

Analysis of Contents of the Indonesian Public Relations Textbook on Digital Public Relations

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Abstract

Textbooks play an important role in the learning process in universities. They must be able to present the latest developments in theory, concepts and their application in everyday life. In the field of public relations, the existence of textbooks has been recorded since public relations as a scientific discipline was taught in universities. Unfortunately, there is almost no research that examines public relations textbooks in Indonesia. Therefore, this research asks the question of how does public relations textbook written by Indonesian authors discuss digital public relations? The research was conducted through a qualitative approach by describing the discussion of digital public relations and analyzing how public relations textbooks place digital communication technology in public relations. This study found that not all introductory public relations textbooks published between 2015-2020 presented a chapter on digital public relations. The introductory public relations textbooks analyzed presented various digital public relations topics. However, only one textbook that discusses digital public relations is relatively adequate as an introduction. There is a tendency to see digital media technology as a continuation of previous media technology. Digital media has not been fully placed as a medium that allows the process of dialogue and sees media users as the public who can create, produce, modify and share messages through social networks. This research has only succeeded in identifying four textbooks so that the results of this research cannot be used to make generalizations about the discussion of digital public relations. Further research can be directed to study by comparing digital public relations discussions in English texts or translations with Indonesian textbooks.

Keywords: digital communication; digital public relations; public relations; social media; textbook

Introduction

Textbooks have an important role in the learning process in universities, determine the body of knowledge, and present generally accepted skills (Hoy, Raaz, and Wehmeier, 2007). Textbooks will affect how students' knowledge of a learning subject (Coombs & Holladay, 2012; Dozier & Lauzen, 2002; Hoffman, 2019). Textbooks usually identify and highlight relevant and actual topics in an

academic discipline, so that textbooks become a kind of mirror that reflects the situation at a time (Lee, 1998). Therefore, textbooks usually have to be updated from time to time so that they can become a reliable reference for students because their contents are relevant to the needs of students and the development of society.

The discipline of public relations or public relations in Indonesia, which has

developed since the 1960s in Indonesia, in addition to using foreign textbooks in English from the United States, has also begun to use textbooks that actually appeared in the 1950s with the publication of SK Bonar's book, *Public Relations Modern*. In the 1960s, Hartono's (1966) book, *Public Relations: Theory and Practice*, and Oemi Abdurachman's (1968) book, *Basics of Public Relations* were also published. This was followed by several other textbooks in the following years until now (the results of searching the online catalog of the UGM Library, the National Library, and the UI Library). Unfortunately, if you look closely, the republished books are not revised according to existing developments. This is much different from foreign textbooks in English, such as Cutlip and Center's (1952) *Effective Public Relations*, which has now been printed in its eleventh edition as *Cutlip & Center's Effective Public Relations* (Broom & Sha, 2013) or Wilcox et.al's book (2015) '*Public Relations: Strategies and Tactics*', and Seitel's (2017) work, *The Practice of Public Relations*, which is regularly revised to suit the development of public relations science and practical needs. For example, public relations techniques before the existence and popularity of television usually used press releases for print media. After television is popular, practitioners also need to produce Video News Releases. Therefore, public relations textbooks need to add learning materials about making VNR. Since the emergence of online media or digital media, public relations practitioners are also required to understand and be able to use and utilize digital or online media for public relations activities. Public relations textbooks after the widespread use of digital media have also provided many learning materials about online media or what is often referred to as online public relations or digital PR.

In the last twenty years, public relations textbooks have emerged, both in the form of introductions and specific textbooks, such as those relating to public relations communication techniques with the emergence of textbooks on writing public relations or public relations techniques, public relations management and so on. Since the emergence of public relations textbooks in Indonesia, it seems that no one has studied how do various public relations textbooks in Indonesia discuss specific issues, what paradigms do Indonesian textbooks use in discussing public relations?

Theoretical Framework

The study of the content of public relations textbooks on certain issues or topics of concern to academics, practitioners, and the public in general can be traced as far as starting in the early 1980s through a study conducted by Cultbertson (1983) on the issue of honesty or ethical issues. How the issue of honesty is presented and discussed in public relations textbooks. In line with the development of various issues in American society, the study of the content of public relations textbooks also concerns such issues as the topic of activist and activism (Mules, 2018), gender issues (Brunner, 2006), minority themes (Kern-Foxworth, 1990), and historical aspects of public relations (Hoy, et.al., 2007).

The existence of technological changes that have influenced the practice of public relations has also drawn attention from a number of researchers to see how textbooks present and discuss virtual technology (Boynton & Imfeld, 2004). Hoffman's study (2019) sees that public relations textbooks in the United States tend to reinforce the view of public relations as a force to harmonize society and do little to encourage students to think critically about public relations practices.

Cultbertson (1983), examines the extent to which "honesty" is the subject of discussion in PR textbooks. He poses an interesting question: Do the textbooks that students read encourage them to think about ethical issues in public relations and mastery of communication skills? His analysis of six introductory public relations textbooks shows that students entering the real world need to have case discussions that are based on the truth.

The Kern-FoxWorth (1990) study of minority representation in public relations textbooks and reference books used on campuses during the decade 1979-1988, used a total of 60 books, consisting of 21,841 pages as the population. He found 152 pages (0.7%) contained information about non-whites or issues affecting their various groups. The authors were only one (1.2%) of the 85 authors who wrote or edited the 60 books studied. Kern-Foxworth concludes that the representation of ethnic groups in PR texts is very low.

Hoy et al. (2007) questioned the leading public relations historiography which provides an overview of the evolutionary process of public relations activity in which public

relations evolved from a manipulative communication process to a two-way, dialogue-oriented one. They analyzed a number of public relations textbooks to determine how their authors presented the history of public relations. Hoy et al. found that, the construction of progressive PR developments was evenly distributed throughout the textbooks; most textbooks rely solely on stories or narratives, not on a theory-based approach to the history of public relations. In addition, the history of public relations presented in these books seems to be influenced by a paradigmatic attitude.

Boynton and Imfeld (2003) researched how introductory public relations textbooks cover internet and website technologies. Their study explores how undergraduate textbooks, introductory public relations courses address Internet and Web technologies. Boynton and Imfeld examine the topics and skills commonly used in textbooks, and explore the challenges associated with being able to stay current in a changing environment. Their findings, among other things, reveal that textbooks still focus on “new” aspects of the Internet and Web technologies, emphasizing terms rather than practical applications. Although several examples of good Web technologies are provided, up to a third of the listed Web addresses do not function properly. Boynton and Imfeld's findings recommend how educators and publishers can address the challenge of information obsolescence in textbooks.

Hoffman (2019) through his article wants to deconstruct the introductory chapters of five current US-based PR textbooks. Textbooks paint a picture of public relations serving the public interest and contributing to a harmonious society by continuously adapting to strong public expectations. The tension between corporate goals and the public interest is negated and replaced by a win-win ideology. The adaptation paradigm tames PR, rejecting the idea that public relations is primarily concerned with influencing target groups through persuasive communication. However, the pluralistic concept, traditionally used to legitimize the active role of public relations in society, has not disappeared completely. While presenting itself as a voice for neglected causes, textbooks build PR as a force willing - and able to - impact public discourse. Social power is in line with the ideology of harmonious public relations. This supports the industry's ambition

to be accepted as a profession that benefits society as a whole. So, most of the textbooks analyzed are involved in PR for PR; they do little to encourage students to think critically about public relations practice.

In addition to the study of American textbooks, studies of textbooks were also conducted in other countries such as in China by Xue & Yu (2009) and by Satir et.al. (2011) about the content of a public relations textbook published in Turkey. Satir et.al. research focuses on trying to find out the current PR approach in Turkey by evaluating the development of the Turkish PR literature on a regular basis. For that purpose, they conducted a content analysis of the table of contents section of academic books on public relations published in Turkey between 1960 and 2010. They found differences in public relations approaches over time. Judging from the economic and political context of Turkey, this difference is mentioned in the framework of the four PR models of Grunig and Hunt. This study highlights the fact that context is important when examining PR education and practice in Turkey.

How do Indonesian-language public relations textbooks written by Indonesian authors and published in Indonesian discuss digital public relations/online public relations? There are three questions to be answered through this research: First, how do textbooks discuss digital communication technology. Second, how does each book put digital communication technology into public relations practice? Third, what is the purpose of discussing digital communication technology in the existing book? Is it only limited to increasing knowledge or also to teach students to use digital communication technology?

Material and Methodology

Currently, quite a number of public relations textbooks have been published in Indonesian. To find out public relations textbooks, the steps to be taken are through catalog searches in several libraries at universities that have communication studies majors in public relations, namely the online catalog of the UGM Library, UI Library and Unpad Library. Other searches will also be carried out through the National Library catalog. The selected textbooks are those published between 2015 and 2020 with the consideration of digital technology issues in Indonesia. Although it has

started to appear in the early 2000s, only in the last ten years social media platforms have developed and have been used by public relations officers.

This study does not analyze all introductory books of public relations in Indonesian written by domestic authors, considering that digital communication technology only developed at the end of the 20th century and has increasingly affected various fields of life, including the practice of public relations in the last twenty years. Especially for Indonesia, digital communication technology has had a bigger impact in the last 10-15 years. Researches on the use of the internet public relations in Indonesia have also started appearing only in the last 10-15 years (Pienrasmi, 2015; Prastya, 2013; Sarinastiti, 2015), or more than ten years behind similar studies conducted in developed countries. Studies on the use of social media by public relations practitioners in various developed countries have developed since the late 20th century (see Avery, et.al, 2010; Briones et al., 2011; Leicthy & Esrock, 2001; Pavlik, 2007; and several other studies). Therefore, the textbooks that will be studied are those published in the last five years.

The keywords that will be used in this book search are “public relations”, or “humas/hubungan masyarakat”. The text analysis was carried out qualitatively with an

emphasis on how the textbooks studied discussed and allocated pages for the topic of digital public relations. From here, it is hoped that the presentation of the topic of digital public relations in book will be described. The analysis of the textbooks studied was also related to whether the discussion of digital technology in public relations textbooks emphasizes the continuation of previous technologies or the radical change of first media age and second media age as initiated by Mark Poster (as quoted by Littlejohn & Foss, 2009). In addition, the analysis will also see whether the discussion of digital technology reaches the level of teaching readers to be able to use digital technology in public relations practice or merely serves as an addition to understanding and analyzing the role of digital technology in public relations.

Result and Discussion

Based on a search through the library catalogs of three universities that opened the oldest communication science majors in Indonesia, namely the UGM Yogyakarta Library, UI Jakarta and Unpad Bandung as well as the National Library, as a library that records every book published in Indonesia, there are no more than 9 public relations introduction textbooks with various titles as shown in the following table:

Table 1. Public Relations Textbooks published in 2015-2020

No	Author	Title (In Indonesian)	Place and Publisher
1	S. Soemirat & E. Ardianto	Dasar-dasar Public Relations (2017)	Bandung: Remadja Rosdakarya
2	S. S. Gassing, & Suryanto,	Public Relations (2016)	Yogyakarta: Andi Publisher
3	H. Suwatno,	Pengantar Public Relations Kontempore (2018)	Bandung: Remadja Rosdakarya
4	Sa'diyah El Adawiyah	Pengantar Public Relations (2020)	Yogyakarta: Buku Literas
5	Raditia Y. Sujanto,	Pengantar Public Relations (2019)	Yogyakarta: Pustaka Baru
7	Ropingi El Ishaq	Publik Relations Teori Dan Praktik (2017)	Bandung: Insrans Publishing
8	Anwar Arifin Andipate	Paradigma Baru Public Relations (2020)	Jakarta: Rajagrafindo Persada
9	Agung Kuswanto	Hubungan Masyarakat: Teori dan Praktek (2019)	Jakarta: Salemba

Source: Search results in online catalogs at UGM, UI and National Libraries. Only 4 books were analyzed that could be accessed. Agung Kuswanto's book is not available in some bookstores and it is difficult to purchase online

Of the nine introductory public relations textbooks published in the 2015-2020 period, only four textbooks provide separate chapters on digital or online public relations with varied

discussions of the number of pages and important topics discussed and described in depth. The four books are titled *Basics of Public Relations* by Soemirat & Ardianto,

Introduction to Contemporary Public Relations by Suwatno (2018), *Introduction to Public Relations* by Sujanto (2019) and *Introduction to Public Relations* by Adawiyah (2020). Other books pay no attention to and do not address digital public relations. Therefore, only those four books will be analyzed.

The four books that discuss digital public relations by providing special chapters give different allocations in discussing this topic. *Introduction to Contemporary Public Relations*, written by a professor of Universitas Pendidikan Indonesia (UPI) in Bandung, H. Suwatno, allocates 16 pages to discuss the topic of digital public relations in Chapter VII, while *Introduction to Public Relations* by Sa'diyah El Adawiyah only allocates 7 pages to discuss the topic of digital public relations. The other two

books are *Introduction to Public Relations in Era 4.0: Theory, Concepts and Practices* by Raditya Y Sujanto, which only provides 8 pages out of 240 pages to discuss digital public relations in chapter 12 with the title 'Introduction to Cyber Public Relations,' and *Basics of Public Relations* by Soleh Soemirat and Elvinaro Ardianto which allocates 13 pages to discuss digital public relations in Chapter 11 with the title 'Public Relations on the Internet.'

Following is the comparison of page allocation in the discussion of digital public relations in the four textbooks:

Table 2. Allocation of Each Book for Digital Public Relations Discussion

No	Title and author (s)	Placement and amount of pages
1	Pengantar Public Relations Kontemporer H. Suwatno,	Chapter VII Digital Public Relations Allocate 16 pages to this chapter (91-106)
2	Pengantar Public Relations Sa'diyah El Adawiyah	Chapter VII E-Public Relations Only allocates 7 pages of discussion (89-96)
3	Pengantar Public Relations Di Era 4.0 Teori, Konsep, dan Praktek Raditia Y. Sujanto,	Chapter 12 Introduction to Cyber Public Relations Allocate 8 pages to this chapter (211-219)
4	Dasar-dasar Public Relations Soleh Soemirat & Elvinaro Ardianto	Chapter 11 Public Relations on the Internet Allocate 13 pages to this chapter (187-200)

The book by Sa'diyah El Adawiyah, *Introduction to Public Relations* discusses the topic of digital public relations in Chapter VII with the chapter title "E-Public Relations." Of the seven pages he allocated, El Adawiyah only discussed digital public relations on the surface. The author divides Chapter VII into five sub-chapters by, among others, naming the sub-chapters as follows: E-Public Relations, Websites, Online Media, Public Relations Publications and Balanced E-Government Scorecard Theory. The author does not provide adequate references for writing chapters on digital public relations both related to the concept of digital public relations and cases of using digital public relations as an effort to enrich the discussion and illustrations so as to make it easier for students to understand digital public relations.

At the beginning of the chapter, Adawiyah briefly describes the use of the internet by professionals including public

relations practitioners. If this section is referred to as an introductory chapter, then the author does not give a convincing emphasis on the importance of the role of the internet or website as a tool that can be used for public relations activities. That way public relations students who will use this book are encouraged to read more about the use of the internet in public relations activities.

The use of the same sub-chapter title as the chapter title should be avoided. However, the author uses the same sub-chapter title as the chapter title. In this sub-chapter the author explains the meaning of E-public relations by referring to a book of business tricks that sees public relations as being the same as marketing, when viewed from the terms it uses which tend to equate the public with consumers. His explanation of E-Public relations tends to obscure the notion of e-public relations.

In the Website sub-chapter, the author repeats again discussing the company's website

which has been discussed in the initial section. The website is explained as a medium for loading press releases that can be accessed by journalists so that public relations practitioners do not need to send press releases to the mass media. The media can look for the press releases on the company's website. The author does not systematically explain the creation of a company website as a controlled medium that can be used by public relations practitioners in providing information about the company and its various activities to the public.

Actually, this sub-chapter is still related to the Online Media sub-chapter. So there is no need to create a new sub-chapter with the title Media Online because the website is also an online medium. This section begins by referring to Poster's opinion on the second generation of media (The Second Media Age). This sub-chapter is more appropriate to be the initial part that explains the presence of the second generation media which is different from the previous generation media so that it will radically change the practice of public relations. Public Relations Publication as the next sub-chapter also only mentions the practice of public relations publication in the Ministry of Education.

In the book *Introduction to Public Relations in Era 4.0: Theory, Concepts and Practices of Recent Cases* by Sujanto, the topic of digital public relations is discussed in Chapter 12 with the title 'Introduction to Cyber Public Relations'. He divides this chapter into three sub-chapters, namely Introduction, Social Networking Community (Network Society) and Utilization of New Media for Public Relations Activities. This chapter, which is only nine pages long, does not yet reflect the subtitles of a book that promises the latest theory, concept and practice of cases. In general, this chapter on digital public relations deals with digital public relations only on the surface. From the existing sub-chapters, it can be seen that the differences between the internet, websites, and social media are unclear which are now being widely used in public relations practice in Indonesia. Several studies have shown how various companies use various social media platforms in their public relations activities (see for example Pienrasmi, 2014; and several other studies).

In the introduction, Sujanto explains the meaning of Cyber Public Relations as "the application of ICT tools for public relations

purposes." This subsection explains at length about the basic elements of cyber public relations with reference to Philips & Young who wrote about Online Public Relations and the book by Onggo, who wrote about E-Public Relations. The next subsection describes the network community in only three paragraphs. It seems that the author wanted to use this chapter to explain social media networks which are now an important medium for many people. This sub-chapter should ideally be combined with the next sub-chapter entitled 'Utilizing New Media for Public Relations Activities.' In the last subchapter, the author explains that the use of new media in public relations has advantages in terms of interaction facilities between users and multi symbols such as text, audio and audio-visual.

The discussion of digital public relations in the book *Basics of Public Relations* by Soleh Soemirat and Elvinaro Ardianto is set out in Chapter 11 with the title "Public Relations on the Internet." They divided it into six sub-chapters, namely Introduction, What is the Internet, Origins of the Internet, PR on the Net, Audience and Public Relations Activities Program on the Internet and Measuring the Effectiveness of Online Public Relations Activities.

In the Introduction, Soemirat and Ardianto explain the implications of the emergence of new information technology on public relations. The widespread use of the internet encourages companies and public relations companies to use the internet. The use of the internet has become a must for public relations practitioners. Unfortunately, the author does not present supporting data on the use of the internet in the field of public relations.

The next section with the subtitle 'What is the Internet', Soemirat and Ardianto explain the meaning of the internet. This section can be combined with the next subchapter that explains the origins of the internet. The author does not explain in detail the forms of internet use both in general and in the context of organizational communication between a company and its various publics and how public relations use it.

In the subsection, 'Public Relations on the Net: A New Perspective of Public Relations', it is still explained about the use of the internet by professionals and argues about the use of the internet in times of crisis. In addition, it also

explains the use of the internet for the production of electronic newsletters, sending messages to the public, and creating a one-to-one web for marketing. For a book published in 2016, the use of references published in 1999 is too outdated given the rapid changes in public relations practice related to internet use. They quote Holtz as saying that most public relations activities on the internet are still limited to using one-way media. Whereas a research conducted by Gustavsen & Tilley (2003) shows that many companies have used websites for two-way communication. This section does not elaborate on the new developments given the emergence of social media as part of digital public relations which has since the 2010s been adopted by many companies.

The subsection 'Audience and Measurement of Public Relations Activities on the Internet' shows the author's lack of foresight in using the term audience. The development of digital media turns audiences into users. Textbooks have used a lot of users (users) rather than using the term audience for digital media. This section is more appropriate to discuss the changing ways of dealing with the media with the use of the internet that can help journalists get information quickly from companies. The company through its public relations department provides online resources that can be accessed by journalists. The subtitle related to the measurement of public relations activities on the internet turns out to be focused on measuring journalist satisfaction.

In the last subchapter, "Measuring the Effectiveness of Online Public Relations Activities," the author explains that measuring the effectiveness of digital public relations activities is in principle the same as measuring the effectiveness of conventional public relations activities. This section offers a number of methods for measuring the effectiveness of online public relations programs, such as by counting the number of people who visited and providing detailed information about visitors to the websites visited; measure by viewing sales reports; measuring audience behavior; monitor media coverage and add database.

An Introduction to Contemporary Public Relations, written by Suwatno, places the topic of digital public relations in Chapter VIII using the title "Digital Public Relations." This book allocates the most pages to explain digital public relations. At the beginning, Suwatno explained about Web 2.0 which according to

him resulted in a change in the communication paradigm so that everyone could have ideas, opinions, facts as a form of change from the previous media where only a few people could control the flow of information. Suwatno assured the public relations students that currently the communication carried out by public relations companies cannot ignore digital media.

The other sub-sections are 'One-Way vs Two-Way Communication,' 'Websites for Public Relations,' 'Promoting Sites', 'Social Media,' and Closing which contains summaries, evaluations and case studies. The division of sub-chapters is quite balanced except for the 'Promoting Site' sub-section which is too small and can also be placed in other relevant sections.

In the subsection 'One-Way vs Two-Way Communication', Suwatno discusses the possibility of using online media for one-way and two-way communication. He explained the forms of one-way communication that occur in online media and forms of two-way communication that occur in online media. Communication through online media allows dialogue in real time as it happens through chat. Suwatno argues that although the internet allows for one-way communication, the future trend is the opportunity for interactive participation in message creation. This is not only because of the character of the technology, but also because of the character of the recipient of the message, or more precisely, internet users, especially the millennial generation, who tend to be more proactive and want to participate in the communication process that is made possible by digital technology.

After discussing the character of digital communication which tends to change the communication patterns that must be carried out by public relations practitioners, Suwatno explained further about the use of websites for public relations activities. In this section, Suwatno describes, among other things, the development of the internet that allows organizations to use the website for various purposes, including the purpose of communicating with various publics. Suwatno also explained the considerations that organizations must take when using a website and the steps involved in creating a website that has good performance. The section 'Promoting the Site' is more appropriate to be part of this section.

In the last part of Chapter VIII, Suwatno discusses 'Social Media.' He convinces readers by presenting data that more and more companies or organizations at the world level are adopting social media as their communication tool with the public. In addition, Suwatno also presents data on companies at the Asian level that already have social media accounts and he also presents examples of the use of social media by companies in Indonesia. Some of the social media used by companies both at the global, Asian and local levels in Indonesia are Twitter, LinkedIn, Facebook and YouTube.

As a chapter in an introductory book, the discussion of digital public relations in this book is sufficient. The flow of the presentation is quite reasonable so that those who read this chapter will be able to catch and understand well the latest developments in public relations practice with the use of digital technology both in the form of websites and in the latest versions in the form of social media platforms.

A new technology, including digital communication technology can be seen as a continuation of the previous technology, it can also be a completely changed continuation. Mark Poster (as cited in Littlejohn & Foss, 2009) divides media technology into two types which show a revolutionary change between the first media age and the second media age. A very radical change occurs because the second media age is not just a continuation of the first media age, but media that has a very different character. The difference lies, among others, in the aspect of controlling the media and the position of each person in the communication process. In the first media age, the media operated through capital owners who employed gatekeepers to filter information to the public, while in the second generation, these gatekeepers began to lose their role because of the decentralization process. Furthermore, the role of people in the communication process underwent a total change. The first generation media creates audiences who watch TV, read newspapers or listen to the radio, while in the second generation media, the media creates media users who can become information seekers as well as information creators/content creators.

Of the four books analyzed, the tendency to place digital communication technology as a continuation of the previous technology is very prominent so it tends to ignore that digital

communication technology in its development has a very different character from previous technologies. Therefore, although digital technology allows the public to play a more active role in seeking information through various search engines, so that it can change public relations behavior in communicating, there are almost no books that place it that way, except in Suwatno's book a little discussion about one-way communication vs. two-way communication in the use of digital media. Very strongly impressed in almost all books seeing that digital public relations is public relations that uses digital technology or the internet to disseminate information to various publics with various formats of presenting information as is usually done through non-digital communication technology or first generation media.

Referring to Grunig (2009), the opportunity to use digital media by public relations to develop a two-way symmetrical public relations model through the use of digital media almost no one discusses it even though the book written by Suwatno alludes to the tendency of increasing opportunities for good interactive communication caused by the character of digital technology or because of public demands, especially the millennial generation which leads to balanced involvement or interaction between organizations and the public.

The presentation of digital technology in almost all books does not give sufficient attention to the important characteristics of digital communication technology that will affect how public relations works. Even if there is a discussion, the focus of the discussion is more on aspects of speed, and the reach of online media that must be anticipated. Digital media with the help of the internet makes the delivery of information so fast and reaches many people at the same time (global reach). Because it is faster, the delivery of press releases can be faster and practically can reach anyone.

There is no book that discusses the changes in public that were previously limited to being the target of public relations campaign activities to become an active public using digital media in the form of weblogs, vlogs or in the form of social media platforms such as tweeters, Facebook, YouTube and others. The public as media users, message producers and sharing social media messages were not be

discussed. Almost all of the books, except Suwatno's book, which mentions a little about the changing character of the public are not considered by almost all the challenges in dealing with the public.

Digital technology as a form of media with a character that is almost 180 degrees different from previous media technology when discussed in a public relations textbook can only be limited to an introduction with a detailed discussion of what digital media is, what are its main characters, strengths and weaknesses when used as a medium of public relations and so on, but can also come to how to use digital media for public relations activities.

The books studied, all focused on a description of digital media, although the three books did not have a clear discussion of digital public relations. Only one book provides a clear framework when describing digital media. Discussions of digital public relations tend not to distinguish between the internet/websites and social media, which are currently the important media used by public relations practitioners. One issue that stands out in the discussion about digital public relations is the lack of references to the topic of digital public relations, either in the form of books that discuss the ins and outs of the internet/websites and social media as well as in the form of journal articles or conference papers which are actually very easy to obtain nowadays. The books studied also lack recent illustrations on how companies use the internet/websites and social media for their public relations purposes, except for Suwatno's book which is relatively adequate compared to the other three books.

Conclusions

This research aims to find out how introductory public relations textbooks by Indonesian writers present and discuss digital public relations topics so that they remain relevant to the learning needs of those who study public relations. There are at least two important conclusions from the analysis of the public relations textbook. *First*, not all introductory public relations textbooks published in the 2015-2020 period present discussions of digital public relations. Of the nine books that were identified, but only eight were accessible, only four books discussed digital public relations in chapter form. The

other four books do not even mention digital media in the discussion of public relations media or the process of public relations communication. The discussion of digital public relations in these four books varies from the aspect of page allocation and length of discussion, the themes discussed which are reflected in the sub-chapters of each book, the quality of the discussion and also the reference sources used in discussing digital public relations.

Second, the four introductory public relations textbooks that discuss digital public relations tend to place digital media technology for the benefit of public relations, not much different from the previous media technology which Poster distinguishes between the first generation of media (before the advent of digital media) and the second generation of media (after the emergence of digital media). The use of digital media in public relations tends to be equated with the use of previous media such as for the dissemination of news broadcasts, conveying information from organizations to the public. The advantages of digital media are only seen from the speed, cheapness and ability to reach the public without limits. Digital media is not seen in the context of its use by citizens so that it ignores the potential of digital media as a communication channel that allows organizations to hold dialogues with the public directly through digital media. Only one book that unlocks this potential, but does not in depth discuss public behavior in using digital media. In this discussion about digital media technology, all books focus on efforts to increase knowledge (cognitive change) for their readers, not yet on efforts to teach how to use digital media for public relations activities. This is understandable because they are all introductory textbooks.

Research related to the content of textbooks in the field of communication and public relations, especially in Indonesia, as long as it can be traced, has not been carried out. This research tries to fill the void so that through this research it can be seen the relevance of Indonesian-language public relations textbooks to the learning needs of the public relations field in Indonesia. This research only focuses on introductory text books in the field of public relations which can be traced through digital catalogs in three university libraries, namely UGM, UI and UNPAD and the National

Library, so this research cannot be used to make generalizations. In the future, research on the same topic can be done by comparing Indonesian-language textbooks and English-language foreign textbooks. Research is also open to see the development of the contents of introductory public relations textbooks from the beginning of the emergence of Indonesian textbooks to the last.

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