a basic element because in organizations there is social interaction

based on the existence of an exchange of meaning to integrate individual actions. Even the quality of communication is built up between public relations and the public can be seen from the perception given by the public, so that perception can be said as the core of communication.

The communication context developed in the process of welcoming guests is the communication of the organization. Wiryanto in Romli defines that: "Organizational communication is the sending and receiving of various organizational messages in formal and informal groups of an organization [5]. Another definition states that organizational communication is human communication occurs in the context of organizations where message networks depend on each other [6].

Understanding the two opinions above, the researcher concludes that organizational communication is the process of receiving and sending messages that are carried out formally or informally through a network, where the networks are interdependent.

Based on the description above, the researcher is interested in knowing the guest ratings of the visit to UNIKOM, especially regarding the services provided by the Directorate of Public Relations and the UNIKOM Protocol, with the research title: "Guest Perceptions of Visit at Guest Welcoming Services by the Directorate of Public Relations and the UNIKOM Protocol".

The purpose of the research carried out is to determine the Sensation, Attention, and Interpretation which can finally find out the perception of guests visiting the Guest Welcoming Service by the Directorate of Public Relations and Protocol UNIKOM.

In reality, communication is an important skill needed in company management, as well as in welcoming visiting guests. Communication activities in principle are the activity of exchanging ideas or ideas. Communication activities are understood as the activity of delivering and receiving messages/ideas from one party to another, to achieve the same view of the ideas exchanged. Whereas the purpose of communication is to change the target's thinking and behavior after communication activities are carried out. The formulation of objectives must include, target audience, coverage of the number of goals, changes in thought and desired behavior. The operational plan is a conceptual description of the resources needed in implementing an activity program. Sensation, attention, and interpretation are basic things that need to be considered in a social communication activity, especially to introduce or socialize a program of activities, in this study the service to visiting guests.

II. LITERATURE REVIEW

A. Overview of Public Relations

Definition of Public Relations according to Defleur & Dennis, cited Yosali Iriantara in his book PR management strategy, namely: "Planned efforts to influence public opinion through good character and responsible performance, which is based on two-way communication that satisfies both parties [7]. While Frank Jefkins in his book Public Relations said PR: "All forms of planned communication, both inside

and outside, between an organization and all its audiences in order to achieve specific goals based on mutual understanding" [8].

B. Public Relations Scope

The scope of Public Relations according to Rosady Ruslan, in his book entitled *Manajemen Humas & Media Komunikasi, Konsepsi & Aplikasi*, namely :

1. Fostering relationships within (Internal Public), i.e. the public who is part of a unit or body or company or organization itself.
2. Fostering relations to the outside (External Public), namely the general public (community). Promote the growth of positive public attitudes and images of the institutions they represent.

From the quote above, it can be understood that a PR is not only able to foster and establish relationships with the internal public but also must be able to establish and foster relationships with the external public.

C. The Purpose of Public Relations

Public relations is a management function so that the organizational structure of public relations is one part or division of the organization. So the purpose of public relations is as a structural part of the organization, which can not be separated from the goals of the organization, the principle states that public relations goals clearly and contribute to the overall organizational objectives.

The purpose of public relations activities by Oxley in Rosadi Ruslan stated: "Public Relations seek and maintain mutual understanding between the organization and its public" [10]. Onong Uchjana Effendi stated that the role of public relations, in essence, is as follows:

1. As a Communicator or liaison between the organization or institution represented by the public.
2. Fostering Relationships, which seeks to foster positive and mutually beneficial relationships with the public.
3. The role of Back-Up management is as a supporter of the management function of an organization or company.
4. Forming Corporate Image means the role of Public Relations trying to create an image for the organization or institution [11].

D. Overview of Perception

Perception in *Kamus Besar Bahasa Indonesia* (KBBI) online is; "The process of a person knows several things from his five senses. While the definition of perception according to Jalaluddin Rachmat, namely: "The experience of objects, events or relationships obtained by concluding information and interpreting messages. Perception is giving meaning to sensory stimuli (sensory)".

Meanwhile, according to Deddy Mulyana, For the emergence of a perception that combines the functions of the sense organs possessed by humans "[13] From the above definition, the researcher concludes that perception is the experience of an object; recognition and understanding of

people, institutions, and circumstances through the five senses; and the process of giving meaning to the five senses.

E. Process of Formation of Perception

Perception is a process whereby stimuli or stimuli are received by the sensory system after experience occurs then it will produce forms, actions, and thoughts or concepts. In meeting and receiving various stimuli or stimuli, but not all stimuli will get reactions from individuals.

Perception is only formed when there are attention, understanding, and acceptance from individuals following individual needs in their observations. The ability of people to perceive the same stimulus will be interpreted differently by several individuals, the interpretation depends on experience and special value system in a person.

F. Review of Visits

According to the Kamus Besar Bahasa Indonesia, a visit is "going (coming) to see (meet, etc.) and to visit (actions, processes, results) visit or visit". The visit has the following objectives:

1. Building relationships between an institution and other institutions and the community.
2. Gathering valuable data about the company's background, gathering data can mean getting new data or checking whether or not the data obtained through other methods.
3. Get to know the company environment, if the information needed cannot be obtained through questionnaires and information interviews

G. Steps for a Visit

Before visiting, you should pay attention to the following steps:

1. Preparation: This must be considered in the Preparation are; Determine the objectives, Determine the implementation time, Send a notification letter to the company that is known by the leadership of the company, Prepare the equipment needed, for example, a list of questions and observation guidelines.
2. Implementation, At the time of the visit, it can be considered to pay attention to the following things: Introduction, which is intended to make good contacts so that the company's concept is not defensive or self-defense. To create a good relationship, public relations must be polite and patient, explaining the purpose and purpose of the visit. Thus the company expected to be open. Make observations as needed. Hold real and sufficient interviews.
3. Closing is to end the visit and excuse me. End the visit at the right time, seeing the possibility of boredom and considering the time.
4. Making a report, after the visit is completed immediately made an activity report, to be studied for other visit participants if there is an evaluation can be used as a fact-finding for further visit activities.

H. Guest Reviews

A guest is a person or group of people who come to visit an agency or organization, for work purposes both official and personal. Guests who visit the place where we work must be respected and respected. Usually, guests who come of course there are needs related to service.

We must serve guests who visit well, without discriminating. Therefore, the host must try to serve guests as best as possible.

I. Important Points When Meeting Guests

- a) Be friendly, greet and greet him.
- b) Ask the purpose of his arrival, and provide information that is as clear as possible.
- c) If guests have to wait, try to keep guests waiting with a pleasant atmosphere.
- d) If the official desired by the guest is not at the place of business so that the guest leaves a message and records it immediately and notifies the intended official.
- e) Usually, at the agency or company, there is a special receptionist called Receptionist. Guests who arrive first must fill in the guest book. To make it easier for officers to contact the person addressed by the guest.

J. Mistakes To Be Avoided

When serving guests, there are some things to avoid, including:

- a) Avoid joking, do not whisper when receiving guests. Public relations must be professional, not to offend guests because of jokes or whispers that disturb guests.
- b) Do not sit when receiving guests should stand up.
- c) Do not decorate yourself when receiving guests. Do not tidy up your hair, clothes, and makeup when guests arrive.
- d) Do not eat when receiving guests. If there is a banquet, invite guests in advance to eat it.
- e) Do not rush in serving guest requests.
- f) It does not provide complete information to the leadership of the guest.

III. METHODS

The research approach was qualitative with descriptive study methods. According to Denzin and Lincoln (1987) in the book Lexy Moleong, states: "Qualitative research is research that uses a natural setting, intending to interpret phenomena that occur and are carried out by involving various existing methods". Moleong also explained that in qualitative research, researchers can utilize several methods to be applied, such as observation, interviews, observations, and document use [15].

Research with descriptive studies is quoted from the book *Metodologi Penelitian Kualitatif*, namely: "Data collected in the form of words, images and not numbers. Also, everything collected is likely to be the key to what has been studied. The selection of informants is determined, using Purposive Sampling (consideration sampling). While Rosadi Ruslan said that, Purposive Sampling is: "The sampling technique used by researchers if researchers have certain considerations in taking samples or informants for specific purposes. Only

those who are experts and who deserve to consider taking the necessary informants. Therefore, this sampling technique is suitable for descriptive studies in which aspects of a single case are representative observed and analyzed" [16]. Researchers use informants consisting of two categories, namely key informants and supporting informants selected based on diversity of informants who are expected to explore their understanding and experience in detail in carrying out visits to the Indonesian Computer University.

Research data collected by conducting observations, interviews, literature reviews, archival records, documentation and internet searching. Furthermore, the data collected has been processed and analyzed following the stages proposed by Nasution, namely: Data Presentation, Data Reduction, Data Display (Display Data) and Withdrawal Conclusion / Verification. To test the validity of the data or the conclusions from the results of the verification are treated re-examination of the data that has been collected.

IV. RESULTS AND DISCUSSION

Studying an understanding of perception, there are two important elements, namely interpretation, and organization. Interpretation is an effort of understanding from individuals of the information obtained. While the organization is the process of managing certain information in order to have meaning.

Perception is a process that is learned through interaction with the surrounding environment. One's perception arises from childhood through interaction with other humans. In line with this, Jalaluddin Rahmat defines the notion of perception as: "The experience of objects, events or relationships obtained by concluding information and interpreting messages" [17].

According to Sarlito Wirawan Sarwono, the perception of Perception is a person's ability to organize observations, these abilities include the ability to distinguish, the ability to group, and the ability to focus [18]. Therefore a person may have a different perception, even though the object is the same. This is possible because of differences in the value system and personality traits of the individuals concerned.

Perception does not just happen but through a process. Sarwono added that the formation of perception through a process, which in the flow of the process of perception can be stated as follows: starts from the object that causes the stimulation and stimulation of the sensory devices or receptors. This process called the natural (physical) process. Then the stimuli received by the sensory organs are followed by sensory nerves to the brain. This process is called a physiological process. Furthermore, a process occurs in the brain, so that the individual can realize what he is receiving with the receptor, as a stimulus he receives. The processes that occur in the brain/center of consciousness are called psychological processes. Thus the last level of the process of perception is that individuals are aware of what is received through the sense organs (receptors).

Perception is part of the whole process that produces a response or response which after the stimulus is applied to humans. The sub-process is recognition, feeling, and reasoning. Perception and cognition are needed in all psychological activities. Sense and reason are not a necessary

part of every response-response situation, even though most individual responses that are aware and free of one stimulus are considered to be influenced by reason or emotion or both.

Perceptions given by the public cannot be categorized as all positively charged or vice versa, because they return to organizational acceptance in response to accepted perceptions. In this case, Public Relations is a field that bridges the public with the organization, so that various perceptions that arise in the public will be managed by the Public Relations to be followed up as an evaluation or recommendation of an organization. According to Frank Jefkins in his book, Public Relations is defined as: "Public Relations are all forms of planned communication, both inside and outside, between an organization and all its audiences to achieve specific goals based on mutual understanding" [19].

This has been applied by the Indonesian Computer University (UNIKOM), which after the official formation of the Directorate of Public Relations and Protocol in 2012 was scientifically institutionalized or state of being because of its direct responsibility to the top leader namely the Chancellor of UNIKOM. The field of work specifically carries out public relations functions through various activities, where public relations realize its main role to be able to establish good relations with the internal and external public to build public assessments that affect the image. One of them is by providing the best service for welcoming guests who visit UNIKOM.

Guest is a person or group of people who come to visit an agency or organization, for work purposes both official and personal. Guests who visit the workplace organization must be respected and respected. As part of the responsibilities of the Directorate of Public Relations and Protocol UNIKOM, PR also takes its role to provide the best possible service.

Not only welcome with friendliness and courtesy, but also the context of communication is very important to facilitate guests to get the information needed, so that the purpose of their visit to visit can be fulfilled. According to David K. Berto of Michigan State University in the book *Pengantar Ilmu Komunikasi* cited by Hafied Cangara briefly stated that communication as an instrument of social interaction is useful for knowing and predicting the attitudes of others, also for knowing one's existence in creating balance with the community [20].

Communication has an important role to support all kinds of existing processes and to move activities within an organization. So that communication becomes a basic element because in organizations there are social interactions based on the exchange of meaning to integrate individual actions. Even the quality of communication that is built between PR and the public can be seen from the perception given by the public, so that perception can be said as the core of communication.

According to Dedy Mulyana, perception is an internal process that allows us to choose, organize and interpret stimuli from our environment, and the process influences our behavior. Perception is the essence of communication, while interpretation is the core of perception [21]. Dedy Mulyana further defines that: "Perception includes" sensing (sensation) through the means of the human senses (sense of touch,

smell, sight, and listener), attention and interpretation. For the arising of a perception that combines the functions of the sense organs possessed by humans " [22].

Through the above definition, the researcher concludes that perception is the experience of an object including several processes including sensation, attention, and interpretation. If the sensation is related to the sensing process, the reaction that will arise is part of attention. In this case, attention is shown as the reaction of visiting guests who came to UNIKOM where the reception was carried out by the Directorate of Public Relations and Protocol and assisted by the Protocol Student Corps of UNIKOM, more clearly the process of the above description can be seen in the following figure:

A. Guest Sensation Visit to the Guest Welcoming Service

The sensation is the first sub-focus that will be described in the results of this study. Sensation (Sensation) comes from the Latin language: sensation, which means it is endowed with the senses or intellect, or Sensation comes from the word "Sense" which means a sensing device, which connects organisms with their environment. The sensation is the first stage of stimuli regarding the human senses. The sensation is the human process in receiving sensory information (physical energy from the environment) through sensing and translating that information into meaningful neural signals. The sensing process is through excitement from the senses. The sensation is the initial stage in receiving information from outside environment.

Starting from the description above, the sensation is the acceptance of stimuli through the senses. Besides, the sensations are more likely to be related to feelings and sensing devices that connect organizations with their environment. The sensation as an elementary process or experience arises when a stimulus stimulates a receptor or a feeling process occurs.

The reactions arise are certainly very diverse because it determined from the previous process, namely sensation. So that attention is given positively, then the service of welcoming guests was carried out thoroughly starting from the preparation process to the implementation.

With regard to preparation, researchers interviewed 7 key informants and 25 supporting informants, after conducting in-depth interviews to find out the sensation that is what they saw and felt from the form of services provided by the team of guest service officers by the Directorate of Public Relations and Protocol of UNIKOM team and UNIKOM's internal team in charge of accompanying.

The researchers compiled a research model for visitor sensation at visiting guest services by the Directorate of Public Relations and Protocol as follows:

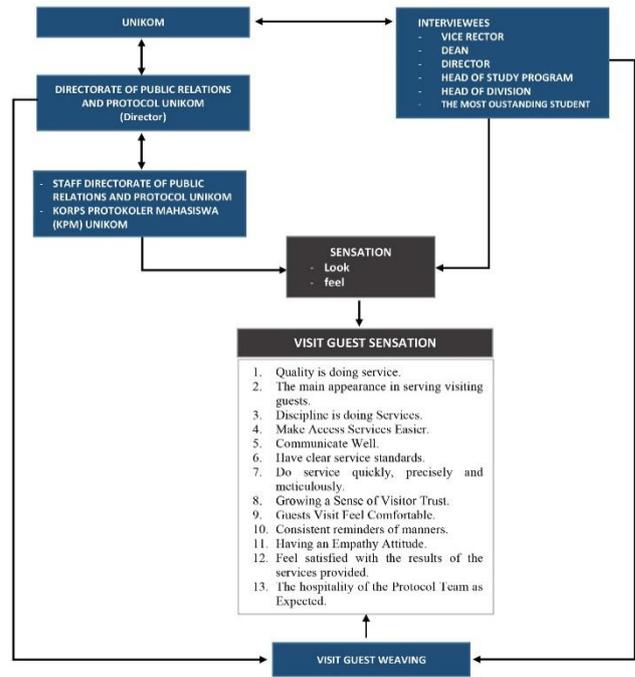


Fig.1. Guest Sensation a Visit to Guest Reception Service by the Directorate of Public Relations and Protocol UNIKOM
Source: Research Analysis, 2018

After researchers analyzed and grouped the data, the results of the study were obtained, for the sensation that the visiting guests said, that when they visited they saw and felt the services provided and shown by UNIKOM welcoming staff as follows:

1. Quality is doing service.
2. The main appearance in serving visiting guests.
3. Discipline is doing Services.
4. Make Access Services Easier.
5. Communicate Well.
6. Have clear service standards.
7. Do service quickly, precisely and meticulously.
8. Growing a Sense of Visitor Trust.
9. Guests Visit Feel Comfortable.
10. Consistent reminders of manners.
11. Having an Empathy Attitude.
12. Feel satisfied with the results of the services provided.
13. The hospitality of the Protocol Team as Expected.

From the results of study above, what had been planned and done by the Directorate of Public Relations and UNIKOM protocols to serve visiting guests seemed to have produced encouraging results and helped to maintain the reputation of UNIKOM among the visiting guests.

B. Guest Attention Visit to the Guest Welcoming Service

So far there are various definitions of attention. William James, in his book *The Principles of Psychology*, defines attention as the concentration of the mind, in a clear and sharp form, to one of several simultaneous objects or from a series of thoughts. The essence of attention is focalization, concentration, and awareness. Attention is a withdrawal from one thing to deal with other things effectively and is a

condition that is contrary to the state of confusion, dazed, and careless. According to Posner and Rothbart, attention is a change from a state of drowsiness to alertness, to focus on an object by decreasing focus on the general circumstances around, from responsiveness to acting on responses by the desire to achieve something. From the description above it can be concluded that attention is the concentration of the mind, clearly and consciously, of an object by the desire to face the object. Attention is one of the important cognitive functions. Without attention, learning new and important information will be difficult.

In this study, Attention is the ways of the Directorate of Public Relations and Protocol of UNIKOM or the lecturer who is in charge of accompanying visiting guests as well as visiting guests who come to UNIKOM. All of them are actively processing a limited amount of information from a large amount of information provided by the Directorate of Public Relations and Protocol of UNIKOM, which is received by the senses, stored memory, and by the cognitive processes of visiting guests as well as internal visitors of UNIKOM who also attended the visit. Attention includes both conscious and subconscious processes, where the conscious process is relatively easier to learn, while the subconscious process is more difficult because it is not realized by individuals.

The visitor's awareness includes their feelings about what they realize in the services provided by the Directorate of Public Relations and Protocol of UNIKOM since they descended from the vehicle they used, entered the building, entered the meeting room, toured the campus and the contents of the event they could participate in, since it was done welcoming the opening to the cover. All awareness that is owned by visiting guests or the lecturers who have the task of accompanying the Directorate of Public Relations and protocol of UNIKOM, can be used to focus attention. That is why attention and awareness form two operating systems that appear to overlap.

Psychologists used to believe that attention is the same as awareness, but now they find that some attention processes that are active in sensory processing, memorized information, and cognitive information, can run outside of human consciousness. Example: during the reception of visiting guests, the Directorate of Public Relations and protocols UNIKOM consciously welcomed the visiting guest, and vice versa, the visiting guest and UNIKOM who accompanied the Directorate of Public Relations and protocol of UNIKOM also consciously participated in the series of welcoming events, during the event between the Leaders, staff and visiting guests while consciously carrying out activities for example, providing information, discussion, asking questions and so on, the conclusion cannot be done if all involved do not have full awareness.

The reactions that arise certainly vary, because it is determined from the previous process, namely sensation. So that attention is given positively, the service of welcoming guests by the Directorate of Public Relations and protocols UNIKOM was carried out thoroughly starting from the preparation process to the implementation. Based on the results of observations and interviews with research informants, the researchers summarize some of the answers

about the Visit Attention at a guest reception service conducted by the Directorate of Public Relations and Protocol of UNIKOM, including:

1. Good Service
2. Neat
3. Application of 3S (Smiles, Greetings, and Greetings)
4. Get Educational Information
5. Information is open
6. Availability of Presentation Materials
7. Quality of Information Submission
8. Updates on Presentation Materials
9. Fun and Amazing Service
10. Good performance
11. Professional
12. There is a desire to explore information
13. Presenters Provide Motivation
14. Interested in Advanced Studies at UNIKOM
15. Desire to Revisit
16. Adding New Knowledge
17. Desire to Work Together
18. Happy, Amazed and Amazed
19. Clear and Helpful
20. According to science

Based on the research results above, the researchers compiled a research model for visitor attentions at visiting guest services by the Directorate of Public Relations and Protocol as follows:

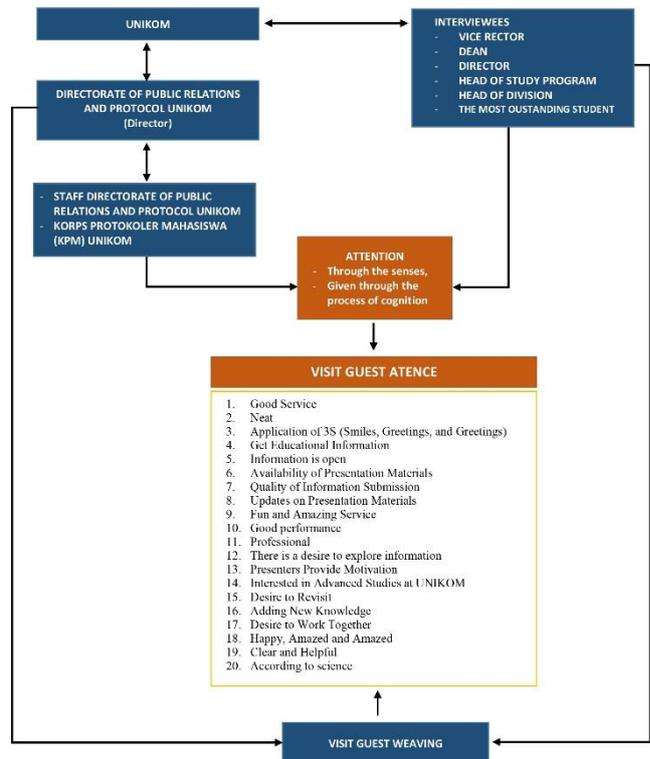


Fig.2. Guest Attention a Visit to Guest Reception Service by the Directorate of Public Relations and Protocol UNIKOM
Source: Research Analysis, 2018

Based on the analysis of the results of research conducted, attention or ways carried out by the Directorate of Public Relations and protocol in welcoming visiting guests also gave positive results. Attention obtained from in-depth interviews

with visiting guests selected as informants provided answers that were in line with expectations of UNIKOM.

C. Guest Interpretation Visit to the Guest Welcoming Service

The last research sub-focus to answer the guest's perception of the visit to the reception conducted is interpretation. According to Kaelan, a social scientist, the meaning of the word interpretation is the art of describing a form of communication indirectly where this type of communication can be easily understood. The term interpretation is very close to the range to be achieved by a subject. The scope is simultaneously expressed again in an identity structure that exists in history, life and objectivity.

The interpretation process can also be aimed at the type of statistical data. For example data on the average number of guests per month. These data can pass through the interpretation process to obtain information about the influence of the large number of visiting guests who are from the School level to the College level, with the number of visitors visiting as a whole.

From the example above, it seems clear that the process of interpretation is very dependent on the background and perspective of the person interpreting. Thus the interpretation of the same object can create different results if done by different people. This has a positive impact because we can understand and see an object from various points of view.

The factor that plays an important role in the interpretation process is the background of the person who produced the interpretation. People who carry out the interpretation process should have experience and knowledge base that is qualified so that they can be responsible for the results of these interpretations.

Interpretation is the process of gathering information so that it has meaning for someone. The interpretation in this study is to invite visiting guests to interpret or do something both in actions and greetings for guests visiting the information obtained starting from the services performed by the Directorate of Public Relations and Protocol of UNIKOM, namely provide information about the University Computer Indonesia starting from the history, vision, mission, and goals of UNIKOM, information about faculties and study programs in UNIKOM, information on the whereabouts of the Leaders, Lecturers, Employees and Students of UNIKOM, scholarship information and achievements achieved by UNIKOM.

In addition, visiting guests will get information from information exposure related to the initial purpose of the visiting guests, for example in the letter submitted by visitors wanting to get information about information technology, through the disposition of Rector of UNIKOM, Directorate of Public Relations and Protocol of UNIKOM to facilitate the presentation of speakers according to the intended purpose of the visitors namely the Computer Engineering Study Program, the Directorate of ICT and Multimedia, or related.

In this case, the Directorate of Public Relations and Protocol UNIKOM in carrying out their duties to serve visiting guests who come hoping that the information provided can be conveyed well, then the visiting guests will share their experiences with their leaders, parents, or partners,

have motivations that appear in visiting guests themselves, as well as achieving the objectives of the visiting guests from the visit activities carried out.

On this occasion, to find out perceptions through the guest's interpretation of the visit conducted. The researcher tried to interview various visiting guest informants. The researcher was able to summarize the various answers from the informants and get items from the results of the interview for interpretation are as follows:

1. Information obtained will be informed to others.
2. Storytelling can be obtained to Parents, Children / Wives / Husbands, coworkers, Leaders, School / Campus Management
3. Getting an amazing and interesting experience.
4. Adding Knowledge and insights about UNIKOM.
5. Getting motivation in Information Technology.
6. Motivation To study harder.
7. Positive Storytelling about the service and knowledge provided.
8. Good coordination.
9. Establish a friendship.
10. Goals in a Visit can be Reached.

Not much different from the results of Sensation and Attention, Interpretation also showed positive results, of course the achievements obtained by the Directorate of Public Relations and Protocol of UNIKOM is not a simple struggle but with a high commitment and optimism in implementing UNIKOM culture in order to achieve the Vision and Mission of UNIKOM in order to maintain the image and the good name of UNIKOM in this study in the eyes of visiting guests.

Based on the results of the study above, the researchers compiled a research model for visitor interpretation of visiting guest services by the Directorate of Public Relations and Protocol as follows:

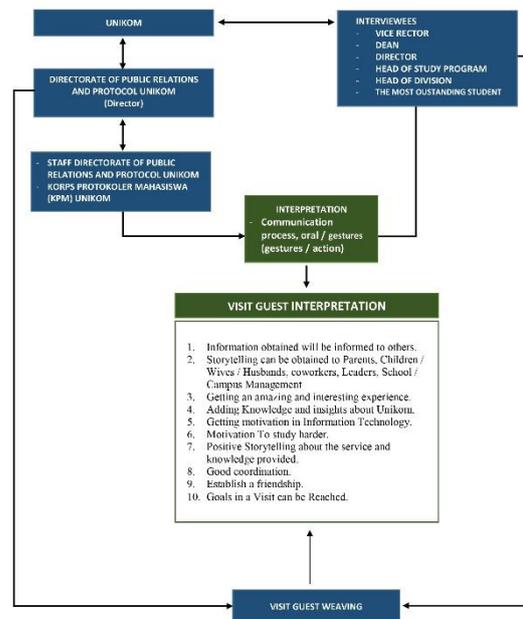


Fig.3. Guest Interpretation a Visit to Guest Reception Service by the Directorate of Public Relations and Protocol UNIKOM
Source: Research Analysis, 2018

D. Guest Perception Visit to the Guest Welcoming Service

As explained earlier, perception is an internal process that allows us to choose, organize and interpret stimuli from our environment, and the process affects our behavior. Perception is the essence of communication, while interpretation is the core of perception. Communication experts also define that: "Perception includes" sensing (sensation) through the means of the human senses (sense of touch, smell, sight, and listener), attention and interpretation. For the arising of a perception that combines the functions of the sense organs possessed by humans"

Through the above definition, the researcher concludes that perception is the experience of an object including several processes including sensation, attention, and interpretation. If the sensation is related to the sensing process, the reaction that will arise is part of attention. In this case, attention is shown as the reaction of visiting guests who came to UNIKOM where the reception was carried out by the Directorate of Public Relations and Protocol. From the research conducted, it can be concluded that the perception of visiting guests at the event of welcoming visiting guests received positive responses. Nevertheless, of course, the Directorate of Public Relations must not stop doing strategies and more optimal planning to maintain or improve the services that have been carried out so far.

Tangible is the first step of the theory of Service Quality, looking at the data above, the researcher illustrates that the Directorate of Public Relations and Protocols of UNIKOM always prepare themselves before interacting or dealing with the public, where this indication shows how the Team of the Directorate of Public Relations and Protocol of UNIKOM in charge run a Service Quality procedure with high commitment by conducting a preparation period before connecting and interacting with UNIKOM's Internal Public. The Directorate of Public Relations and Protocols of UNIKOM Team has ensured itself about its capabilities and is ready to carry out protocol procedures. Looking back at the literature review regarding the end of Service Quality states that communication skills are the "Critical Skills" that must be held by every Team of the Directorate of Public Relations and Protocol of UNIKOM in carrying out their duties or in collaboration with the Internal Public. This is certainly related to the readiness of the UNIKOM Protocol Team to prepare and know what messages will be delivered to the Internal Public and the guest of the visit so that the communication that is carried out is successful.

Reliability is the second stage in the concept of Service Quality theory. Reliability is the phase of the introduction of the Directorate of Public Relations and Protocol of UNIKOM Team's when they first meet with visiting guests. From the results of in-depth interviews and analysis carried out, it was obtained that the Directorate of Public Relations and Protocol of UNIKOM Team was reliable and had clear service standards in the eyes of visiting guests.

According to one of the factors that influence the reception of messages in service is the role and relationship in communication will succeed if you know who he is communicating. According to the Researcher's analysis, this

can be related to how the Reliability (Reliability) Team of the Directorate of Public Relations and Protocol of UNIKOM in building relationships and the basis for the progress of relations with the Internal Public, Perry and Potter [24]

Directorate of Public Relations and Protocol of UNIKOM Team in implementing Reliability has reached the stage of understanding that the first time it cooperates with visiting guests. Then the first assessment and preparation of the first meeting will be the basis of the next relationship. Therefore, at the Reliability stage, the Directorate of Public Relations and Protocol of UNIKOM Team's ensures to do the best and provide good interpersonal communication to each visiting guest. In the results of this study, the researchers concluded that when visiting guests get a positive impression at the beginning of the collaboration with the Directorate of Public Relations and Protocol of UNIKOM Team's then the visiting guests feel comfortable and visit again to UNIKOM, or tell their experiences during a visit at UNIKOM.

Analyzing the results of the study, visiting guest services conducted by the Directorate of Public Relations and Protocol of UNIKOM showed positive results in the eyes of the visiting guests and had a big influence in achieving Satisfaction, this illustrates that the Team in charge gave a positive impression at the first interaction and applied the Reliability stage. and should use it to be the basis for building relationships with guest visits.

V. CONCLUSION

The Skills of the Directorate of Public Relations and Protocol of UNIKOM Team in welcoming guest services will be the key to how the Internal Public assesses the Responsiveness stage. This certainly correlates with how public relations take action so that Visiting Guests can Trust UNIKOM's public relations. Based on the results of the study above, the researchers compiled a research model for visitor perceptions at visiting guest services by the Directorate of Public Relations and Protocol as follows:

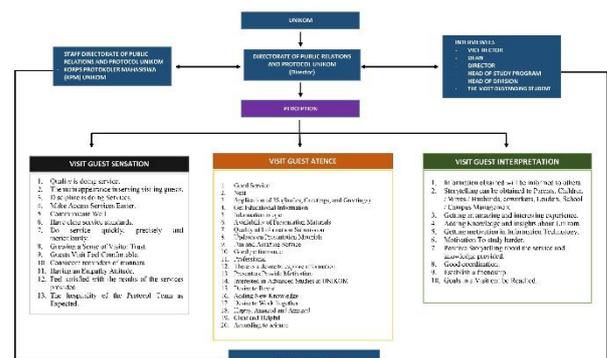


Fig.4. Guest Perception Visit to the Guest Welcoming Service by The Directorate of Public Relations and Protocol of UNIKOM
Source: Research Analysis, 2018

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