The Role of Public Relations In Sport Organization In Indonesia

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This research focuses on the role of public relation programs conducted by sport organizations in Indonesia in marketing the sport and improve the image of the sport. Public relation was very beneficial for an organization to manage a conducive organizational climate and created a good image in the eyes of the public, as well as in sports organizations. This research was used a qualitative descriptive design. The subjects that used in this studied were six sports organizations were chosen based on merit sports that follow multi events like SEA Games, ASEAN Games and the Olympic Games.

The methods that used to collected data was by conducted depth interviews with public relations division or organization competent committee to answer questions related to the research problem of the six sport organizations. The results of this study stated that the role of public relations in sport organizations act as the role of a technician, while for public relations programs carried out by sport organizations only tentative of if there are sporting events. The suggestions for sports organizations was sport organizations have to make more sporting events and made it regularly especially the event in the country. In addition to made communication between the public and the sport organization, the organization’s public relations should be more proactive and innovative in making public relations programs and in making news, so it will be delivered to the public.

Keywords: Public Relations, Sports Event, Sports Marketing, Image, Public, Communications, Organization, Program.
1. INTRODUCTION

Indonesia’s sports achievements in almost every sport increasingly worse at regional and international levels. Which was reflect in the decrease of the medals and rank in any sports event like SEA Games, ASIAN Games and also Olympic Games. Performance’s decreased in sports was getting worse when the media simply cornering about the conflict in the organization between the manager, administrators or even by with the athletes. And the other hand, the sports coaches often complain about declining the government's attention, difficulty of funding the sport independently, lack of sponsorship support, the lack of interest of the community to participate in sports activities, and many other complaints can be factors declining sports achievements in Indonesia. An example of sports that often heard have cases in the mass media is soccer and badminton.

This can be seen in any game or race. Where a match or race requires the spectators, because the game or race without the spectators must have been barren. Achievement motivation athletes will decline if there is no spectator. However the shouts of the spectators are spirit boosters for athlete to compete. A match with less spectators will made the organizing committee bankrupt. Because the revenue from the tickets will be dropped drastically and it made any entrepreneurs or companies do not want to be a sponsored. And it can make the well being of sports people (especially athletes and coaches) fall down to the low level.

If the situations like that it will be a vicious circle. The qualities of athletes decreased and can result a bad achievement and ended with unqualified match/race. Which in turn have an impact on people's appreciation for the sport become low and they will not interested to come when there is a sporting event. Because of this situation, developing and promoting sports, increasing participation and appreciation of the public, business and sporting achievement, are interrelated and mutually supporting. It is also supported for the sport that is now entering a new phase of sport industrialization. Sports industrialization managed to raise the profile of sporting activities so that it can be doubled in value.

Looking at the situation above, Indonesia should admit that the sport industrialization has been far behind. To develop the sports industry we need a good synergy between sports events, sponsors, spectators, sports infrastructure, promotion and event promoter/event organizer. This good synergy must be also understood by each other's needs in order to achieve the development of sports industry in Indonesia.

Actually, in Indonesia a lot of sports that are highly appreciated by the public, but they are reluctant to come watch the game, especially with pay the entrance fees. This was caused by the organizers who are not good packed of the match or competitions became an exciting spectacle. In Indonesia, it is common to know/see national and international sporting events held without fans/crowd or even made known to public. This happened because the absence information from the parties that involved in the event such as the event organizer or event the sport organization itself to the public. Therefore, with the least spectator, the lack of media coverage, ended the event can only be executed and be seen by internal use only. So it is understandable why the private sector is reluctant to participate in the development of the sport, because they have not benefited. As a result of this situation, the image of sport in Indonesia still not encouraging, both in terms of internal and external side. So, one of the most responsible of sport organization in Indonesia is how to design and implement the mechanism of sports activities and it can be known by the public.

Why is it important how to design and implement the mechanism of sports activities and known by the public? Because, in fact the achievement of the athletes can provide snowball effect on various aspects of life, include the economic aspect. As economic commodity and to achieve excellent performance in sport there would be needs comprehensively management. It involves the management of various components of human resources (athletes, trainers, coaches and management) and also involves various institutions (family, schools, government agencies, private institutions, clubs, local officials, the central committee and other community institutions). The effect of good comprehensively management in sport organization can made the sport be attractive to the society, has a sale value for sponsor and it turn sport will become a huge industry that can compete with other industry commodities.

Therefore, improvement of sport’s image in Indonesia in the eyes of society through sports organizations was desirable. This image improvement can be improved if the sports organizations have a harmonious relationship and good communication whether internal or external. The role of reciprocal communication within organizations today is an absolute thing and it usually handled by Public Relations department. It means that the most important thing for public relations is its ability to carry out the functions and duties in implementation the communication relationship inside and outside the organization. The point is for enhancing in a harmonious relationship between management leadership with employees or between sport organizations with the public. Effective public relations strategies ensure that sport entities communicate in a most favorable manner with key constituents, both internally and externally. Therefore these studies try to analyze how public relations in sport organizations can play a role as a tool of relationship between sport organization with the public and raise the image of the sport in Indonesia so the sport in Indonesia can entering sport industry and can compete with other commodity in industrial.

2. THEORITICAL REVIEWS

The concept of communication, as literature 1 was: “a transactional process in which people generate meaning through the exchange of verbal and non verbal messages in specific contexts, influenced by individual and societal forces and embedded in culture.” Another one defined that
communication as: Communication is the transfer of information from one or more people to one or more other people. So, we can conclude that communication is a process of transfer information from one or more people to one or more other people by using symbols, signal, and behavior or action.

One of the communication activities performed by the organization is called public relations. Where today along with growth and high competition, public relations becomes unavoidable requirement for any organization in order to achieve the organization's goals was how to get a good image in the community. Some experts provide limits and different statements regarding the limitation of public relations from the simple to the complex constraints, but all of which implies mutual support and lead to an understanding. The concept of public relations (PR) as literature 3 was a communication with people who matter to the communicator, in order to gain their attention and collaboration in ways that are advantageous to the furtherance of this or her interests or those of whoever or whatever is represented. Another experts say that public relations was a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication. The important key from this definitions were the management and the action or the activity. Based on some opinions existing, can be explained that the meaning of public relations was a function of management and also a specialize form of science communication that aims to foster mutual understanding and cooperation among the public by way of two-way communication; to achieve common goals on the basis of mutual benefit.

An emerging discipline within the realm of sport management, sport public relations has most often been associated media relations. In the past, public relations professionals maintained statistical records, wrote press release, scheduled press conferences, developed media guides, and scheduled interviews. More recently, the role of public relations within the sport organization has been expanded to better address the complex issues facing franchises. Sport public relations professionals are responsible for determining the concerns and expectations of the organizations’ publics and explaining these concerns and expectations to management. Publicist said to function in an organization or institution if the public relations activities have demonstrated a clear and distinguishable from other activities. According to Fraser P. Seitel (2000; 11) said that the functions of public relations at its core there are two, namely: the first “interpreting management to the public” and the second is “interpreting public to management”. Wherein the first function is a lot of talk about public relations efforts actively to describe management (organization) to the spectators, so the spectators knows and understands that the organization has a "goodwill" and social responsibility, which in essence is any system that works for the organization or company - input-process-output - is intended to achieve mutual benefit between organizations or companies (profit) and public (utility). The second function is an expression of the first function, mainly making a bridge of communication, so that the organization or company (management) can study the response of the public for what it produces, including the distribution and post services to the public, whether it is in accordance with established standards and public really benefit from the transaction process.

Sport entities depend on the expertise of their public relations professionals to not only tell the organization’s story but also assist in responding to crises that may occur. More than ever before, sport public relations professionals are being used to support the sport entity’s overall objectives by crafting and reinforcing the organization’s brand image. So it can be said that the function of public relations is to create a good image of the company before the public. As for ways to do (Rachmat Kriyantono, 2007; 289), namely: good communications, mutual understanding and good morals & manners. Thus, public relations is a management function to achieve specific targets that previously must have a clear program and detailed work, looking for facts, planning and communicating, and evaluating the results of what has been achieved. The purpose of effective public relations is to harmonize internal and external relationships so that these organizations can enjoy not only the goodwill of the public, but also the stability and a long life.

In accordance with the needs of a growing organization, the existence of public relations in the organization basically is a means for organizations to establish a relationship with the public in order to achieve organizational goals. Although the PR activities that have been conceptualized by an organization have similarities, but in certain cases have differences due to the different type of organization. Therefore, public relations activities should be designed through proper management. From the description above of public relations in sports organizations will go hand in hand with the needs of each organization in view of the
background of achievement and orientation of the organization, the organizational structure, the segment of the offender and other backgrounds.

3. RESULT RESEARCH

These studies used a descriptive research with a qualitative approach. Because this study has to analyze the characteristics of a public relations program of activities that have been done by sport organization in Indonesia. These studies obtained through the research information which call key person (key informant). The key informant used in this study is the general secretary or the management organization engaged in public relations. The subjects of these studies represent 43 sport organizations.

The 43 sport organizations were selected according to the specified criteria based on the achievement of the sport that followed the multi-event such as: SEA Games, ASIAN Games and the Olympics. Collection methods used in this study was in-depth interviews. Primary data collection used in-depth interviews with public relations selecting the chairman of the Executive Board of the sport chosen as internal parties as speakers who are considered relevant and representative to the issues in this study. The collection of secondary data obtained from official documents in KOI Center, and Board of sports and mass media archives, data programs, books, brochures, magazines and written documents. Internal documents include, AD / ART, the composition of the management, the annual activity program as well as the results of the program have been implemented.

The result of this research is shown in this section. Public image of the sport is now beginning to lead to something positive. Where at first the public apathy towards a sport, now people are starting to think that the sport has been able to hold onto life and is something that can change the life quickly "the shortest way to change your life". As for the parents to include their children in a sport can keep their children in drug abuse are very difficult to eradicate. View of the sports media has also been changed, which enthusiastically look for the news media to become more frequent. Due to the media, "bad news is a good news". So, sometimes the news sought controversy.

In view of the terms of sponsors, their perspectives on the sport still vary depending on the branch of sport. Because the sponsors are still looking for the benefits they can get from sponsoring something, how the media are covering, how the spectators, how the event itself - whether the event is a prestigious or not. Therefore, finding sponsors is a difficult thing for some sports, which is due to the impact of public opinion and the media were less enthusiastic about the sport. Appeal to the public to the sport itself most recently the event itself. Where the public still sees the event in terms of whether the quality of the game, or whether it is an individual event or nationalist.

However it turns out, the functions and duties of public relations in sports organizations were still not running optimally. Functions and duties of public relations in sports organizations is still merely a name. This is due to some obstacles encountered in the sport's governing body. Barriers that come from within sport organization were a matter of funds. PR field does not have a specific budget provided by the organization to conduct programs of public relations activities. The budget is based only on when there is a match/race or "event bases". Moreover, the obstacles encountered came from publicist SDM itself. Where in the organization of a PR exercises were expected to know what is or what is happening in the organization. So if there are questions or want information, can be told truthfully.

Then the lack of interest from the PR itself to the sport that they do, which causes a lack of socialization and the image of the sport continues to fall. Barriers are coming from outside which usually comes from media colleagues in this case journalists. Media has an important role in building the image of the sport, which has the properties of media to educate, influence, inform and others. Media is one of the most effective tools to promote sports branches and it can lift the image of sports organizations. Other matters relating to the media is a problem of lack of knowledge of the media/journalists about the sports they cover, so that they are less able to describe an event match / race better. Moreover, because the displacement of journalists to other areas in a short time, so that it resulted in the coverage. Because, just as they understand about the sports they cover, a week or two weeks later they were not covered in the sport, but cover other fields such as politics or law.

The information desired by the public is the end result of a game/race, background athletes of each sport, how they exercise, what are the barriers to and support for progress achievements, science and technology used in the sport, the sport's new regulations, nutrition for athletes and where they can follow the club who can they entered so they can develop their interests and talents of the branches of the sport. The success of public relations activities in creating a good image of the organization depends on how the public relations programs and processes can run. Therefore, the organization of public relations in sports should be more pro-active, innovative, in marketing the sport and raise the image of the sport. Sports organizations should pay more attention to public relations planning public relations strategy in order to market the sport and raise the image of the sport. In addition, sports organization also must often hold a variety of activities that the public can be aware that ultimately have an impact on the participation both as spectators and athletes involved as well as within the organization.
5. CONCLUSIONS

Sport image have began to rise a little bit, because the sport was considered as a job or have a future. But the functions and responsibilities of public relations at the sport organization have not worked optimally. In sports organizations, public relations was still limited to name, because public relations was considered as a supporter not the main in organization. Besides the lack of sporting events held, it made public relations could not produce a journal or bulletin as an output of public relations. Constraints faced by sports organizations to conduct public relations activities is the lack of funds, lack of awareness of the parent organizations of the importance of public relations at the time of routine activities, journalists sometimes less support with reporting more interested in things that smell of conflict, in addition to the lack of knowledge journalist for sport in reporting made it less able to develop the news that people were more interested in reading.

REFERENCES


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