



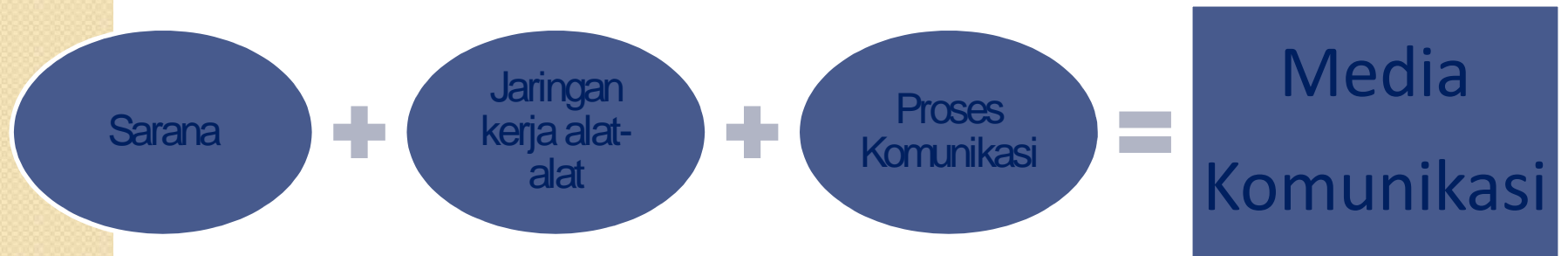
# MEDIA HUMAS

Media Public Relations

Bentuk-bentuk Media PR

**Dian S. Purwanty, S.Sos., M.M.**

Program Studi Ilmu Komunikasi – Humas  
Universitas Komputer Indonesia  
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# Jenis Komunikasi

- 
- **Media Komunikasi Antar Persona**

- 
- **Media Komunikasi Massa**

# SIFAT MEDIA !

Audio / *spoken word*

Visual / *the printed word*

Audio Visual

# Media Komunikasi Antar Persona



Telepon, Radio Telepon,  
Pertemuan, dll.



Surat ; Telegraf ; Telex ; Fax ;  
*Email*



*Teleconference, chatting, video  
call*

# Media Komunikasi Massa



*Radio, Tape Recorder,  
Demonstrasi, Pertemuan, dll.*



*Newspaper, Booklet & Pamphlet,  
Poster, Foto, Lukisan, dll.*



Televisi, Film

# Bentuk-bentuk MEDIA !

## Media Internal

- *Downward communication*
- *Upward communication*
- *Sideways communication*

## Media External

- Menjangkau khalayak tertentu

# Khalayak!

## Internal

Staff / Pegawai  
CEO  
Family Staff

## External

Para distributor  
Konsumen  
Patron  
Pemimpin/opinion  
leader  
Calon konsumen  
Pelanggan tetap



# Public Relations Tools!

- *Publication & Media Relations*
- *Special Events*
- *Corporate advertising*
- *Newsletters*
- *Speaker bureau*
- *Lobbying*
- *Charitable contributions*
- *Thank you notes and letters*
- *Audio-visual instrument*
- *Sponsorships*
- *Letters of denial*
- *Radio*
- *Television*
- *Printed material*
- *Direct mail*
- *House journals*
- *Sponsored books*
- *House style*
- *Corporate identity*
- *Website*
- *Research*
- *Spoken word*

# Media Public Relations Internal

## Frank Jefkins

- Jurnal Internal
- Papan Pengumuman
- Kaset Video & CCTV
- Stasiun Radio Sendiri
- Jaringan Telepon Internal
- Kotak Saran
- Insentif Bicara
- Siaran Umum
- Obrolan Langsung



# Media Public Relations Internal

## Frank Jefkins

- Dewan Pekerja
- Presentasi Video atau Slide
- Literatur Pengenalan
- *Conference*
- Inspeksi Pimpinan
- Tur Staf
- Acara Kekeluargaan
- Pameran & Peragaan
- Klub Sosial



# Media Public Relations External Frank Jefkins

- Jurnal Eksternal
- Media Audiovisual
- Literatur Edukatif
- Komunikasi Lisan
- Pameran
- Seminar
- Sponsor

