STAKEHOLDER & PUBLIC

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ANDA BISA BACA DI PERSPEKTIF BARAT & LOKAL (2014), PRENADA PR JKT.
Budi has a house that is located on 20 km from mudflow centre of site. He sold the house but it has not been sold for 5 years. He is unhappy. He didn’t know why & what should do?

Budi reads newspaper & watchs tv. There is information that mudflow case has resulted wide effect, both for the victims and large society. Budi pays attention to the growth of case.
“any group that can affect or be affected by the behaviour of an organization.” (Coombs, 2007, h.164).

Grunig & Repper (2008):

People are stakeholders because they are in a category affected by decisions of an organization or if their decisions affect the organization. Many people in a category of stakeholders—such as employees or residents of a community—are passive. The stakeholders who are or become more aware and active can be described as publics. (h.125).
The consequence of “affected” & “unaffected”

• Effective strategy:
  This is for the groups which have ability to “affect” the organization.

• Responsive strategy:
  This is for the groups which “can be affected” by the organization.
Many people adopt the term “public” from journalistic people who receive journalistic messages. Is it true ???????

Nowadays the connection between the organization & the actors is not only message receptive process but also the relationship between the actors & the organization.

These connections occur either directly or indirectly, awareness or unawareness, intentionally or unintentionally.

So, it is possible that individuals & groups do not receive the organization’s messages but they actually have a potential connection with the organization.
**PUBLIC**

- Public is “group of individuals that are interested & share toward issue, organization or idea.” (Seitel, 2001)
- Mempunyai kepentingan atau perhatian yang sama terhadap suatu isu atau objek tertentu. Kepentingan atau perhatian ini yang mengikat anggota publik secara emosional. Tidak harus berada dalam satu wilayah geografis. (Kriyantono, h. 3-4).
- A group of people who (1) face a similar problem; (2) recognize that problem exists; (3) organize to do something about the problem.
THE QUESTIONS:

- What are the types of public?
- Is the public = stakeholder?
- Do the two terms have same characteristic (s)?
- Why is it important to concern with the public?
• **latent public:**
  - can’t identify
  - unaware
  - no respons

• **aware public:**
  - can identify
  - Aware
  - Specific respons

• **active public:**
  - Having made decisions
  - Seeking mostly information that reinforces the decision
  - Expressing respon openly
* Understand Public is important, WHY?

* Be able to develop an appropriate strategy
* Determine appropriate types of communication media to disseminate messages.
* To anticipate the bigger problems. Early warning to detect issues.
Common PR Errors Regarding Publics

- If PR has a nonpublic problem, has no PR need not concern with that group.
  
  (1) But, still plan PR programs for groups of people who are not part of PR problem.

(2) Only communicate with the public after become active public
Other Characteristics of Public

- Attitudes generally are situational. Different aspect of organization activities & issue has its own public.
- Type of public is also influenced by the size & cohesion.
  
  - If public become too large & diffused, seldom move from aware to active stage.
  - Small group & more organized, may do more damage.
CORPORATE COMMUNICATION

3C

Consistency

Credibility

Clarity

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Public & Kinds of Relations

- Media Relations
- Employee Relations
- Community Relations
- Consumer Relations
- Investor Relations
- Government Relations
Employee Relations

- Respect
- Information of organizational goals, plans, activities, problems & accomplishments
- Recognition & award
- A voice
- Encouragement
- Attention & discussion of the issues to be told first
- Innovation & creativity culture

the strategies

# Communicative events
# Using all media in two way communication
# Survey, WBWA, Opinion Box
• Knowing the community
(1) structure
(2) knowledge
(3) strengths & weaknesses
(4) Expectations
• Communicating with the community
  - Variety of comm tactics
  - Through employees
  - Opinion leaders
• Social responsibility activities
  - Creating something needed that no exist before
  - Eliminating community problems
  - Sharing equipment, facilities & resouces expertise
  - Counseling & training
Community Expectations:

Tangible
- Wages
- Employment
- Taxes

• Appearance
  - contribute positively to life in the area, enhancing every one’s quality of life

• Participation
  - participate responsibly in community affairs

• Stability
  - community prefer to stable companies

• Pride
  - Company become symbols of pride

Source: Fraser Seitel, 2001
<table>
<thead>
<tr>
<th>From voluntary to compulsory</th>
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<tbody>
<tr>
<td><strong>UU 40/2007 of Perseroan Terbatas:</strong></td>
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<tr>
<td>- Bab 5 ps 74 about CSR</td>
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<tr>
<td>- Natural resources exploration</td>
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<tr>
<td>- Company must provide budget for CSR</td>
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<tr>
<td>- No CSR, get punishment</td>
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| **UU 25/2007 of Penanam Modal:** |
| - Ps 15, penanam modal must carry out social responsibility programs |
| - Ps 16, maintaining good environment, creating employee’s safety, health, comfort & welfare |
| - Obey any regulations |
Company Expectations:

- Community hospitality
- Fair taxation
- Good living conditions for employees
- A good labor supply
- Safety for investment
Consumer Relations

• The challenges → WoM; impact on product; tight competition
• Support to marketing
• The strategies:
  (1) Know your consumer
  (2) Consumer’s satisfaction oriented
  (3) Consumer information & education
  (4) Avoid unfair & deceptive practices
  (5) Handling consumer complaints

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Government Relations

- Understanding the political system
- Understanding the regulations
- Avoid breaking the laws
- Lobbying
INVESTOR RELATIONS

- Good activities
- Annual meetings
- Annual reports
Other References: