Perspectives from public relations :Media relations in an evolving media landscape

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Abstract

The purpose of this research is to describe how Public Relations professionnals understands journalists and the media industry works to provide the information to maximise company publications in the media. This research was conducted with in-depth interviews with Public Relations professionals from different companies. Mediating The Media Model will help PR professionals understand the important factors in establishing media relations and media coverage, especially when social media and mainstream media intersect. Media relations extend beyond establishing communication with journalists. Media relations is a complex activity; by considering the media works, and the publication strategy that must be given to get news coverage. Especially with the development of digital technology, it provides a new space for Public Relations to carry out media relations. This research found that news values are the primary consideration in providing information subsidies to the media. Although company advertisers are considered as the primary determinant of newsrooms loading company news, the development of digital media has changed how Public Relations defines the meaning of media in media relations. Media is no longer limited to mainstream media, but also personal channels like in the case of influencers. Some mainstream media are also starting to be abandoned, particularly the radio and online news is becoming the first choice. Public Relations realizes several factors that influence their company's media coverage.
Keywords: Media Relations, Journalist, Mediating The Media, Digital, Information Subsidies

Introduction

Public Relations uses mass media to publish company information, monitor news and public opinion, and find news sources. However, currently, companies are exploring new ways to publish company information using new media that exceed conventional methods like in the traditional media. Mass media is an intermediary between the organisation and its stakeholders. Shareholders can be said to be an extension of the organisation's communication system (Zerfass et al., 2016).

The results of a study conducted by Sallot, Steinfatt, and Salwen, "Journalist' and Public Relations Practitioners' News Values: Perceptions and Cross-Perceptions" conducted on 400 professional media consisting of 200 journalists and 200 PR practitioners in New York during January 1990 revealed that journalists and PR practitioners have different views on the value of news to be worthy of being published in newspapers. Cutlip further said that there is nothing more annoying for a journalist, editor, and news director than a PR practitioner who begs for his news (Maha Rani, 2013). Furthermore, the conflict between journalists and Public Relations occurs because each has a different focus and purpose. Journalists focus on news, while PR practitioners focus on the image of the company they represent. In order to be published in newspapers or broadcast on electronic media, the press release sent by PR practitioners must be in accordance with the criteria or editorial policies of the media that refer to news values (Kriyantono, 2008).

This research aims to examine how Public Relations can understand how the media works in order to maximise news coverage. However, media relations are an integral part of public relations work. Pitching content to reporters is a staple of public relations. Media relations focuses on a public relations practitioner's interactions with various media to inform the public about an organisation (Waters et al., 2010). Newspaper articles, photographs, and radio and television broadcasts are beneficial because this coverage provides an ideal opportunity to increase exposure

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and generate awareness (Docheff et al., 2006). Building and maintaining relationships is essential to the PR role as a media entity.

Media relations have changed since the development of digital technology. Traditional media is developing in the realm of new media. Public Relations practitioners consider traditional media more accurate and credible than social media or blogs (Wahidmurni, 2017). PR is developing new tactics and techniques at a time when journalism is also struggling to adapt to a world of digital networks and ever-evolving developments and interconnections (Macnamara, 2014). It's important to comprehend how the media work. It's crucial to understand how newspapers work, and the procedures used to make coverage decisions. It's crucial to study and comprehend newspapers, as well as the kinds of stories that attract them. You can better design messages for the editors by reading various newspaper sections to learn what they consider newsworthy. Such information enables one to concentrate efforts and approach media relations tactics with the appropriate framework and background (Docheff et al., 2006) Journalists frequently mistakenly assume that public relations professionals are more likely to deceive the public than is actually the case. Practitioners of public relations contend that journalists are biassed against them and their clients and frequently lack knowledge of the subjects they write about (Jo, 2009). In addition to being media entities, public relations firms also play a role in influencing the tone and substance of media (Shoemaker & Reese, 2013). Moreover, media coverage carries implicit messages that help the company. Because, after all, the news will bring more credibility to readers.

Media relations from the practitioners' perspective in influencing news emergence has three important dimensions that must be considered: First, how public relations and journalists view their relationship with each other, whether it is mutually beneficial or the opposite. Second, the organisational background between public relations and journalists. Public relations view what information should be provided, while journalists, journalists' professionalism, and news value. Third, the impact of the information provided: the impact on the media agenda and how marketing pressures such as budgetary constraints and profit motives affect the news product (Cameron, Glen T, 1997).

Three presumptions underlie the 'Mediating the Media paradigm', which draws inspiration from Shoemaker and Reese's (1996) hierarchy of media influence. Public Relations professionals should grasp the value of proactive media relations, consider it their duty to foster positive media relations, and have a working knowledge of journalists' processes and environments (Pang et al., 2014). Because by understanding how journalists work, public relations can provide the correct information to journalists to maximise publications in the mass media. Media relations is a complex process involving an organisation's media relations strategy, media relations professionals, journalists, editors, and media enterprises (Supa, 2014). Media relations must be understood by a public relations person and the media system, from individual professionals (journalists), organisations, and complementary systems within (Bentele & Nothhaft, 2008). However media companies practically consist of content producers who communicate content through the mass media (Tahir et al., 2021).

Theoretical background for this research based on Information Subsidies and Mediating the Media Model. News coverage is a process information subsidy function on the Public Relations job description. Information subsidies are intended to provide information that contains news value to be published to the media. Public Relations uses information subsidies to influence media content and opinion, hoping that the organisation's view of what is real and important will be incorporated into media content. This information subsidy is done by sending news releases, media kits, sources, company data, etcetera.

Mediating The Media Model is a public relations strategy that emphasises how journalists disseminate news. Shoemaker and Reese's (1996) hierarchical theory of media messages, which is founded on three assumptions, served as inspiration for the Mediating the Media model. Public relations professionals should be aware of the necessity for proactive media relations and see it as their duty to foster positive media relations (Pang et al., 2014) and gain an insight into the dynamics of journalism and the context in which journalists operate. The Media model, through mediation, recognises two distinct types of influences: internal factors and external factors. Journalists' mindsets, routines, and newsroom practices are examples of internal actors that can shape and

influence their work. External influences encompass additional nonmedia forces aswell as media ideologies. The argument posits that gaining a comprehensive understanding of journalists and the field of journalism will enhance the ability of professionals to effectively engage with them and strategically mold their interactions with the media (Yoon, 2005). Through good media relations can show which media channels provide better coverage (P. L. P. Yin et al., 2012).

Internal influences consist of: Journalist mindset, journalist routine. The mindset of journalists is determined by many factors and characteristics of individual journalists, both from a personal and professional point of view, such as immediacy and novelty that determine the choice of stories. Journalists' backgrounds and characteristics, such as gender, ethnicity, and education (Shoemaker & Reese, 2013), also influence what they consider news and relevant content for their audiences. This determines how journalists select stories (Pang et al., 2014). Therefore, Public Relations practitioners must understand what makes news and how journalists write because knowledge can help practitioners get better media coverage (Cameron, Glen T, 1997).

From a journalist's perspective, this means that journalists select and trim large amounts of information into what is considered news (Sinaga, 2005). Journalist routine pertains to is journalists' pattern in their work (Shoemaker & Reese, 2013). Media have a set of internal rules to help the system respond in a predictable and structured way. One of the main routines is deadlines for publishing balanced stories and fair and neutral reporting. To do this effectively, journalists need fast and immediate information (Yoon, 2005) When practitioners fail to help journalists meet their deadlines, they will not only lose the opportunity to gain fair media coverage for their organisation; they also stand to lose the trust of journalists. Public Relations practitioners should familiarise themselves with each news organization's deadlines, media event production routines, and plans that maximise coverage opportunities (Richards, 2005).

The newsroom or organisational routines in each newsroom has a different group of workers who would focus on each story, such as editors, copywriters, sub-editors, and even photographers (Pang, 2006). Practitioners can also influence editorial decisions by dealing directly with editors. Shoemaker and Reese (1996) argue that an organisation has clear roles, structures, and goals. The organisation has the power to decide how routines are enacted (Shoemaker & Reese, 2013). Practitioners, thus, need to understand where the power lies that ultimately decides what news gets published. They must cultivate relationships with other newsroom staff, such as administrators, camera crews, and photographers, who can influence story selection and salience (Shoemaker & Reese, 2013). Budget constraints and workforce limitations can also affect the stories covered. During periods of crisis, organisations are more likely to rely on practitioners for information (Sinaga, 2005). Practitioners who understand such limitations will provide information, footage, and story ideas to journalists to ensure maximum coverage.

External influences consist of extra-media forces and media ideology. Extra-media forces – these include how media organisations and businesses are related to one another, the existence of market forces, the limitations imposed by laws and regulations, the size and makeup of the media industry, and the level of media rivalry Media ideology ideological forces are defined as ' symbolic mechanisms that serve as cohesive and integrating forces in society (Shoemaker & Reese, 2013). Implications for public relations practitioners: understanding the legal parameters, for example, will help them know the boundaries within which they can position the organisation in the media.

Public relations practitioners must understand how the media and journalists work. Media relations is seen as a multidimensional activity, first, how information is provided to journalists (information subsidies). Second, knowledge of how the media works (knowledge dimension) and media relations as a strategic process to get publications (strategy dimension) (Yoon, 2005). This research has several important points: first, it provides insight for practitioners and academics on the importance of understanding journalists and the media industry to provide the information journalists need to maximise company publications in the media.

Second, Mediating the Media Model will help PR professionals understand the important factors in establishing media relations and media coverage, especially when social media and mainstream media intersect. This research will help new practitioners understand the important

factors in media relations. It will encourage experienced practitioners to re-evaluate their current strategies and improve their media practices.

Method

The approach in this study used a descriptive qualitative approach. The purpose of this study is to describe how public relations understands how journalists work to maximis e the publication of information in the media. This study used a case study research method. Case study research was chosen by the researchers because case study research not only explains an object being studied, but also discovers the existence of a case and why a certain phenomenon occurs (R. K. Yin, n.d.).

Data collection techniques using in-depth interviews with public relations officers or those in charge of media relations from various companies with different corporate backgrounds. The analysis of research data refers to Miles and Huberman stating that the analysis includes the stages (Sugiyono, 2017) :

1. Data Collection:
   Data collection was conducted by conducting in-depth interview data collection techniques. Interviews were conducted with five public relations officers or those in charge of media relations from various companies with different corporate backgrounds. The company is divided into various categories: state organisation, department store, creative agency, education, and hotel.

2. Data Reduction
   The data reduction process is carried out by simplifying the data from the results of the interview transcripts

3. Data Presentation:
   Data presentation is the process of compiling information that provides the possibility of conclusions in qualitative research. This data presentation can be done in the form of brief descriptions, charts and the like. With this data presentation, it will be easier for researchers to understand the problems that occur and plan further actions according to what has been understood. Data presentation is done by forming tables to facilitate analysis

4. Conclusion
   Drawing and Verification. Conclusion drawing is the last process of the steps taken above. Conclusions are drawn from data that has been analysed and data that has been checked based on evidence obtained at the research location. At this step, researchers can draw conclusions.

Results and Discussion

The Importance of Media Relations in an Evolving Media Landscape

Regarding how the company views the importance of media relations activities, it was found that it currently does not specifically set up a media relations division, as is the case in hospitality public relations. Media relations activities are the responsibility of the Marketing and Communication division. Even media relations activities are carried out by creative agencies to maximis e publication.

"Media relations is one of my sub-divisions." (Adiastra, 2023)

"So, the agency will do a survey. The agency will do research on which media placement, media monitoring, or media relations are effective for their goals." (Amelia, 2023)

"Considered important, I have never been supported, you could say it has not become one of the important ones. There are no other divisions, just me" (R. Ayu, 2023)

"There is Marcoom here. Well, MarCom's job includes marketing communication itself, as making marketing plans, then making promotions, then on the one hand also as public relations. Well, so how do we maintain relationships with the outside including in it, there is

also in media relations and digital marketing, like that. So, that is all one person." (C. Ayu, 2023)

To get the best results from public relations activities and achieve the goals, the top management must be supported by a structural and functional public relations team (Ani et al., 2018). Top management consists of professionals who make decisions and control the organisation. Several categories classify public relations based on their organisational position and utilisation. Some organisations place public relations in a high position that is directly responsible to the head of administration. In contrast, other organisations place public relations in a lower position under the marketing, human resources, legal, or other higher decision-makers.

In the second model, some organisations place public relations in a separate unit, while others place this position in several units within the department. In the third model, some organisations use PR consultants, while others use internal PR provided by the organisation. In addition, some organisations use both internal and external publicists. A good placement of public relations in the organisational structure can be beneficial because it can support organisational performance, especially when the organisation is varied and is required to be flexible from the lower level to top management. Inappropriate public relations placement can result in overlapping roles with other divisions within the organisation.

What Kinds of M edia serve as Partners in Evolving Media Relations?

Public Relations revealed that in defining the media today, it cannot be thought of in the narrow sense of only mainstream media. In the beginning, media in the context of media relations is referred to as print media, online, television, radio, and so on. With the development of social media, there has been a change in the power to build image and opinion related to the company. Social media provides many convenient facilities for public relations to provide information and interact with the public; timed messages, sharing company-related information from other company sources, chatting, and commenting (Weeks et al., 2017) including social networking sites (e.g., Facebook), video-sharing sites (e.g., YouTube), picture-sharing sites (e.g., Instagram), and microblogging sites (e.g., Twitter) (Whiting, Anita, 2013).

Companies themselves can create the emergence of many social media by creating their own publication media and the emergence of influencers. Even one of the public relations revealed that their company does not give them a particular budget to organise activities with   journalists but has a particular budget to be used for publications through influencers.

> "There is. The media now is far from what it used to be. Honestly, the media now follows the virality, and everyone can become a media like that" (Amelia, 2023)

> "Yes, you know that we do not have a budget for media relations, so you have to develop it yourself, but we do have a budget for endorsements and relationships with influencers"
> (R. Ayu, 2023)

The surveyed representatives of the PR branch claim that using creators from the nternet is much more effective than the impact of advertising messages. That is why using influencers is now more effective than advertisements and standard press releases (Tworzydło, Dariusz, Norbert Zyczynski, 2019). Conducting publicity activities through influencers has shifted the definition of media relations, but also other media relations activities. In previous Public Relations journals, newspapers, and television, i.e., classic sources of information served as opinion-forming entities. Today everyone can be a messenger and can create and distribute content.

Social media has provided a platform for professional journalists and influencers to share news with their audiences, which is considered a new type of citizen journalist (Wang et al., 2021). Social media influencers can attract new public to an organisation and help organisations build relationships with the public. This does not mean abandoning traditional media but suggests that activities carried out by companies in this area, such as media relations, can be complemented by cooperation with influencers. Thanks to the channels for outreach used by influencers, it is possible

to amplify the message. Broadcasters get additional engagement from recipients following portals or blogs run by influencers,
Public relations professionals still conduct media relations activities with some, although not all, types of journalists from the mass media are prioritised by corporate partners.

> "There are many partners, especially online ones, and they are quite big in views and business, but we usually look at them if we already know the media well." (Florencia, 2023)

Regarding the media chosen, Public Relations tended to choose online media to help with publications.

> "It acts as a compass; we use it because people still need the media, to tell the truth or wrong, but they still use mainstream media as the compass. So, print media is still maintained because of its accuracy." (Amelia, 2023)

Not all consider radio to be a publication medium. Television is still a consideration for Public Relations in the field of education because advertising on television is also expensive. In addition, consideration of accurate print media is still an option, but only those widely recognised by the public. Fifty-seven percent of respondents said that social media tools are becoming more valuable to their activities, especially in the use of influencers (Robertua et al., 2021) while 27% reported that social media is a core element of their communication strategy. Social media is fast becoming a core channel for disseminating information.

> "The media is now far from what it used to be, and everyone can now become a media. Well, media relations now cannot be used as an idealistic benchmark. It started when social media echoed, and since the 2000s, it has shifted like that." (Amelia, 2023)

> "Relations with the media, relations with influencers, because we follow the times too, there are more and more influencers. Making reels, making content, then captions, etcetera, just all things social media. They realise that journalists are important, but not too much like that. the budget for journalists is just a no." (R. Ayu, 2023)

> "Why is this influencer now also becoming very booming?" because this influencer has become like online media, and the media that are invited now are mostly online. Besides, media and TV media are also increasingly limited." (Amelia, 2023)

An influencer can be defined as someone whose opinion is listened to, trusted, and can make people behave like what is expressed (Belanche et al., 2021). These influencers work in trusted online networks and communities and have a significant impact. This development has made Public Relations face new communication challenges other than mainstream media (Fadillah & Wibowo, 2022). On the other hand, the purpose of media relations is an activity that aims to provide awareness of organisational activities and gain exposure. Public relations practitioners understand the benefits of proactive media relations efforts (e.g., increased awareness for key publics, decreased advertising expenditures)((Waters et al., 2010).

> "Exposure too." (Florencia, 2023)

> "So that competitors can see that my place has little movement. Usually only use it if we want to increase awareness" (Adiastra, 2023)

> "Leading opinions is very, very important because what? Media relations now is much more about how often people know so that it creates keywords on Google. That is for media relations so that the brand can get on the first page, and also, in Search Engine Optimization,

it really helps a lot, from brand awareness, brand transactions, or to brand experience to customers."(Amelia, 2023)

"Establish relations with the media to get media publications." (C. Ayu, 2023)

Today, organisations are looking for new practices that go beyond traditional media relations. Public Relations create for published content aimed at consumers (content marketing 2008) or for content that appears in the form and function of the company's platform (e.g. Facebook posts, Instagram) (Pulizzi, 2012). On the other hand, there are also Public Relations who see media relations as not necessarily in mainstream media because companies see the use of influencers or using social media as more capable of helping publications, especially their companies engaged in the public service industry. Regarding the type of media chosen by Public Relations, each Public Relations company chooses the type of mainstream media that is part of media relations.

On Online Media:

"Online media helps create keywords on Google. The brand can get on the first page and also in Search Engine Optimization." (Amelia, 2023)

"Oh, I definitely go online." (Adiastra, 2023)

"Of the 70 percent, it's the same: 30 online, 70 still influencers." (C. Ayu, 2023)

"Definitely online." (R. Ayu, 2023)

On Print Media"
 "Print is still used because of its accuracy." (Amelia, 2023)

"I never go to print. Because one it's expensive, two the cover will not reach the target I need." (Adiastra, 2023)

"Print media is still prioritised' (R. Ayu, 2023)

On Television:
"Radio and television are not a priority." (Adiastra, 2023)
"Sometimes we realise that coverage on TV is expensive." (Florencia, 2023)

On Radio:
"Radio is not an option." (Adiastra, 2023)

"Radio is only a priority for some." (Florencia, 2023)

"I no longer use the radio." (R. Ayu, 2023)

Of the various types of media available, online media is the main choice at this time of publication, and radio is not a top priority as a media relations partner and is starting to be abandoned.

Factors affecting media relations

Public Relations' relationship with the media in publishing news cannot be separated from several levels in the media organisation that influence it. Several theories reveal these influences, including attributes of individual journalists, media routines, and attributes of media organisations, as well as extra-media and ideological influences (Shoemaker & Reese, 2013). Preston (2009) divides individual influences, media routines, organisational influences, political-economic factors,

and cultural and ideological forces. Although both models mention similar influence variables, they are placed at different levels. This is what Public Relations needs to understand in news publishing (Hanitzsch et al., 2010).

Figure 1. The level of influence in news coverage
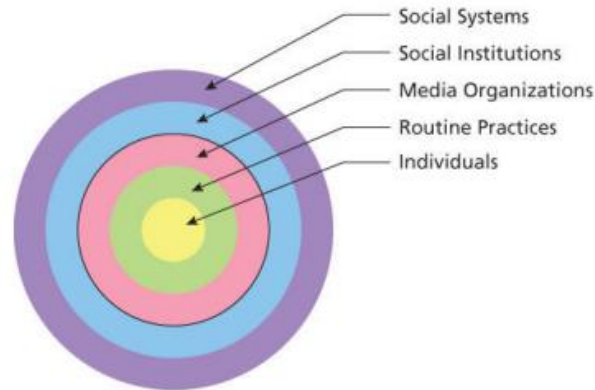
(Shoemaker & Reese, 2013)

Individual level: How Public Relations Perceive Newsworthiness From a Journalist's Perspectives

Regarding the internal factors of how public relations understand journalists' work, three things were identified– 'journalist mindset' (what they perceive to be news and relevant content for their audiences), 'journalist routines' (including deadlines, publishing balanced stories and fair and neutral reporting, 'newsroom routines' (how Public Relations cultivate relationships with other newsroom staff, such as the administrators, camera crews and photographers who can influence story selection and salience).

Regarding the appropriateness of a story to be published in the media, every Public Relations understands it by looking at the background of the media where the journalist works, the journalist's division and the news value offered.

> "Usually, they like the context regarding the licensing factor, the profile of the CEO launching the project, and not all media also have a special renewable energy page."(Adiastra, 2023)

> "Usually it's more about the event, the main character who comes there, the first thing is that there must be an advantage from past events, which must be different, with the previous event." (R. Ayu, 2023)

> "Innovation, whether it's making robots, or innovation in making tools, or food innovation." (Florencia, 2023)

> "A unique selling point that differentiates us from other hotels.'(C. Ayu, 2023)

Journalists consider news values the most important aspect of journalism practices when assessing public relations materials (Sinaga, 2005). Greater dialogue about the actual agreement regarding news values that journalists and public relations share might lead to greater understanding and enhanced professional relations between the two groups (Sallot et al., 1998). One of the most important factors in creating effective information subsidies is understanding that the journalist's needs are paramount. The survey results of this study provide an overview of what journalists consider to be important factors to include in information subsidies produced by PR practitioners

and also examine news releases produced by companies. Public Relations need to understand what the journalists are working with and looking for in information subsidies (Zoch, 2014).

News values, or a set of categories that give newsworthiness to news, not only have a role as gatekeepers in the selection of events but also transform into a broad factor that affects the quality of newsworthy information (Mañoso-Pacheco, 2020). In providing information to journalists Public Relations at least understands that: First, journalists write and what is of interest to journalists. Second, knowing the tone of the news. Third, improve the quality of their writing. Fourth, always be there for them. Fifth, practitioners must learn how to frame information appropriately so that journalists can understand, for example, contextualise information to show the importance of the news (Richards, 2005).

Journalist routines

There are three sources of routines: audiences, organisations, and news material providers (such as Public Relations, including how the media makes decisions, how news is shaped, how stories are written, and news editing (Shoemaker & Reese, 2013).
In terms of knowing journalists' routines, Public Relations must be able to ensure timeliness, accessibility, and transparency of news. One of them knows how journalists work, including the deadline for the news written. Regarding journalists' deadline routines, it was found that Public Relations understands that currently, there is no longer a particular deadline for each journalist, especially for online media journalists, because news can appear while activities are ongoing. However, it is different when print media journalists have news deadline hours.

> "I don't think I have a deadline, I can do it, sometimes while I'm still at the media gathering, the news has already gone up." (Adiastra, 2023)

> "Partly still, especially print, yes, if the print definitely has (a deadline). If online is freer, it is just half an hour, and it is already here. Both print and TV still have a deadline, but TV is not as strict as print." (Florencia, 2023)

> "Usually at night, ma'am, the print goes up at night. Radar is in the afternoon at 6 o'clock, so it already has to go up." (R. Ayu, 2023)

> If it's more about lifestyle, I don't think so, ma'am, because the lifestyle doesn't have to be up every day (C. Ayu, 2023)

> Digital media has no deadlines because of the immediacy factor, overriding all other considerations. Sometimes news or information is uploaded as the story develops (Gangopadhyay, 2014). Public relations has played a major role in routinizing and making more systematic the link between the press and institutions (Shoemaker & Reese, 2013)

> Although there is no sense of deadlines journalists must meet, Public Relations recognizes that the ease of being contacted by journalists is important in maintaining relationships with the media.
> "All the time." (Adiastra, 2023)

> "If we're close, we could easily communicate with WhatsApp." (Amelia, 2023)

> "I'm not available on my cell phone 24/7, it's just that if they chat mostly during working hours, I try to maintain my relationship, so I reply quickly too." (R. Ayu, 2023)

> "I usually open my cell phone within 2 hours." (Florencia, 2023)

As the media changes to the developmental phase of media, media relations also change. Social media has become a new place for media relations. The way journalists and public relations

communicate is easier than ever. Although sending online messages to journalists will never replace personal contact, online media relations conversations occur at various levels beyond press release information, including online comments and references (Bajkiewicz et al., 2011).
Apart from providing easy access to communication to journalists in establishing relationships with the media, Public Relations conducts media visits and media gatherings.

> "Well, my treatment is that I invite them first, so it's a media gathering, I chat with them, I introduce to them that I have an agency, I have several brands, ask them to support me later." (Amelia, 2023)

> "Well, if you want to go deeper, we usually use media gathering, media visits, and personal contact." (Adiastra, 2023)

> "We have lunch, then usually we give free movie vouchers, then shopping vouchers." (R. Ayu, 2023)

Newsroom or Organisational Routines: From editorial relations to advertising cooperation.
The emergence of a news story cannot be separated from the media's involvement in it. In relation to the newsroom, there is a policy of publishing policies or serving the interests of advertisers by linking to the news publication. However, in becoming a media relation, what is done by Public Relations is more directed towards building relationships or closeness with journalists only. To build closeness with editors and editors not all Public Relations build closeness with editors or other editors.

> "I really like to contact journalists to invite them so that we are attached." (Adiastra, 2023)

> "Oh, no. So, sometimes the editors are rotated, and the journalists are also rotated. So, it's just the journalists because they're the ones who find the news; the editor is just screening, like that." (Amelia, 2023)

> "He'em, the editors too, even though they sometimes don't remember us, but usually we get to know them better when we do media visits, we usually meet the editors, and some of the editors have been guest speakers for training like that. So, sometimes for example from the journalist." (Florencia, 2023)

Building relationships with journalists as well as editors and offering content that suits their needs and that might result in media coverage (Supa, 2014). News routines can be observed in the usual editorial meetings, where news and feature staff members meet to decide what will be on the front page and how the story will be presented. Public relations professionals understand that whether news is published about their organisation is determined by several factors of editorial routines, such as advertising routines in the mass media.

> "There are those who, especially big media, prioritise advertising turnover. Some clients have never advertised or have not advertised for a long time, so they ask for the news to be aired with ordinary value; so why do it like that? So, the editor and editor-in-chief are the ones who evaluate and assess whether the news is worthy of airing. So we can't do anything unless, for example, we advertise; yes, we invest in advertising. Now if it's like this, we only invite journalists." (Adiastra, 2023)

> "The easiest thing is, "Ma'am, I can't come because your client has never advertised, what should we do?" For example, like that, "Oh, that's okay." Well, we report it to the client, for example, the client, "Oh, yes, you just replace it, it's okay." (Amelia, 2023)

"We must shop with them at least twice a year, because if we don't, it's not the journalists who are the problem, it's the editors. However, from the interview results, in addition to news value and understanding how journalists work, there is also the factor of advertising in the media to determine whether a company's news will be published or not." (Florencia, 2023)

"Sorry, this can't be increased because there is no cooperation program."(C. Ayu, 2023)

Newspaper content is also shaped by major advertisers affecting internal organisational relationships (Shoemaker & Reese, 2013). That editorial content is not free of advertiser influence (Rinallo & Basuroy, 2009). Newsroom conventions and economic pressures also influence news coverage. Regarding newsroom conventions, journalists may, for example, follow the publisher's policies or conform to advertisers' interests with media coverage (Obermaier et al., 2018).

Social Institution and Social System: The Power Outside the Media

The characteristics of the social systems affect the interactions of social institutions, the existence and makeup of media organisations, the types of routines adopted, and the values of individuals (Shoemaker & Reese, 2013). Forces outside the media also certainly affect how news appears. Public Relations also knows that forces or influences outside the media will bring links to media coverage, for example, government regulations and also interests outside the media, media ownership. This perspective views a social system as an aggregation of subsystems, such as political, economic, cultural, and mass communication. It influences content from social institutions, such as government, finance, and religion, which are the structural manifestations of political, economic, and cultural subsystems.

"Yes, it's rare, but the risk is that I also work on many government projects. So yes, I'm also quite careful, not of everything. Once I see that they have written negative sentiments, I would think, "Don't contact them, don't invite them now. Later, definitely like that."(Adiastra, 2023)

"There is, there is something like that. So, like, for example, I can't mention it, but like, for example, info from A like that, it turns out that it belongs to a regent candidate like that, anyway, then we as an agency, for example, are asked to help one of the candidates like that to get into the media coverage, we can't, yes because it belongs to the candidate there, like that, so we have to accept it."(Amelia, 2023)

Table 1. Bridging Media Relations in Public Relations Perspectives

Informant / Themes	Creative Agency for Oil Foreign Companies	Mall	PR Agency	Education	Hotel
The meaning of Media	Media mainstream	Not only mainstream media, companies can create their own media and also use influencers	Not only mainstream media, companies can create their own media and also use influencers	Not only mainstream media, companies can create their own media and also use influencers	Not only mainstream media, companies can create their own media and also use influencers
Media Mapping	Online media only No Print media, tv, radio	Print Media Television Online media Prefer influencer	Online media Print Media Prefer influencer	Online media Print media Television	Online media Prefer influencer
Factors influencing media and publications Internal					

Informant / Themes	Creative Agency for Oil Foreign Companies	Mall	PR Agency	Education	Hotel
Journalist Mindset	Project launching	Event	Viral activities, person	Innovation	Uniqueness
Journalist Routines Newsroom routines	Online news has no deadline Only build relationships with journalists Understand that advertising cooperation is one of the determining factors for news appearance	Online news has no deadline Only build relationships with journalists Understand that advertising cooperation is one of the determining factors for news appearance	Online news has no deadline Only build relationships with journalists Understand that advertising cooperation is one of the determining factors for news appearance	Online news has no deadline Journalists and their editors Understand that advertising cooperation is one of the determining factors for news appearance	Journalists and their editors Understand that advertising cooperation is one of the determining factors for news appearance
External extra-media forces	Government	Media ownership	Government	Media ownership	Government
Media Ideology	PR knows the media has an ideology in choosing the focus of news topics	PR knows the media has an ideology in choosing the focus of news topics	PR knows the media has an ideology in choosing the focus of news topics	PR knows the media has an ideology in choosing the focus of news topics	PR knows the media has an ideology in choosing the focus of news topics

Source : by Author

From the results of the interviews that have been conducted, it was found that Public Relations understands that in order to be published in the news in the mass media, that news values must be present in the publication material given to journalists. In the context of public relations, to create publicity, journalism is one of the fields or expertise that must be mastered by a public relations officer. Knowledge in Journalism makes a public relations officer understand the process of disseminating information, the journalist code of ethics, understand the work of journalists, understand the world of media, and know how to relate to the mass media (Saleh et al., 2015). The lack of knowledge of public relations employees on news release writing techniques affects the quality of news that Public Relations sends to the mass media. This also affects the use of journalistic language which must be short, concise, simple and clear (Glen M. Broom, 2009).

In addition, an interesting finding is that there is a shift in the meaning of media for Public Relations which no longer defines media as mainstream media only to help publication. However, media can be interpreted as a media channel created by influencers or celebrities because of its more personal nature directly directed at the Public Relations target. Although Public Relations still recognizes that mainstream media has the nature of accuracy in conveying information. The selection of mainstream media has also been limited, Public Relations currently prefers online media as a medium to help publication because of the flexibility in sending information to journalists and news can be published at any time. Online media is the third generation mass media after print media (printed media) newspapers, tabloids, magazines, books and electronic media (electronic media) radio, television, and film or video. Online media is a product of online journalism (Romli, 2008). Mike Ward (2002) emphasised that one of the characteristics of online journalism is the flexibility delivery platform– being able to write news anytime and anywhere (Andini Nur Bahri, 2019).

The development of Public Relations has changed significantly, going beyond the boundaries of the traditional role of Public Relations. Influencer Relations, becoming new aspects in Public Relations work is supported by the transformative concept of mediamorphosis, which has

given rise to a new era of Public Relations. Mediamorphosis refers to the transformative process that media undergoes in relation to forms of technology and consumption patterns. Coined by media scholar Roger Fidler in the 1990s, this concept captures the ongoing changes in media driven by advances in digital technology. Mediamorphosis underlines the dynamic nature of media as it evolves in response to modern technology and societal trends, including the widespread use of digital technology, the rise of social media, and changes in audience behaviour and preferences (Achmad, 2020).

An important characteristic of mediamorphosis is the blurring of conventional boundaries between different media formats. With the advent of digital technology, print media has incorporated multimedia elements such as video and audio, giving rise to new hybrid media forms that combine different formats (Revolusi, 2022). This emerging PR paradigm demonstrates the dynamic nature of the field as it evolves to encompass new dimensions. Combining Influencer Relations to promote products requires the integration of Corporate Communications skills to build a thriving Influencer Relations industry (Sumandiyar et al., 2023).

Conclusion

Media coverage plays an important role for companies, especially Public Relations to distribute messages. Moreover, after all, publication is the main goal of Public Relations. The development of technology and the internet, in the end, also makes Public Relations work, especially in media relations activities. Media is no longer seen as mainstream media (TV, Radio, Newspapers, etcetera.) as the main channel for providing information. In the context of media relations, media has evolved into media that companies create or channels owned by influencers.

However, on the other hand, there is still a belief that media relations with mainstream media, including journalists, are not something they can abandon. Journalists and their media are still a trusted channel for accuracy and breadth of publication. Although the appearance of news in the mainstream media is often a challenge in media relations activities, public relations are required to understand how journalists and media work in publishing news. The world of media organisations is not just journalists, but there are newsrooms and other related elements that determine how the writing can be published. Public Relations realises several factors that influence the media coverage of their company. News values are the main consideration in providing information subsidies to the media. Although whether their company has advertised is the main determinant of the newsroom loading company news.

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