

Public Relations Efforts in Increasing Positive Images at PT Kereta Api Indonesia (Persero) Operation Area 1 Jakarta

(Study on the Plummeted of the Senja Utama Solo Train at Tanah Abang)

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Abstract— Railway is a transportation that cannot be separated from the life of Indonesian society. The development and changing that are built does not mean PT Kereta Api Indonesia does not experience problems that can reduce its image. The crash of the Senja Utama Solo Train in Tanah Abang has made the image of PT Kereta Api Indonesia Operation Area 1 to be down. Accidents that happened makes people getting news from the media. Media Relations is conducted by PT Kereta Api Indonesia Operation Area 1 to get a positive feedback between media and public relations. Media relations is an activity that can improve the positive image of PT Kereta Api Indonesia Operation Area 1 Jakarta. The main objective of this research is to know the effort of public relation in improving positive image of PT Kereta Api Indonesia Operation Area 1 Jakarta of studying on the Plummeted of the Senja Utama Solo Train in Tanah Abang. The paradigm used in this research is post-positivism with qualitative approach. The type of research used is descriptive with unit of public relations analysis PT Kereta Api Indonesia Operation Area 1 Technique of data collecting done by semi-structured interview, documentation, and participant observation. The result of the research explained that the Public Relations of PT Kereta Api Indonesia Operation Area 1 provides accident-related information by conducting fact finding and providing information truthfully. Performing according to the concept among others those are managing relationships, developing strategies, and developing networks.

Keywords—PT Kereta Api Indonesia operation area; public relations; image; media relations

I. INTRODUCTION

Public transportation is used by the community to facilitate the community in performing daily activities. Currently the owners of public transportation modes are required to provide a safe, convenient and efficient mode of transportation therefore every company must think of strategies to meet the desires of the customer. Mr. Iganasius Jonan managed to change the bad Image attached to PT Kereta Api Indonesia (PERSERO) when he served as president of PT Kereta Api Indonesia (PERSERO). Rail is a transportation that cannot be separated from the life of the people of Indonesia. The moments of

national holidays such as Christmas, Ied Mubarak, and New Year trains are mass transports at affordable prices by people who want to go home or vacation out of town.

Until now, PT Kereta Api Indonesia (PERSERO) continues to develop itself with the increasing public need for higher transportation services that are safe and comfortable. Rapid development makes PT Kereta Api Indonesia (PERSERO) creating innovative information technology and product services has provided benefits to its users. The efforts of PT Kereta Api Indonesia (PERSERO) continue the development and development of railway lines and services, thereby transforming the face of trains in Indonesia into convenient, safe, timely and modern transportation.

However, with the changes that do not mean PT Kereta Api Indonesia (PERSERO) does not experience image problems. Many things make the image of PT Kereta Api Indonesia (PERSERO) to be bad one of them in case of train accidents, as recently occurred in the Operation Area 1. Pangrango Train has experienced a series of train trains resulting in accumulation of passengers and passengers who have bought tickets are forced to exchange the ticket. Not only is the Pangrango Train experiencing similar incidents also happened to the Senja Utama Solo Train which had plummeted at Tanah Abang Station in the morning making the trip of Electric Rail Train (KRL) experiencing delays.

The existence of news accidents that occur to make people get news through the mass media about the bad PT Kereta Api Indonesia Regional Operations 1. It is common knowledge if public transportation mode has a problem and provide image/bad image then there must be a party responsible for explaining what occur and provide solutions for the public. To improve the weakened image, the PT Kereta Api Indonesia Regional Operation 1 has the task to restore the image of the company in the field of state-owned enterprises (SOE) services section of railway services.

Public Relations in a company is required to be the eyes and ears and the right hand when the company is experiencing problems. In such situations the role of public relations is

necessary because the PR acts as a communicator company to help companies maintain its image. When a company has a problem then the role of public relations becomes a communicator to help the company explain what happens to the public through the media/press to maintain its image.

Activities Public Relations is a mediator who bridges the interests of organizations, institutions or companies with public-related activities such Public Relations [1]. Building relationships with the public is very important in a company. This is done to communicate the delivery of messages or information about the activities of companies that can be published by the mass media. Public relations can use the mass media in influencing people to build a positive image of an individual, organization, company, and even country [2].

Media Relations became one of the duties of PT Kereta Api Indonesia Operation Area 1 because media relations became the determinant in the process of image formation. The role of the media in the process of image formation of the company depends on the published news. It can be said the news of the company gives positive feedback between media/press and public relations, media/press get news otherwise public relations can publish activities so that public opinion can occur. Maintaining good relations with the media is a symbiotic mutualism, the media get news for publication PT Kereta Api Indonesia Operation Area 1 get positive publication.

One of the public relations activities of PT Kereta Api Indonesia Operation Area 1 related to media relation is giving press tour and press gathering this is done by public relations team so that both parties are equally benefited. The proximity of public relations with the media provides a symbiotic mutualism that can benefit both parties. Media got news and public relations PT Kereta Api Indonesia Operation Area 1 get news for free that can improve the image.

II. RESEARCH METHOD

A. Research Approach

The research approach uses qualitative approach. This qualitative research aims to understand a phenomenon or social phenomenon more correctly and objectively, by obtaining a complete picture of the phenomenon studied [3]. Using this research to be a reference because qualitative is closer to what is studied by this researcher know and observe directly.

Researchers conducted an analysis of efforts made public relations efforts in improving the positive image through Media Relations in PT Kereta Api Indonesia Regional Operations 1 study on the fall of the Senja Utama Solo Train in Tanah Abang. If the data collected can already be revealed in a profound way then the authors can explain the phenomenon that has been studied.

B. Types of Research

In this type of research is presented a complete picture of the social settings and relationships contained in the study and viewed from the time dimension [4]. This research uses type and type of research is descriptive. Researchers choose descriptive as the type and type of research because researchers

want to know the complete picture of public relations efforts in improving the positive image through Media Relations in PT Kereta Api Indonesia Operation Area 1 study on the fall of the Senja Utama Solo Train at Tanah Abang. Public Relations in maintaining a positive image. The purpose of this study is to describe social phenomena.

Based on the type and type of research is descriptive, data collected in the form of words, images, not numbers. The type of descriptive used in this study is considered researcher in accordance with the discussion of research that aims to describe and explain the efforts of public relations in maintaining a positive image through Media Relations at PT Kereta Api Indonesia (PERSERO) Operation Area 1 (Study on the drop of Senja Utama Solo Train at Tanah Abang).

C. Unit Analysis

The unit of analysis in this research is public relations at PT Kereta Api Indonesia Operation Area 1. The informants interviewed to answer this research are Suprpto as Senior Manager of Public Relations of PT Kereta Api Indonesia Operation Area 1, and Bambang S Prayitno as former Senior Manager of PT Kereta Api Indonesia Daerah Operation 1 as the source of the research. This research is located at the Office of PT Kereta Api Indonesia Operation Area 1 Jakarta Cikini Station Jl. Cikini Raya-Pengangsaan Barat, RT 1/RW1, Pengangsaan, Menteng City Central Jakarta and Balai Yasa PT Kereta Api Indonesia Jl. Kebon Kawung no 49 Bandung. The informant in the study must have a lot of experience, volunteered to be a member of the research team, although only informal. The unit of analysis will help to conduct the interview as an ingredient in making the research.

D. Data Collection Technique

To support the success of this research, there are two data collection techniques that are done are:

1) *Semi structured interview*: This interview guide is used to collect main data, furthermore information or more detailed/in-depth data is collected by researchers through the development of interview guidelines [3]. This semi-structured interview was conducted by face-to-face with informants, Suprpto as Senior Manager of Public Relations of PT Kereta Api Indonesia Operation Area 1, and Bambang S Prayitno as former Senior Manager of PT Kereta Api Indonesia Public Relation Area Operation 1. Interview conducted repeatedly and intensive. The nature of the interview casually so that informants are willing to provide complete and in-depth answers.

2) *Participant observation*: This research will use participant observation method. With this participant observation, then the data source obtained will be more complete, sharp, and to know at the level of meaning of any behavior that [5]. Researchers jumped directly into the public relations PT Kereta Api Indonesia Operational Area 1.

III. RESULT AND DISCUSSION

Public relations efforts in improving the positive image of PT Kereta Api Indonesia Operation Area 1 cannot be separated from obligations and responsibilities to service users. Positive image owned by PT Kereta Api Indonesia Regional Operation 1 is able to provide professional and innovative services to the public. According to Sari [6]. Public Relations PT Kereta Api Indonesia Operation Area 1 always provide the best service for its service users. PT Kereta Api Indonesia Operation Area 1 always provide innovations that facilitate rail service users. Not only that public relations PT Kereta Api Indonesia Regional Operations 1 also always provide the latest information to service users and the public. PT Kereta Api Indonesia Operation Area 1 is a State Owned Enterprise, there is a government role in it, the image obtained by PT Kereta Api Indonesia Operation Area 1 will automatically affect the government.

PT Kereta Api Indonesia Operation Area 1 always strives to do its job well to improve its image. The Public Relations have responsibilities that must be implemented to foster and maintain good relations with the community Because public relations is good with people who are closely related to the image of the company. The task of public relations by Widjaja [7], namely:

A. Public Relations

Organize and maintain relationships with the press. Public Relations PT Kereta Api Indonesia Operation Area 1 provides WhatsApp group with 400 media crew. Senior manager of PT Kereta Api Indonesia Operations 1 Public Relations is always ready to be contacted if the media needs answers to the questions about the service and around the company. Public Relations PT Kereta Api Indonesia Operation Area 1 also always held a workshop aimed at introducing PT Kereta Api Indonesia Regional Operation 1 and teaching the language of PT Kereta Api Indonesia Regional Operation 1 for the media to understand and understand PT Kereta Api Indonesia Operation Area 1. Conducting press tour which is conducted once a year according to the public relations budget of PT Kereta Api Indonesia Operation Area 1, with the aim of strengthening media relations with public relations PT Kereta Api Indonesia Operation Area 1.

B. Government Relations

Organize and maintain relationships with government. PT Kereta Api Indonesia Operation Area 1 maintains good relations with local police. Indonesian police and PT Kereta Api Indonesia Operation Area 1 always run cooperation among others when Ied Mubarak celebration, there are personnel from the police who participate in maintaining Gambir Station and Pasar Senen Station, cooperate in socialization about railway crossing, and guarding when PT Kereta Api Indonesia Operation Area 1 conducted ground control PT Kereta Api Indonesia Operation Area 1.

C. Community Relations

Organize and maintain relationships with the community. PT Kereta Api Indonesia Operation Area 1 has a train lover's

community called Sahabat Kereta Api or SKAI. Railway friends themselves have a close relationship with the public relations PT Kereta Api Indonesia Regional Operations 1. Railway friends always help to volunteer when the post of Lebaran transportation in 2017 and become a volunteer every PT Kereta Api Indonesia Regional Operation 1 held event one of the events assisted by Train Friends are Valentine Days Activities, which is to give dolls, balloons, and fans to passengers in Gambir Stadium.

D. Costumer Relations

Organize and maintain relationships with customers. The relationship between service users must be well established to create a reciprocal relationship between PT Kereta Api Indonesia Operation Area 1 and rail service users. The socialization was conducted by Public Relations of PT Kereta Api Indonesia Operation Area 1 to the community around the railway to be careful to do activities around the railway. Kereta Api Indonesia has a hotline 121 which aims to answer questions from customers surrounding PT Kereta Api Indonesia's services. To facilitate services to train users, ticket purchases can be purchased through KAI Access applications, Travel agents online such as Traveloka, and Minimarket. The digital era makes it easy for customers to buy train tickets, making it easy for royalty users so trainers can easily buy train tickets.

IV. CONCLUSIONS

After the authors do research how Public Relations Efforts in Improving Positive Images through Media Relations at PT Kereta Api Indonesia (PERSERO) Operation Area 1 (Study On The Drop of the Main Senja Utama Solo Train at Tanah Abang) can be concluded that PT Kereta Api Indonesia Operation Area 1 always try the maximum in providing services to train users. In the case of the fall of Senja Utama Solo Train at Tanah Abang, the image of the train becomes slightly decreased because the news is already spread in the mass media. The media crew who came to the scene immediately hunt for the news because the accident is a fresh news.

Public Relations PT Kereta Api Indonesia Operation Area 1 answer all media questions by way of fact finding and provide information related to the events honestly. In accordance with the concept proposed by Iriantara which is managing Media Relations conducted by public relations PT Kereta Api Indonesia Operation Area 1 is quite successful because the news of the fall of the Main Senja Utama Solo Train in Tanah Abang only lasted for a few days so that the news over time disappeared, because media relations with public relations PT Kereta Api Indonesia Operation Area 1 is quite good. Developing a strategy performed by the PR positioned the Senior Manager of Public Relations as a spokesperson to the media in various activities. Developing a network by Public Relations PT Kereta Api Indonesia Operation Area 1 that has contacts of journalists who divided each region such as North Jakarta, South Jakarta, West Jakarta, East Jakarta, Bogor, and Rangkas Bitung.

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