

Media Relation Strategies of the Finance Track Field of G20 Summit Publicity in Indonesia



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ABSTRACT: G20 forum is the mega event firstly held and became the history for Indonesian. Therefore, one of publicity successes of this event is the media relation, so that the showed publicities nationally and internationally can increase the world trustworthiness to Indonesia and can foster the sense of pride at eyes of societies. Moreover, there is the speciality in the publicity efforts and the strategies of media relation carried by G20 Finance Track communication and branding teams where one of the assigned missions is delivering every meeting result progress of working groups as well as delivering the exclusive higher information which is reachable and understandable by the whole scope of societies both national and international. In this study, the media relation activities as the effort to establish the relation with the press are aimed at seven activities which are press conferences, press briefing, press tour, press release, special event, press luncheon, press interviewing. This study used the constructivist paradigm with the descriptive qualitative approach. Data collecting method is conducted by using literature studies, interviewing and data exploring virtually. The result of this study showed that the executed activities in the effort of establishing a good relationship with the press has represented the concepts of media relation. And the most prominent activity in this G20 publicities is press briefing session.

KEYWORDS: G20 Summit, Indonesia, Media Relation Strategies, Publicity, The Finance Track Field,

I. INTRODUCTION

High-level Conference Group of 20 hence forth will be abbreviated into G20 Summit, has been held in Indonesia. As the presidential holder of G20 Summit for a whole year, Indonesia has been able to organize the world-class event successfully and safely. Bali Leader's Declaration has become the mutual agreement of every world leader on the peak meeting on Bali on 15th – 16th of November 2022 which is attended by 17 world leaders and one European Union representative.

As the presidential holder of G20 Summit, Indonesia put itself as the global communication bridge which serving as the balancer and connector of the power of west and east, giving bigger attention to the developing countries, and world peace keeper. Certainly, in order to optimize this function as the bridge, it needs the key and that is to communicate effectively.

In executing this effective communication function either internationally or nationally for the whole of stakeholders, Minister of Finance formed a committee team of G20 Finance Track field meeting arrangement which are the branding and communication teams. Forming this committee as the mandate in executing the Presidential Decree No. 18 of 2021 where Minister of Finance is assigned as the head of I Finance Track field. The branding and communication teams has the duties to research, watch over and control of publicity activity, activate media, and branding the G20 finance track field which affected on the reputation of Ministry of Finance and Indonesian Government. From this matter, it can be concluded that the function of the branding and communication teams is serving as the public relation, hence forth will be abbreviated into PR, where the role and main function are creating good image as well as becoming the informational bridge for their publics.

The first time G20 Indonesia finance track was opened by starting with Finance and Central Bank Deputies Meeting (FCBD) meeting on 9th – 10th of December 2021, then followed by the series of work group meeting which was happening in a marathon manner as long as 32 times. On general, the work group meeting of G20 is executed privately with various exclusive and strict publicity policies. However, in this G20 presidencies in Indonesia, it has special privileges where the government wanted the societies to understand and aware of the information about the ins and outs of this G20. The government wanted to invite people to experience the impact of the result of workgroup discussions by publishing the meeting results on the workgroup generally and appropriate to be known.

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The emerging challenge here is how to present the information of the result of the workgroup meeting with the easy understandable language for all people. For Indonesian citizens, the proper publicity will emerge the understanding and the definition about the importance of Indonesia position in the world class. Because in order to make G20 activities successful, certainly the supports and societal roles must be involved in.

The safety and convenience for all the attended world leaders on the peak of G20 meeting must be guaranteed as well. Doing it, the governments can't only do it by themselves, but also needs to involve the whole society. Because the potential occurrence of this G20 meeting for society is quite significant, where the multiplier effect of this event towards societal economy can be contributed on sectors of tourism, hospitality, transportation, creative economy, and local SMEs. Whereas for global societies, the proper publicity can show the world that Indonesia is open for business because in international diplomacy, trustworthiness and credibility at the eyes of the world is the capital for the entry of various cooperations and economic investments.

II. LITERATURE REVIEW

A. Government Public Relations

According to (Cutlip et al., 2009) PR is the management function which forming and maintaining the relation for the organization and their publics where the relation purposes are the mutual benefits and becoming the centre of either its success or failure. It is stated on The Statement of Mexico in (Ruslan, 2016) PR is an art and social sciences which is used to check the tendencies, to predict the consequences, to provide inputs to the organization leader, and to execute the programs and activities which serving either for organizational interests or public interests.

Likewise with PR Government where the assigned role has two double functions namely either to in or to out of organization. For the outside organizational interests namely public, the governmental PR function is informing according to the organizational policies. Whereas for the organization, public reactions will be the organizational inputs (Widjaja, 2002).

Whereas according Bernays in (Widjaja, 2002) PR has three duties, which are: 1) giving the enlightenment for the societies, 2) directly the press uade the societies to change their attitudes and actions, and 3) giving efforts to integrating the attitudes and action from the problem with the societies and vice versa. Therefore it can be concluded that government PR has strategic duties namely take a part in decision making process and tactical duties, such as informing, motivating, creating image, communicating reciprocally.

B. G20 Summit Finance Track

G20 forum is the international forum which formed when economy crisis hit the world on 1999. G20 forum represents 80% of world economy, 75% of international trade, and two-third of the world populations (Bank Indonesia, 2022). This showed that how important this forum is in determining the direction of the world economic policies as well as find the shared solution of global economy situation.

For the first time in 2022, Indonesia hold the G20 presidency. In this forum, Indonesia is the only ASEAN delegation (Kominfo, 2022), becoming one of nine developing countries, as well as becoming the country member with the biggest Muslim majorities in the world. On his speech, the President, Joko Widodo, delivered the big theme of Indonesia G20 Presidency of 2022 namely "Recover Together, Recover Stronger", through this theme, Indonesia the press uades all countries to help each other hand-in-hand, supports to recover together as well as grow stronger and sustainable (Gumilang, 2022).

Basically, the country of G20 member make this forum as the receptacle to foster the feeling of trustworthiness between each country member. The success of G20 will significantly impact not only on the economies of G20 countries but also for the whole world. It can be said that the economic growth and balance of G20 country members will be able to guarantee the world economy stability, because the executed cooperation is operationalized through global network (Astuti, 2020).

C. Publicity

So that it is able to give the understanding to Indonesia citizens as well as world communities about the importance of this event, publicity to the societies needs to be executed. Publication and publicity actually are two different things, according to (Kriyantono, 2008) the differences lies on the media used by. As the broadcasting media, publicity is the publication which used mass media. Therefore, publicity is the part of publication and publication has a broad scope. Publicity can as well be considered as the impact or result of PR activities.

In order to get the proper publicity expected by the organization, then PR should establish a good relation with the media. PR and media are work partners which are mutually benefit and inseparable (Mahfuzhah & Anshari, 2018).

Publicity is one of PR activities which is purposefully planned to achieve a company goal. In order to do that, then information broadcasting must be planned first before go through media. Baus in (Kriyantono, 2008), stated that publicity as the planned message, executed and distributed through ceratin media to fulfil public interests without paying the media. Publicity is every

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information and organizational activities to report the news about activities of either organizational or governmental instances so that it is known by public. If seen from mass media the press practices, publicity is information provided by out sources used by media because that information has the value of news.

D. Media Relation

The definition of media relation according to (Lesly, 1991), is as the relation with the communication media with the purpose of executing publicity as well as responding the media interests toward organizational interests. Whereas (Iriantara, 2005), defined media relation as part of external public relation which guiding and establishing a good relation with mass media as means of communication between organization and public to achieve organizational goals. PR must have a good relation with journalists continuously holding changes and improvements so that the relation with the press which has been established so far is continuously kept in good (Syaiffulah, 2004). The improvement is actualized by executing media relation activities namely the effort to achieve maximal publication or broadcasting of message or information to create the knowledge and understanding for public from the organization or associated company (Jefkins, 2014).

In media relation, it need strategies and proper tactics, so that the target of the activities is proceeded well. The organization can apply the adaptive or defensive dynamic strategies in facing the media depends on condition and activity purpose which wanted to be achieved (Saputra & Nasrullah, 2014).

Media relation activities covers the press conference, the press meeting, and the press reception (Syaiffulah, 2004). In this study the media relation activities as the effort to establish the relation with the press are aimed at seven activities which are press conference, press briefing, press tour, press release, special event, press luncheon, and press interviewing (Soemirat & Ardianto, 2005). These seven strategies when described is as follows:

- 1) The press conference is inviting the journalist to having a dialogue, with the properly prepared material by the organizer.
- 2) The press briefing is PR activities in giving technical and substantive explanation to the journalist.
- 3) The press tour, these activities are normally held by a company or organization to visit certain regions to persuade the journalist.
- 4) The press release is the written information arranged by the organization describing the published activities on mass media (Darmastuti, 2012).
- 5) The special event is the specific occurrences as the important PR activities satisfying many people to get involved in a chance.
- 6) The press luncheon, namely PR officials is holding a luncheon for all the representatives of mass media or journalists, so that on its chance the press side can meet up with the top organizational managements to listen the development of organizational activities.
- 7) The press interviewing has very private and more individual characteristic. PR or top management which being interviewed is only facing with the associated journalists.

Some researches in the past (Vidiarti et al., 2018), explained about the media relation role in publishing the official programs through Informal approach where the study took place on Purwakarta Regional Government on the media relation activities which tends to be executed informally namely by starting from official program mapping, building the personal relation, providing facilities and services for the media, holding a training for the journalists, and coordinating in the news making processes. (Iswara et al., 2020) stated that from the corporate perspectives, media relation is as well executed in introducing its products namely by reviewing, holding photo competition, handling the media during the product launching, post launching, press release, press calls, regular networking and press gathering.

This study focused on the media relation activities executed by the branding and communication teams on event G20 Finance Track field events held by Indonesia in 2022. This study aimed to find out what are the activities executed by the branding and communication teams through seven activities as previously mentioned above in order to publish G20 Finance Track field activities to create positive image for the Indonesia government either for societies or for world trustworthiness.

The authors chose media relation in G20 Forum activities publication because this mega event is the first time held in Indonesia and will become the history for Indonesia. The expected Impact toward the economy of Indonesia and the world can significantly happen. Therefore one of publication successes of these activities namely from the media relation activities, so that the publicity showed to the public both national and international can increase the trustworthiness to Indonesia at the eyes of the world and foster the sense of pride at eyes of Indonesian societies. Moreover, there is the speciality in the publicity efforts and the strategies of media relation carried by G20 Finance Track communication and branding teams where one of the assigned missions is delivering every meeting result progress of working groups as well as delivering the exclusive higher information which is reachable and understandable by the whole scope of societies both national and international.

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III. RESEARCH METHOD

Paradigm built in this study is constructivist paradigm where, every individual has different experiences with one another so that it can be concluded that every event taken by the individuals in addressing a matter is valid and respecting those perspectives is important (Patton, 2002). Method used in this study is qualitative descriptive where the purpose of this descriptive study is clarifying and exploring a phenomenon. Whereas the qualitative descriptive is used for analysing the natural object where researchers act as the instrument (Sugiyono, 2009) which then the study result is a created meaning, not a generalization.

Data in this study is collected by data collecting technique conducted through the literature study, interviewing and data exploring virtually. The method of data exploring virtually used for obtaining the data through internet and other virtual networking media (Bungin, 2011). Interviewing is conducted to the key Informant, namely the public relation agency, Krishna Pandu Pradana, the first expert assigned as the Person In Charge in the G20 Finance Track branding and communication teams.

The object of this study focused on how the media relation is executed by the branding and communication teams in the G20 Summit Finance Track Field activity of publications. The material object of this study is the media relation activities on G20 Summit Finance Track field. Whereas the formal object covers the media relation activities (Soemirat, 2005).

IV. DISCUSSIONS AND RESULTS

G20 Meeting is a high-level world meeting where in its organization has various tied regulations. In this case, the publicity must be presented properly and not violated the decrees of G20 organization itself. Good image of the Indonesian leadership must be kept in front of all G20 members as well as all watching people. Consequently, it is important for the governmental PR to establish a relation with the press, to direct the press so that the misleading information won't happen, as well as to have the common perception where the purpose is to create a good image for Indonesia and can be acknowledged as the new world market power. So in this case mass media for the PR is not as tool however as the working partner (Humas Setkab RI, 2022). As the partner, the emerging relation is collegial relation and equal partnership, so on a publicity at least three sides involved in media relation namely the organization, media and public.

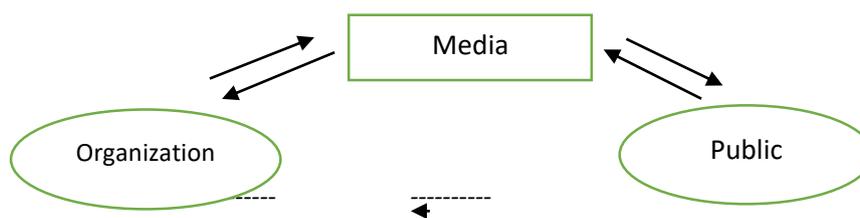


Figure 1: Communication flow on media relation (Iriantara, 2005).

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Some strategies executed by the G20 Finance track field teams which act as the PR forming the relation with the media in order to be able to proceed well as well as creating the publicity according to the organizational purposes which are:

- 1. The press conference:** is a specific manner made for delivering and clarifying the information or promoting the G20 activities by directly inviting the journalists. In executing the press conference, G20 PR of finance track field organizing it at the pre-event, during the event, post event and has had the planned timeline. At pre event, the press conference served as the information associated to the activities that will be held, what are the meeting that will be held, who, when, and where it will take place. when the event is held, the press conference served as the information of what is resulted in every meeting namely 4 Meeting Ministerial Level (FMCBG), 5 Finance and Central Bank Deputies (FCBD), 14 Working Groups (WG), 12 Joint Meetings and 21 side events. At post event, the press conference served as the information of the conclusion created by those meetings. The press conference is opened for all journalists from various media, due to the general and important information needs to be broadcasted.
- 2. The press briefing:** can be defined as the one-way directions namely from PR to the press about the technical matters in the processes of information delivery. In general, media briefing is executed directly meeting with the media or the journalists in informal situation and discussing an unpublished matter. The purpose of press briefing is to make the same perception, to create positive thoughts toward journalist and media colleagues, and to detect various potential obstacles related to the delivered material. In this case G20 finance track field PR is executing the strategies which is to deliver the information on every finance meeting which will be held so that the press sides can find out the core of the discussion of the meeting which will be held and not having difficulties in narrating the news, remembering that how dense and the number of the held meeting.

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According to the key informant through interviewing, there are some challenges on the coverage technique which are; first “Journalist and media which is allowed to attend press briefing are the registered journalists on the application and is eligible of the international coverage requirements, rules and regulations. This regulation became a new thing for most of journalists because it is considered as very complicated. In order to deal with that, PR team formed the discussion groups through WhatsApp which consisted of national and international journalists. These groups can help each other if there is a difficulty in registering processes, as well as became the discussing place which is technically easy in its execution. The detailed rules in these registering processes is due to the coverage processes were involving international delegation and organization, so the safety and the profile clarity of the covering journalist must be assured.”

Second “beside of the different registering processes from the coverage processes in general, the branding and communication teams cooperated with the substance and outreach teams helping the journalists in narrating the news. The discussion of meeting result with the high-class topic contents is tried to be narrated by using easy-digested language, the purpose is to reach the wider audiences. So not only governmental elites as the policy maker that can take a part in the course of the meeting events but also all scopes of societies.” This is reflected on the Media news on various tiers (levels) and different classes of readers. The media used for inviting covers not only for the tier-1 media and business economy classes, but also identical media with the background topic of societies and social politics were as well cooperating in this coverage even with the news language that is so societal.



Figure 2: the style of publicity G20 event on two media with different tier and reader classes

3. **Press Release** is the written information which is issued by the organization associated with the company publication interests with not being associated to advertisement and should meet the news value to be published by the mass media. The conclusion is that a press release should strongly impressed on people’s heart and mind, expected to give strong meaning as well by people. Press release delivered in the series of these G20 Finance track events are as official publicity from the organization as well related to the freely inaccessible and closed information. Press release is one-way however it can be delivered according to the existed substances.
4. **Press Tour:** is the activities which involved the journalists in by holding the work visit related to the company while delivering a lot of important information about the organization. In G20 Finance Track field activities, press tour was held in order to watch over the G20 preparation in Indonesia, namely at pre event either at the airport during the preparation of world leader arrivals or tour in the venue of the preparation of Summit peak event In Bali.
5. **Press Luncheon/Press Dinner** is the activities of luncheon together by the organizational officials with media officials so in this chance it is created the familiarity and a good relation is established with the media. At least the press Dinner was held twice by the deputies and directors with the invited media editors. In this event, a lot of strategic information are delivered and related to the created policies on the ministerial level meeting. With the existence of this activity, then the perspective similarity of the publicity especially for strategic matters will be directed.
6. **Special Event:** is an *event* which is normally held for getting the attention on the media for the people. Special event in this case is the peak of high-level conferences which took place in Bali on 15th – 16th of November 2022, beside the peak of G20 Summit there is as well various side events that enliven those activities. At special events, only certain eligible media is allowed to attend the G20 Summit events. However remembering its exclusive characteristic of this event, the journalists indirectly attended to the meeting, however is provided a special room, the media centre room, where the journalists are given the facilities and infrastructures as well as its supporting needs such as huge-sized screen which showing the course of the meeting, strong internet networking, nice sound system, even the refreshments such as coffee, tea, and snack. The various

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side events accompanying the Summit as well has its own attraction for the press publicity, so the more humane news are emerged. Even the news related to the activities of the world leaders which are considered unique are emerged, this is capable of jacking up the publicity and image which is good performance at the implementation of the G20 Summit in Indonesia.

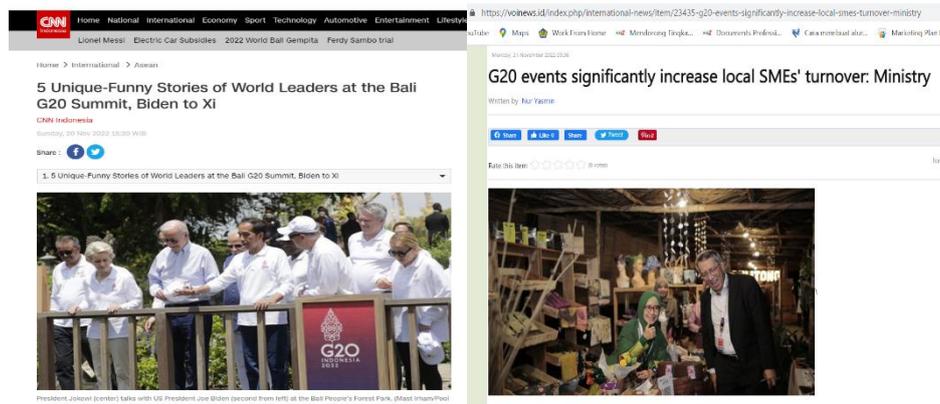


Figure 3: the various humane news of G20 Indonesia

7. **The press interviewing** has more private and individual characteristics. The organization leaders which are interviewed is only facing with the associated journalists. According to the informant, in interviewing session mentioned, "we analysed and made permission recommendation of interviewing session submitted by the media can be approved or not. The analysis is based on the type of aired programs, airing duration, segments, and news tone from the media. So the interviewing session can be the chance for the leaders to deliver the policies and to explain accurately directly to the people."

B. Media Monitoring

Media monitoring is the data collecting activities from various media channel to be analysed and identified. This process included, but not limited to, reading, watching, noting till listening the editorial content which is the source of the media. This monitoring process later will be the feedback as well as show organizational reputation in the media. Through general societal opinions which found out the issued information, publication can create good image and governmentally useful. (Permini & Atmaja, 2022). In these G20 Summit activities, media monitoring is executed for the emerging news on the media using the news monitoring special application. News monitoring result is executed weekly, this is executed in order to maintain and to measure so that the number of news keep increasing. Public conversation is measured through Social Network Analysis so the data can be easily and quickly presented. According to Key Informant, "monitoring is executed in order to just keep the publicity in high and positive level. If the weekly data indicated a decrease of publicity, then they will provide even more massive news material so that existed publicity not immediately drowned by other issues. Because the key of the popularity and program success is continuous and massive publicities."

V. CONCLUSIONS

Media relation has special PR campaigning functions and steps in the PR processes. Not only just publishing the held activities by one organization but also how that publication sustain or strengthen the organizational image at their public eyes. The executed strategies by the G20 finance track field branding and communication teams had presented the success in a media relation process. Starting from activities of the press conference till the press interviewing as described above, had become the proper model for other organizations in executing the media relation for the international-scale event.

PR relation with the journalist became a stronger bond because between those two parties are mutually need each other. PR needs journalists to publish every activities or events held by their instances either. In the other hand the journalists needs the information to be published as news on the media where they work for. Both parties must mutually establish a good relation so that a harmony is intertwined in executing each duty.

Then the author recommended to sustain the equal relation functions as well mutual relation intertwined between both parties, then it is necessary for both parties to sustain each professionalism. From PR perspective must keep presenting the honest information to the journalists, and from the journalist perspective must act professionally by not acting such as asking for money and extortion.

Author recommended for government PR to establish relation not only in the formal activities but also informal activities. Familiar relation will make ease the PR in expanding the publicity. Various kind of media are as well important to be involved because it can reach all people from various backgrounds.

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Beside of it, it is important to the whole government PR to reconsider the use of social network analysing or social media monitoring tools remembering the recent digital era increases the hoax onslaught, so broadcasted issue velocity can be identified before it is become the communication crisis. Media monitoring by using tools or application can save time as well, so that the government PR practitioner can channel their power and mind for other more strategic things.

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