

PUBLIC RELATIONS & MEDIA RELATIONS
**(CRITICISM ON THE ENVELOPE CULTURE IN MEDIA RELATIONS
OF EDUCATIONAL INSTITUTIONS IN YOGYAKARTA)**

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ABSTRACT

Research *Public Relations and Media Relations* (Critique : Culture Envelopes on Media Relations In Educational Institutions In Yogyakarta) aims to determine how the media relations activities that have been done 10 Public Relations Higher Education, including the possibility of granting cultural envelope in media relations activities during this do.

The object of this study is ten (10) Universities in Yogyakarta that consists of three (3) State University (PTN) and seven (7) Colleges (PTS) in Yogyakarta include Gajah Mada University (UGM), University Yogyakarta State (UNY), State Islamic University of Sunan Kalidjaga (UIN) Yogyakarta Muhammadiyah University (in St. Louis), State Development University "Veteran" Yogyakarta (UPN), Universitas Islam Indonesia (UII), University of Ahmad Dahlan (UAD), University of Atma Jaya Yogyakarta (UAJY), University of Sanata Dharma (USADAR) and Stikes Aisyiyah Yogyakarta (STAY). Variations and types of media relations activities have been conducted by 10 universities. The reason is because the electoral college to ten (10) college is a big college in the city of Yogyakarta who own Public Relations and media relations activities that have a systematic and well-planned. This study uses a case study provides a detailed overview of the background, characteristics and distinctive character of the cases studied how the implementation of media relations while sticking to the commitment to professional ethics *Public Relations* at the higher education institution / university in Yogyakarta

The results showed that nearly all universities in Yogyakarta which is the object of this research has been conducting media relations. In the course of media relations, *Public Relations* universities do culture accepting envelopes to reporters on the grounds reimburse the costs of transport and not as a "bribe" so that they publicized the news and as a means of imaging the institution. Publicist colleges feel that culture provides envelopes to reporters did not violate the code of ethics of their profession as a *Public Relations*, On the other hand for journalists, cultural granting envelope can interfere with the independence and constitute a violation of the code of ethics of their profession as journalists. Yet there are also journalists who will receive an envelope in their reporting activities. The discrepancies in the implementation of the code of ethics of journalism, is strongly influenced by the integrity of journalists and policies that apply to each media institution.

Keywords: Public Relations, Media Relations, Envelope Culture,

Backgrounds

The era of information requires every public agency provide information in a transparent way to the society, one among the public agencies is educational institutions / universities. Transparency of the public information can encourage public participation in guarding and controlling all policies issued by the government through government agencies (Depkominfo: 2008). Through Law No. 14 year 2008 on Public Information, public agencies have an obligation to provide information according to categories as mentioned in Law No. 14 year 2008. Deliberate in keeping the information may be subjected to imprisonment of one year or a maximum fine of 5 million rupiahs. Based on that, press should be helped and press can give more quality information to the society (Depkominfo: 2008).

However, the law does not guarantee the safety of the press in performing their duties. There are still many cases of violence against the press, both physical violence and non-physical violence. We can see physical violence against the press as an act of beating the journalist, or the murder of journalist named Udin which until today has not been handled properly. The non-physical violence happened when journalists are not able to perform their duties independently because of the provision of "envelope" that became a culture conducted by Public Relations in carrying out media relations. In this case, media relations are conducted by Public Relations as management representative of higher education institutions / universities.

According to Harlow (in Grunig, James E, 1984: 7) Public Relations is a management function which help e and establishing and maintaining communication links of mutual benefit, openness and cooperation between organizations and the society, involving the problems and issues management, helping management to keep informed and responsive to the public, while the main goal of Public Relations is to support the management to achieve the goals of the organization or company. Although the goal of every organization is different depending on the nature of the organization, but there are similarities in public relations activities that foster a harmonious relationship between the organization and the society in shaping a positive image. A good relationship or harmony in Public Relations contains a broad sense, a pleasant attitude (favorable), goodwill, tolerance, mutual understanding, mutual trust (mutual confidence), respect (mutual appreciation), and good image.

Role of Public Relations was first introduced by Broom and Smith, developed by Cutlip into 4 roles:

<u>Public Relations Manager</u> Communication Manager Role	<u>Public Relations Technican</u> Communication Technican Role
<ol style="list-style-type: none"> 1. <i>Expert Prescriber</i>: PR practitioners assist management with the experience and skills to find solutions to the completion of the Public Relationship problems faced by the organization. 2. <i>Communication Facilitator</i>: PR practitioners assist management by creating opportunities to hear what the society want and create opportunities so that the society hear what management expected. 3. <i>Problem –Solving Process Facilitator</i>: PR practitioners assist management performance through a cooperation with other parts of the organization to find satisfactory solutions to the problems. 	<ol style="list-style-type: none"> 1. <i>Communication Technican</i>: Provide technical services for the organization while communication technical decision for communication to be performed is determined by the person or elsewhere in the organization.

In carrying out its functions, Public Relations of the higher education institution / university positioned themselves as a trusted source of information for the society and the media. Public Relations of higher education institution / university spread information about policies, programs, positive action and the promotion of higher education institutions / universities to the society through media relations activities.

Media relations, according to Yosali Iriantara (2005: 23), is part of external Public Relations that foster and develop a good relationship with the press as a means of communication between the organization and the society to achieve organizational goals. According to Frank Jefkins, a media relation is an attempt to achieve maximum publication or broadcast a message of information on society to create knowledge and understanding for the audience of the companies concerned. Also, according to Rosady Ruslan, a Media Relations (Relations press) is public relations activities with the intent to convey the message or communication regarding the activity of which is institutional, corporate or institutional, products or activities that are need to be published in cooperation with the mass media to create publicity and image positively in the public eye.

The main objective of media relations is to create knowledge and understanding, not only to distribute information or message for the sake of a good image in front of the audience (Abdullah 2004: 4). Moreover, according to Nurudin (2008: 13), the purpose of media relations is not merely provide information only but create a positive image for an organization concerned. The better media relations we do, the better the image of our institution or company. In detail the purpose of media relations for the organization are as follows:

1. To obtain the widest possible publicity regarding the good activities of organization for society.
2. To obtain a place in the news media (coverage, reports, editorials, reviews) fairly, objectively and balanced (balance) on matters that benefit agencies and organizations.
3. To obtain feedback from the society about the efforts and activities of the institution or organization.
4. To enrich the data or information for the leadership of the institution or organization for the purposes in making the assessment of the situation or problem that affects the success of the institution or company.
5. Achieve a stable and sustainable relationships based on mutual trust and respect (Wardhani, 2008: 12).

As for the activities / events in media relations such as press briefings, press releases, press tours, press receptions and press interviews (Soemirat, 2007: 128-129). Through media relations activities, it will give a positive image to higher education institutions / universities. The mass media could be used by Public Relations practitioners to build a positive image of the organization because mass media is very effective as a maker of public opinion. The influence of the mass media as a source of information to society increasingly facilitate the work of the Public Relations practitioners who want to constantly preach to the audience about the success of the organization. Similarly, Abraham Lincoln said "public opinion is everything" then if the mass media express your good company then certainly the society will believe that your company is good, and vice versa if the mass media say the company is bad, then the society will believe that your company is bad.

However, not all practitioners of Public Relations of higher education institutions / universities aware of the role of media workers as a partner that can help achieve the goal of his organization to build a positive image in the community. Media relations activities that they understand confined to newspaper clippings and invited journalists coverage if needed. Most practitioners of Public Relations consider the best way to establish a good relationship with journalists is to provide facilities in the form of cash / envelope. Yet according to the code of ethics of journalists every journalist barred from receiving the money. Giving cash or

"envelope" for journalists then entrenched in nearly all media relations activities conducted by the Public Relations from higher education institutions / universities in Yogyakarta.

From the explanation above, the authors wanted to examine how the media relations activities that have been done by ten (10) Public Relations in Higher Education institutions / universities, including the possibility of granting cultural envelope in media relations activities that have been carried out.

Research Method

This study is a qualitative descriptive research. Descriptive study by Whitney (in Nazir, 1988: 63), is a fact-finding study with a correct interpretation. Studying the problems in society, as well as the procedure for the public as well as specific situations, including on relations activities, attitudes, views and processes are ongoing and the effects of a phenomenon. The purpose of this research is to create a description, picture or graphic in systematic, factual and accurate information on the facts, nature and the relationship between the investigated phenomenon. This research uses the case study method, the case study method is to give a detailed overview of the background, characteristics and distinctive character of the case, from the distinctive properties will be used as a matter of a general nature. (Nazir, 1988: 66).

For data collection techniques in this study, researchers used several ways:

- a. Interview
The interview is the process of obtaining information for research purposes by way of question and answer face to face between the researchers to the respondent using an interview guide or interview guidelines (Nazir, 1988: 234).
- b. Documentation
Documentation is an activity to collect data by utilizing all the important documents concerning the company in general, for example, company profile, company web site, internal media and others.
- c. Literature Review
This research was conducted using books as a source of reference data and theories related to the research.
- d. *Focus Group Discussion* (FGD)
FGD is a research method using a focused discussion groups by selecting those considered to represent a number of different public or population.

The data in this study will be analyzed qualitatively. Qualitative research is a procedure that produces descriptive data in the form of words written or spoken people or observed behavior (Moleong, 2001: 103). Analysis of qualitative data requires researchers to do activities simultaneously with data collection, data interpretation and writing research reports (Creswell, 1994: 145). Thus, the data analysis is not conducted separately by collecting data, but it is an activity that is done simultaneously. Technique performed in the test data validity is by triangulation techniques. According to Moleong (2001: 178), triangulation is a technique that utilizes data validity checking something other than the data for the purpose of checking or as a comparison against the data. In this study, researchers used a triangulation of sources. According to Patton (in Moleong, 2001: 178), triangulation of sources means to compare and check the source behind information obtained through the time and different tools in qualitative methods.

The authors chose ten (10) Public Relations practitioners from ten (10) universities in Yogyakarta and 5 journalists from national print media. The Public Relations practitioners are Wiwit Wijayanti (UGM), Nurhadi (UNY), RTM Maharani (UIN), Karina Utari Dewi (UII), Ratih Herningtyas (UMY), Dewi Soyuswati (UAD), Endar Martanto (UPN), Th. Dyah Wulandari (UAJY), Aquelina Yunaeni Mariati (USADAR) and Indriani (STIKES Aisiyah Yogyakarta). As for the five (5) print media journalists are reporters assigned to the desk of education at the time of this study conducted, they are Haris Firdaus (Kompas), Rahajeng (Kedaulatan Rakyat), Laela Rohmatin (Harian Jogja), Pristiqa A.Wirastami (Tribun) and Heditia Damanik (Radar Yogya).

Results and Discussion

Role of Media Relations and Public Relations Activities of Universities in Yogyakarta

The position of the role of public relations at the university level, especially in the area of Yogyakarta, is more to the level of implementation or as communication facilitator and communication technician. Their role is not to be in a strategic position which is a position that is ideal for public relations as problem solving facilitator. Role of Public Relations Officer (PRO) in universities in Yogyakarta is more on publicity activities with the mass media (Media Relations) as invited the press, writing press releases, held a press conference, held a press tour and a press gathering. Overall, in Yogyakarta, Public Relations practitioners in universities are more focused on media relations activities, although sometimes they also carry out promotional activities, preparing advertisements in public areas and also working with national and international parties, but they are dominated by the daily tasks of media relations activities.

All respondents agreed that they need to conduct media relations equivalent. It is delivered by Ratih Herningtyas as Head of Public Relations and Protocol in Universitas Muhammadiyah Yogyakarta (UMY), who agreed that the relationship between Public Relations and journalists is a symbiotic relationship mutualism because of mutual need.

““Ideally, if we imagine the relationship with the media, it must be a partner. In the sense that there should not be one that is more important or there is a greater need among others. Because it takes the news reporter, while we as institutions require publication or news for our institutions. So, ideally no unequal relationship between institutions and the media.” (Ratih Herningtyas, UMY)

The statement above is in line with what is delivered by Sam Black and Melvin L. Sharpe, media relations activities are more to the two-way communication link between the organization and the media (print, television, radio, and online media). Communication is a process of two-way communication so that the relation between the two must be balanced as between Public Relations and journalists / media. Media relations activities conducted by the Public Relations aimed at establishing mutual understanding, realizing a good relationship with the members of the press in order to carry out impartial publications in the mass media.

Whereas if traced from the organizational structure, the position of Public Relations in universities in Yogyakarta is more in the technical area, because of their position in the educational institutions are not in a managerial position. Their power in making decisions is limited to the case and technical issues while strategic issues and cases have been determined by their leaders. Their organizational structure is not directly under the policy makers, such as rector of the university, but is in a division with minimal interaction with policy makers. Universitas Gajah Mada (UGM), Universitas Negeri Yogyakarta (UNY) and Universitas Muhammadiyah Yogyakarta (UMY) is an example of the university that public relations does not directly into a division that is supervised by the supervisor as the Executive Secretary or the Secretary of the University who will then deal directly with the Rector.

Recruitment as Public Relations at the university, 6 of 10 Univeritas (Univeritas Gajah Mada, Universitas Negeri Yogyakarta, Universitas Islam Negeri, Universitas Stikes Aisiyah dan Universitas Pembangunan Nasional Yogyakarta) choose the criteria that if it wants to become a public relationsnya must have a bachelor's degree on Communication Sciences or at least have some knowledge and experience in the field of public relations. This could be a positive reference that graduates of Communication Studies is still considered to occupy a position as a public relations even if only at the university level and do the technical work.

Media relations activities conducted by Public Relations that regularly and continuously performed every day is to write and send releases to journalists. Such as UGM, they are relying on press release submission for delivery this release without charge, they just send

releases via email, and the next day their news widely published in the mass media, even Wiwit Wijayanti as Head of Public Relations at UGM claims that those activity is the most successful. In line with Wiwit Wijayanti, RTM. Maharani as Public Relations of Universitas Islam Negeri (UIN) are well aware of the need for media relations activities is not even enough just to do a press release, she and Public Relations team at UIN also have to establish personal relationships with journalists.

“Besides sending the release, we also established good personal relations that are more lasting relationship. Personal relationships can create a harmonious and eternal relation. For implementing media relations staff were all mandatory for me. So not only me as the head of public relations division to run media relations or personal relationships with journalists, but all that is in the public relations shall also conduct media relations (RTM Maharani, UIN)

Observing the answers from respondents above also represent that a relationship with a journalist is not only limited to write press releases but also takes relationships that foster a sense of empathy. The journalist of media is also a human who has the right to be respected and honored so that the communication also has to do with human communication which full of empathy, humanity and respectful so this relationship continues to run well.

Additionally, the answers of the RTM Maharani also emphasized that the organization of educational institutions such as universities are still in need of publicity in the mass media which is consistent with an idiom "advertising telling people you're good, PR convincing them you're good". They are well aware that mass media is a great tool for creating a good or bad opinion of an institution. This is not surprising because the media has a big hand in disseminating information to the society so that they can be used as a credible reference for the public to assess the good / bad an institution.

According to Peter Henshall and David Ingram, press release is a story written by members of the press or public relations and sent to every newspaper and broadcast stations (Wardhani, 2008: 80). The hope is by sending the release, the more publications of the institution. The success of a press release is if the release is broadcast through the mass media because it is desired by society. To fulfill that desire, the public relations practitioners should be aware if they want to send releases, the information provided must be accurate, true and obey the rules of journalism.

Although Frank Jefkins judge that the press release was not solely in the form of news sheets, because the press release can be done by sending the photo or a unique photo and a unique caption so that it has news value to be broadcast in the media. However, almost all Public Relations in universities in Yogyakarta understand the press release as a news article even though accompanied by a photo to complete the writing of the release.

Beside press releases, media relations activities that can be done is a press conference. Just as the press release, news conference activities are activities that meet the standards of the Public Relations role that is only limited communication facilitator or communication technician. They also invited reporters to attend press conference, accompanied fellow reporters during a press conference, then conduct interviews or listen to the press conference speakers.

The press conference is conducted in accordance with the requirements of the university if there is important information, announcements about international cooperation, or the discovery of the work of faculty and students at the university concerned. For most journalists time is an important aspect in the implementation of the press conference, they will be helped if the timing of the press conference as scheduled invitation. Because journalists work also based on deadline, time of exercise of the withdrawal of the press conference will also be implications for the resignation of their time to write the story in order to achieve the target. Another note is that journalists also need the freedom of time to do a photo shooting. In some institutions do not usually give opportunity for journalists to take pictures according to their needs.

Another possible mistake made by Public Relations at the university level is when the press conference took place; there is no clear information about how to write the name of a press conference speaker. Because moderators of press conference just to name which may result in errors writing, eg moderators mention his name "Suharto" should have been written "Soeharto" or sounds "Doni Rahayu" but should read "Dhony Rahajoe" so this causes the reporter made the mistake of writing the name of informant. In this case, Public Relations should prepare some sort of name tag for each speaker so that the press immediately know how to write their names and preparing summaries / records that can be distributed to journalists associated with the contents of the press conference.

According to Wardhani (2008), there are two kinds of press conferences; they are planned and unplanned press conference. The planned press conference is usually a matter of delivery in the form of a new policy, launch new programs, business development, seminars, or special events. While the unplanned press conference is usually the result of clarifying an issue or policy that is sudden and wanted to get published.

In fact, the invitations of press conference conducted by the Public Relations in university level is planned, although activities or invitation was given less than a week, at least the information they provide is still positive and rarely clarify the issue that hits education institutions. Because universities, especially in Yogyakarta, is rarely exposed to negative issues.

Beside media relations activities described above, several Public Relations has to improvise to establish a positive relationship with the media personnel. This is because of their understanding of the importance of good relations with the mass media, as well as supported by the availability of funds to organize all the planning in media relations. Although the research team did not manage to get data on how much funding is needed to do all the activities, but it is further strengthening the team assumption that there should be standards for staff working as Public Relations at the university level.

Universities that have most striking media relations activities are Universitas Negeri Yogyakarta (UNY) and Universitas Islam Indonesia (UII). UNY are well aware of how many people that must be faced. Not surprisingly, then the Division of Public Relations of the former international relations ended in 2011 is divided into two stand-alone agencies, they are Kantor Urusan Internasional dan Kemitraan (KUIK) and Kantor Humas, Promosi dan Protokol (KHPP). Those two distinct divisions provide flexibility for Public Relations in UNY to arrange activities including funding issues. UNY even under KHPP have 4 divisions, namely internal divisions, the external division, promotion division and the division of protocol. In addition to do press conference, press releases, and press tour, UNY also do sponsorship for activities organized by association of journalists.

Just as UNY, UII also aware of the need of positive behavior for journalists because since July 2013, UII provides press room which has a work space, meeting rooms, a computer connected to the Internet, all of which are intended for the media. In fact, they are not only perform activities related to Public Relations function, but also has conducted audits and evaluations by distributing questionnaires to the media to give an assessment of the performance of their Public Relations. The evaluation results are expected to increase trust of the public relations and media because every journalist who became partners in publication will feel honored to have a voice and presence as a partner.

While the privilege offered by UGM is, they have a formal forum for any journalist who does coverage of UGM activities. Each journalist data will be recorded then they obtain daily information related to activities that will be held at UGM. Through this formal forum they will always get updated informations and make journalists as the first external party who knows because the information will always be updated via sms blasting, email blasting, even group on blackberry messenger (BBM).

Another important thing is that the reporter also needs Public Relations who can be contacted at any time. Reporters will always seek Public Relations to get information in order to complete the coverage that is restricted by deadlines so reporters need Public Relations who can be contacted directly and immediately. However, unfortunately, of 10 Public Relations only two, namely UGM and UII, who works as Public Relations, while the other

serves as a lecturer so often communication should be delayed because the Public Relations sometimes must do their duty, to teach, because as a lecturer whose main task is teaching not answering questions by journalists. It also needs to be taken into consideration in the management of the university because of the requirement, and then the criteria for selecting those who deal with the media should be that they only served as Public Relations.

A media relations activities is the relationship with the communication media for publicity or responding to media interests against the interests of the organization (Philip Lesly, 1991: 7). Thus, the media relations is built and developed relationships with media organizations to reach the society in order to improve imaging, trust and achieve the purpose and goals of the organization. In this case, the higher education institutions / universities use mass media as a medium messenger to society. Gained more access from society through mass media expected to gain greater level of trust.

In doing media relations activities, giving envelopes to reporters is still entrenched. All respondents acknowledged that in conducting media relations, giving envelopes to reporters is a natural thing. Ratih Herningtyas as Head of Public Relations and Protocol in UMY recognizes that giving the envelope to reporters is normal and does not violate the ethics of the profession of public relations.

“Indeed, we still do envelope culture, but in our opinion the provision of envelopes to reporters was a natural thing, because we gave only a few money and it is only as substitute transport and has nothing to do with the elements of the news and it is not as bribe so that our news will appear on media.” (Ratih Herningtyas, UMY)

Giving envelopes to journalists in media relations activities among journalists and among the Public Relations is still much debated. This is related to the category of gift envelope itself whether the envelope is the provision of accommodation or transport allowance coverage. Even the issue of the amount of money that will be subsidized transportation for journalists is also a special discussion among Public Relations. Based on the results of FGD, transport money given to reporter is diverse range IDR 50,000 – IDR 150,000 / activities / reporter. Even one of our respondents said the amount of money in the envelope is depending on the time of their invitation. If it's on weekdays the amount is IDR 100,000, while during holidays (weekend) they give larger amount, IDR 150,000 assuming during holidays (weekend) journalists will spend his time off to do reporting and should be appreciated.

The debate related to be whether journalists received an envelope is because of the Code of Ethics of Journalism, but there is a prohibition for journalists to receive bribes and abusing their profession. As for the Journalistic Code of Ethics consists of the following matters:

1. Indonesian journalists respect the public's right to obtain correct information.
2. Indonesian journalists take an ethical manner to acquire and broadcast the information and give identity to the resources.
3. Indonesian journalists respect the presumption of innocence, not to confuse fact with opinion, balanced and always check the accuracy of information and do not do plagiarism.
4. Indonesian journalists do not broadcast information that is false, slanderous, sadistic and obscene and do not mention the identity of the victim.
5. Indonesian journalists do not take bribes and do not abuse the profession.
6. Indonesian journalists have the right to refuse, respect the provisions of the embargo, background information, and off the record as agreed
7. Indonesian journalists immediately revoke and rectify errors in reporting serves Right of Reply.

Journalistic Ethics Code is a reference for journalists to do their job, but in field there's different implementation and interpretation. But in general, the journalistic code of ethics

contains the following things that can guarantee the fulfillment of the responsibilities of a journalist in performing journalistic tasks including the following (Yassin: 2014):

1. **Independency:** In carrying out their journalistic duties, journalists must be independent and are not impartial. Journalists must be able to prevent conflicts of interest, so journalists must be able to convey the facts as what they are.
2. **Freedom:** In carrying out their profession, journalists are given the freedom but full of responsibility. It means that journalists are also free to convey the reality of the society but remains full responsibility.
3. **Truth:** In carrying out journalistic activities, journalists must always maintain trust so the news must be accurate, balanced and free from bias.
4. **Impartiality:** news reports and opinions submitted reporters should be neutral. That is a personal opinion of journalists should not be in the news.
5. **Fair:** Journalists in carrying out journalistic duties must respect the rights of people involved in the news and the report must be true and fair.
6. **Responsibilities:** Duties or obligation of journalists is devoted to the public welfare by giving people the information that allows the public to make an assessment of the problems encountered. Reporters in this case should not be abusing his power as a reporter for a personal motive.
7. **Worth of worship:** Every event has newsworthiness; journalists should refrain from lift interest parties who want to manipulate the media. Journalists must have the value of worship. If this is the filter of journalists, reporters will undoubtedly noble task as a messenger of truth

The difference in interpreting the rules in the Journalistic code of Ethics \often create confusion to the Public Relations in addressing the culture of giving journalists envelopes in their media relations activities. This is due to the persistence of differences in perception between Public Relations and journalists. Public Relations considers that granting the envelope was merely an effort to provide an appreciation of the work of journalists as a partner. But for journalists it can affect the independence of journalists in performing his coverage and violating journalistic ethics.

The other thing that we found in this study, there has been no similar perception among the media about the provision of the envelope. There are some media institutions are regarded journalist as "unlawful" if they received an envelope from the source for some reason can affect their objectivity. But there are some also considered unclean origin does not affect the essence of the news. Regardless of the debate, the perception of "unlawful" or "kosher" of envelope culture for journalists is strongly influenced by the policies of media institutions and the integrity of the journalists themselves. As disclosed by Reporters of Kedaulatan Rakyat:

"If the envelope does not affect the news being delivered to the society and not to bribe journalist, it does not matter to us. (Rahajeng, Kedaulatan Rakyat)

Different things actually delivered by Harian Jogja reporter:

"There are clear rules in the Journalistic Code of Ethics, that journalists are prohibited from accepting envelopes of any resource, as it allows affects objectivity in news." (Laila Rohmatin, Harian Jogja)

Observing the answers from respondents above, the provision of envelope is a very sensitive matter among journalists. By accepting envelopes, journalists will have a conflict of interest, and it will have an impact on the journalistic profession. According to Fedler in his book, *Reporting For The Media* (1997) there are six forms of conflict of interest that could affect journalists in their profession. They are:

1. Gifts or freebies that is given to reporters that the provision could lead to biased news

2. Junkets or free holidays to the reporters covering an event with a facility that allows journalists to come without any cost
3. Engage in activities that are covered by journalists covering the activities of public office journalist could be involved. Involvement of journalists in these activities may lead to bias
4. Free Launching as the second job of the journalist. Aside from being a reporter they also have a job at another company. The problem is a journalist who has a second job in the organization / company generally used by organizations / companies to help their publicity
5. Pillow Talk, is a conflict of interest relating to the work of husband / wife journalists. A reporter would be difficult to apply objectively cover events related to his own family
6. Envelopes, are news sources that want to influence journalists by using envelopes.

Thus giving envelopes to reporters will impact directly or indirectly in the journalistic process which includes the process of searching, collecting data and facts, interact with sources in the form of an interview and then arrange them to be used as confirmation menu to disseminate news to the audience / society.

Criticism of Envelope Culture By Public Relations in Universities in Yogyakarta

The university as a higher education institution is right when using media relations activities as a means of publicity and positive image of the institution. Various activities are conducted in media relations such as press releases, press conferences and various other activities that can strengthen the harmonious relationship symbiosis mutualism with reporters. However, to realize the harmonious relations, Public Relations give envelopes to reporters as a substitute for transport. Though not as "bribes", but as an educational institution, this envelope culture can be removed, though gradually. Public Relations in universities should honor and respect the journalistic code of ethics as guidelines for journalists in performing their journalistic duties. And Public Relations also has a public relations professional ethics that serve as guiding the public relation duties. Public Relations in educational institutions should be more creative, innovative how to manage events that have news value so that journalist will publish it eventhough without envelope because it is interesting and worthy of publication.

Envelope culture should be eliminated, because the provision of envelopes to reporters will impact directly or indirectly in the process of journalism which includes the process of searching, collecting data and facts, interact with sources in the form of interviews and confirmation and arranged to serve as news to the public / society. Journalists will have a conflict of interest when it received an envelope from the source, there is an element of "pekewuh" if in the Java language, or embarrassed if it had to write criticism. Journalists also feel bad if information and events about the resource institutions are not loaded. The existence of embarrassment will greatly affect the process of gethering the news and affect the professionalism of journalists. Does the envelope journalists can still be independent, impartial so as to convey the facts and reality in an accurate, balanced and free from bias and contains the truth and full responsibility to society, so that the integrity of the journalists maintained.

Although in its implementation, there are differences in interpreting the Journalistic Code of Ethics in the field. The existence of these differences, it is influenced by the policies that apply in the respective media institutions. There are media who strictly adhered to the rules of professional ethics of journalism organized by the Aliansi Jurnalis Indonesia (AJI), in Article 13 has been mentioned "Journalists are prohibited from accepting bribes" and the rules issued by the Persatuan Wartawan Indonesia (PWI), in Article 4 states that "Indonesian Journalists must reject rewards that could affect the objectivity of the news, so that the receiving envelope is prohibited." So if it is known there are journalists who received the envelope, strict punishment is dismissal may be made to the reporter concerned. Usually this kind of rules imposed on mass media institutions with a large scale. In this case, media institutions have been able to provide a decent welfare to journalists. In this case, the

reporter is not only earning a decent salary, but also given of other components in addition to the salary for example no transport allowance, communication, etc. that can support the activities of journalistic profession.

It is also influenced by the integrity of journalists. Journalists who have idealism to always maintain professionalism as a journalist, always wanted to tell the truth, critical, independent, so that it has the freedom to criticize, to convey the facts in a fair and responsible to the society. They will be very careful in conducting media relations activities with public relations practitioners, especially in receiving envelope. Journalist will refuse explicitly to accept the envelope.

Conclusion

- Awareness of the role of public relations in university is good, because all respondents have public relations division; even UNY has more integrated Public Relations Division divides into Internal Division and External Division.
- All universities understand public relations role, but is still limited to the communication fasilitator and communications so that the position is still at the technical level has not been entered at the managerial level.
- Ten of the university have an awareness of the importance of conducting media relations, it is still limited to the writing and sending press releases, press conferences and invitations coverage. Whereas, UNY, UGM and UII has more comprehensive media relations as providing sponsorship, organizing press tour even provide press room to set up a special forum for journalists in the institution.
- There are still differences in interpreting the Journalistic Code of Ethics among journalists, there are some journalists who think they should receive the envelope because it helps transport costs (not a bribe) and as long as it does not affect the news, but there are also journalists who interpret acceptance of envelope is prohibited because it is not in accordance with the Journalistic Code of Ethics.
- Differences interpret the rules of the Code of Ethics of Journalism is strongly influenced by the policies of the relevant media institutions and the integrity of each individual journalist.

Suggestion

- Public Relations of higher education institutions should be more creative, innovative in managing events that have news value so it can attract journalists.
- Need for Public Relations in university level to form an association of public relations in order to gain knowledge, especially regarding the Code of Professional PR to f increase the professionalism of public relations in university level.
- Public Relations of Higher Education should not give envelope to reporters. This will have an impact on the integrity of the journalist in performing their profession.
- Currently, Public Relations of Higher Education does not have a forum to share their experiences and problems.
- Every media institution is obliged to improve the welfare of the journalists, by providing a decent salary, transport and communications money that can support journalists when they do their duty so that no more journalists who practice "envelope" when covering the field.
- If the Journalistic Code of Ethics is a reference of professional journalists, researchers suggested that AJI or PWI must be able to control the performance of the journalist.

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