

## Analysis of Cutlip's the Four Elements Corporate Image in Building the Image of Komisi Penyiaran Indonesia Daerah (KPID) Jawa Barat through Program Magang Rasa Kerja (MAGER)

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### Abstract:

This research aims to analyze Cutlip's four elements of corporate image in the Mager Program at KPID West Java. Mager Program is a program that only exists at KPID and is not affiliated with the central KPI. The purpose of the Mager Program is to monitor broadcast content in order to improve service quality. This research uses a qualitative approach in which the technique of determining informants uses purposive sampling technique by obtaining data from interviews and observations. The results found that the analysis of four image elements including thoughts about the corporation means that the Mager Program turns out to have a positive impact on broadcast content, recognition of the corporation means that the Mager Program is recognized for successfully collaborating with educational institutions in West Java, reputation of the corporation means that the reputation of KPID West Java is getting better in the eyes of the public, and the comparability of the firm with its competitors means that the Mager Program only exists in KPID West Java and not in other KPIDs. Thus KPID West Java through the Mager Program has succeeded in maintaining the company's image as a broadcast institution that maintains the quality of broadcast content.

**Keywords:** Four elements of Image, Cutlip, KPID West Java, Mager Program

### Introduction:

This research started from the many complaints from the public received by KPID West Java in 2018 regarding broadcasting institutions that broadcast considered vulgar songs. One of them is Bruno Mars' *That's What I Like* and *Vercace On The Floor*. This got a response from Burno Mars in a tweet from his X account (known as Twitter) which said "Dear Indonesia, I gave u the wholesome hits 'Nothin on You', 'Just The Way You Are, & 'Treasure.'" Don't lump me in with

*that sexual deviant."* In response to this complaint, KPID West Java finally issued a notice that contains restrictions on broadcasting several vulgar songs. In addition, KPID West Java also invited academics and the broadcasting industry to a number of discussions. The plenary result in October 2018 stated that the songs were indeed not in accordance with P3SPS (Pedoman Perilaku Penyiaran dan Standar Program Siaran).

KPID West Java is one of the independent state

institutions established in each province in Indonesia. KPID acts as a regulator of broadcasting organizers in each province in Indonesia. Its legal basis is UU No. 32 Tahun 2002. UU No. 32 Tahun 2002 mandates the need for an independent institution as a form of public representation. Komisi Penyiaran Indonesia (KPI) is the central broadcasting commission while Komisi Penyiaran Indonesia Daerah (KPID) is the provincial broadcasting commission. As a response to the many complaints about vulgar songs, KPID West Java feels the need to maintain the image of the institution as a good institution in broadcasting. One of the ways KPID West Java can maintain its image is by holding the Mager Program. The Mager Program will be attended by active university students from various universities in West Java as an effort to conduct media literacy and also build university awareness of healthy broadcasting in West Java. In addition, during the internship, the participants will receive education that provides insight and skills in the field of broadcasting to students and college students in West Java.

Mager program is a no-budget program, so participants will not get a salary when they finish their internship. Mager Program is a pure initiative of KPID West Java and has nothing to do with central KPI. The Mager Program was established as a program to supervise broadcast content, journalism and public relations. Later, students are expected to be able to monitor broadcast content. KPID West Java has high hopes for the interns so that broadcasting in West Java has a healthy and positive image. The experiences that will be gained during the internship are insight into the main tasks and functions of KPID West Java, insight into the world of broadcasting, insight into broadcasting regulations, P3SPS, government regulations, insight into media literacy, insight into broadcast content supervision, and insight into public relations. In monitoring broadcast content, interns will monitor television and radio broadcasts in West Java. In the field of journalism and public relations, interns will create content about KPID

West Java such as performance, duties and functions and press releases that are published both in writing and through audiovisuals. Structurally, KPID West Java does not have a public relations division or special public relations, but functionally it is carried out by the institutional field. The institutional field will coordinate with interns.

The uniqueness of this research is that Mager Program is the only internship program that is different from other KPID institutions. Thus, the author is interested in analyzing Cutlip's four elements of corporate image through the Mager Program in maintaining the image of KPID West Java. The research approach used is a case study.

### **Research Methodology:**

The research methodology used in this research is a qualitative research methodology with a case study approach. The case study approach is a strategy in research that uses the questions "how" and "why". Qualitative research methodology is used to analyze the application of the four elements of corporate image carried out by KPID West Java in an effort to build the image of state institutions. The data collection technique is done by triangulation (combined), data analysis is inductive and the research results emphasize meaning rather than generalization (Sugiyono, 2018). Data collection by conducting interviews, observation, and documentation with informants. Interviews are conversations between researchers and informants who are assumed to have important information about a particular object (Krisyantono, 2014). Observation is a deliberate and systematic observation of social phenomena and symptoms which are then recorded (Subagyo, 2011: 63). Observation is done by seeing, observing, and comparing West Java KPID with other KPIDs.

According to Sanafia Faisal (Sugiyono, 2014), the sample as informants should meet the following criteria:

- a) Those who master or understand something through the enculturation process, so that something is not only known but also lived.

- b) Those who are classified as still being involved or involved in the activities under study.
- c) Those who have sufficient time to be asked for information.

In this study, researchers will interview KPID West Java parties consisting of the Coordinator of the Institutional Division, Assistant for the Institutional Division, and Assistant for the Broadcast Content Division of KPID West Java who are involved in preparing the Mager Program. In addition, researchers will also interview students who have participated in the Mager Program. In analyzing data, researchers will collect data from various sources and other materials. Data analysis is carried out to describe and illustrate a collection of data into information so that it is easier to understand. Activities in data analysis, namely data reduction, data presentation, and conclusion drawing (Sugiyono, 2018). The triangulation technique is defined as checking data from various sources in various ways, and various times. Triangulation is divided into three, namely source triangulation, triangulation of data collection techniques, and time (Sugiyono, 2013).

In this study, researchers will use the source triangulation technique by checking the results of observations by conducting interviews with sources, comparing what is said in public and private, and comparing existing documents with those who play a role in the Mager Program.

Data reduction is the first stage in analyzing data. Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and patterns and discarding unnecessary ones. Data presentation is the second stage in analyzing data. Presentation of data means organizing data and arranging it in a relationship pattern so that it is easy to understand. Narrative presentation of data will explain the relationship between data and the analysis process so that it can produce conclusions or analysis results. The final step is conclusion drawing. According to Miles and Huberman, the initial conclusions put forward are still temporary, and will change if no strong supporting evidence is found at the next data collection stage. Conversely, if the initial conclusions are valid and consistent, then the conclusions are credible.

**Table 1: Informant Data**

No	Name	Criteria	Description
1	Roni Tabroni, S.Sos., M.Si	KPID West Java commissioners involved in developing the Mager Program	Coordinator of Institutional Division KPID West Java
2	Nadhifa Viannisa	KPID West Java employees involved in developing the Mager Program	Assistant of Institutional Division of KPID West Java
3	Reska Trianti	KPID West Java employees involved as field supervisors in the Mager Program	Assistant of Broadcast Content Division of KPID West Java
4	Salimah Nurul	Students who have participated in the Mager Program	Supporting Informant: Student of Universitas Islam Negeri Sunan Gunung Djati
5	Herliyana Agustian	Students who have participated in the Mager Program	Supporting Informant: Student of Universitas Informatika dan Bisnis Indonesia

Source: Researcher Data Processing, 2022

## Results

Based on the research that has been conducted by conducting interviews and observations, first of all, the Mager Program will be explained using the four stages of the public relations process according to Cutlip (in Ardianto, 2014), namely the fact finding, planning, communicating, and evaluation. KPID West Java does not have a special public relations division, so public relations duties are assigned to interns.

### a) Fact Finding:

At the fact finding stage, researchers saw that the main reason for the Mager Program was to answer complaints from the public regarding unhealthy and positive broadcast content, of course by designing and improving the quality of internships. Then KPID West Java will collaborate with universities in West Java to empower students as interns. KPID West Java was inspired by the BNI Bank internship program, and through this Mager Program KPID West Java wants to give direct work experience to students as done by BNI Bank.

### b) Planning:

At the planning stage, researchers saw that planning in preparing the Mager Program by holding a joint meeting attended by commissioners, field coordinators and all assistants and monitors at KPID West Java. The fields that attended the meeting were the institutional field, the broadcast content field and the PS2P field. These three fields are sustainable in developing the Mager Program. Mager Program is designed as a flagship program at KPID West Java, namely through branding the naming "Mager" which is expected to become an icon and synonymous with KPID West Java.

### a) Communicating:

At the communicating stage, information about the Mager Program will be disseminated through social media such as Facebook, Instagram, and Youtube, with a registration duration of one to two weeks, and there is a contact person for

further information. The selection stage will be carried out online via WhatsApp. While the session starting the internship period will be carried out directly, starting with the provision of material about what KPID is by the field coordinator and commissioner of KPID West Java. Likewise, when the internship process is underway, the form of communication used is direct communication between both field supervisors and interns with the aim of making it easy to exchange information, assign tasks, report assignments, and evaluate if there are findings from interns. From the results of the interviews conducted, there are several things that need to be evaluated such as the selection process of prospective interns, the provision of absentee permits for interns, some interns who do not do their assignments, schedule clashes between lectures and internships, and lack of technology facilities and tools.

After finding out the four processes that have been carried out when forming the Mager Program as a form of response to public complaints about unhealthy and positive broadcast content, then the four processes will produce four elements of image according to Cutlip, namely thoughts about the corporation, recognition of the corporation, reputation of the corporation, the comparability of the firm with its competitors.

### a) Thoughts about The Corporation:

This element is about the perspective of external parties, especially students and university students when looking at KPID West Java. From the results of the interview, it was found that before participating in the Mager Program, students and university students viewed KPID West Java as just an institution that regulates and oversees the process of violations that occur in the media. But apparently, after participating in the Mager Program, students and college students have experience about broadcasting and are more familiar with the duties and functions of KPID. Thus, if it is connected to the fact finding, it can be said that this internship program has succeeded in making students and college students have



experience about broadcasting after the internship period is over.

#### **b) Recognition of The Corporation:**

This element is when KPID West Java collaborates with several educational institutions when implementing the Mager Program. This can be seen from the number of partnerships and the number of students and college students who are interested in joining the Mager Program. This means that KPID West Java through the Mager Program has been successfully recognized through partnerships built with several educational institutions to produce healthy and positive broadcast content.

#### **c) Reputation of The Corporation:**

This element is when KPID West Java's reputation increases sharply and is recognized by young people in the period 2020-2023.

#### **d) The Comparability of The Firm With Its Competitors:**

This element is a comparison of KPID West Java with other KPIDs. The Mager program is the only one in KPID West Java and is named "Mager" because KPID West Java wants to be closer to young people.

#### **Conclusion:**

Based on the results of research with a qualitative study using the concept of corporate image elements according to Cutlip, it is concluded that the application of four image elements generated through the Mager Program, including thoughts about the corporation that KPID West Java has a good and positive impression in line with the expectations of KPID West Java internal parties and with external statements, namely students, recognition of the corporation that many educational institutions want to collaborate with KPID West Java, reputation of the corporation

that the reputation of KPID West Java has increased in line with the statements of KPID West Java internal and external parties, namely students, and the comparability of the firm with its competitors that the Mager Program is one and only exists at KPID West Java.

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