

## **THE EXTERNAL FUNCTION OF AUTOMOTIVE COMPANY PUBLIC RELATIONS IN BUILDING A POSITIVE IMAGE OF THE COMPANY**

(Analysis of Customer Relations Division of PT. Indomobil Trada Nasional / NISSAN in Serving Customers)

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### **Abstract**

*A company needs communication between companies with other companies and communication with its customers so that there is harmony and harmony and in order to create a good interaction for superiors, subordinates and customers, every company needs Public Relations which can mediate between the company and the consumers. One of the reasons for the existence and need for PR in a company is the presence of competitors and high innovation, one of which is in the automotive world. It is these competitors who make the presence of PR very necessary in fostering quality communication, both internally and externally. Of course the presence of PR must also provide fresh air for the company, not just communicating and establishing relationships, but how are the PR efforts and strategies in carrying out their functions. Providing excellent service and promotion is part of PR in communication. Competitors such as Toyota, Mazda, Mitsubishi, Honda, Kia, Mercy, Suzuki, and other automotive companies are of course increasingly paying attention to customer service, making people smarter in choosing vehicle brands (trade). This is the background of the existence of PR is very necessary in a company. One, the external function of PR is to create good excellent service, increase customer satisfaction, foster a sense of loyalty to return to buy products and enjoy the services provided and of course customers who are loyal to our products, will promote to those closest to them that the company's products and services better quality than other automotive companies. PT. Indomobil Trada Nasional (NISSAN) is present in the midst of society to accompany and serve consumers.*

**Keyword: Public Relation, Competitor, PT. Indomobil Trada Nasional.**

## **Introduction**

Forming a good relationship and understanding each other is a natural thing to do in everyday life. One of the things that humans unconsciously do in order to form relationships is by communicating. Communication is the delivery of messages from communicators to communicants both verbally *and* non-verbally using certain media. This is one of the reasons why every human being needs the ability to communicate well and on target. This is not only needed by every individual in an effort to achieve the best communication with their surroundings, but an institution or company also needs a harmonious relationship among its public. In the automotive assessment index, in 2015 Nissan ranked 4th as the best-selling and trusted trademark in the hearts of the public. This also makes NISSAN, especially the CR (Customer Relations) section, must prioritize services so that it can become No. 1 in Indonesia as the best trademark. In 2015, NISSAN with a standard of 803 units of ready-to-sell vehicles has exceeded 863 units until October. Of course, this is one proof of CR's success in establishing communication with its externals. CR (Customer relation) NISSAN has a

function that plays an important role in the progress of the company. Namely: *Data input delivery unit and follow up*, complain service, and 4xD (cleanliness and comfort of place). Nissan ranks 4th not only because of employees who have a high work ethic, but also has the best products and services supported by facilities for consumers. Such as the comfort and cleanliness of the place is also one of the supporters of comfortable consumers choosing Nissan products. In its service, Nissan Customer Relations not only maintains relationships or harmonious relationships, but provides excellent service in the form of service products provided to the external. for example storing (home service service = strike), *emergency road area* (ERA = free crane), also providing services during Eid called Rest Point. This is certainly an external strategy built by CR to facilitate communication with customers. Presenting various services is certainly not an easy thing, continuing to be dedicated and building external communication is a function of Customer Relations.

Of course, this is thanks to the ideas of a PR in a company whose goal is to establish communication with good imagery. Every company, PR has its own ways of establishing external

relationships. The interesting thing in the world of CR at Nissan is, giving rewards to CR so that increased performance is called the CR award which falls every June. In the CR award, all CRs throughout Indonesia show their work ethic. And it was chosen by the center over the assessment of the CR head. CR award prizes include cash, overseas travel, and other interesting merchandise. Of course, this makes CR Nissan throughout Indonesia always improve its work ethic and show its ability well.

*Public Relations* is an interaction process in which *public relations* creates public opinion as input that benefits both parties, and instills understanding, fosters motivation and public participation, aims to instill good wishes, mutual understanding, and a good image of the public. PR is a professional profession in its field because it is a very important factor in achieving organizational goals appropriately and continuously because public relations is the survival of the organization concerned. In this case, PR serves as a growth in consumer confidence to choose the product, and provides comfort so that consumers do not move to another heart. Basically, *Public Relations* is a certain function needed by every organization, both commercial and

noncommercial organizations. *Public Relations* includes all forms of communication between the organization concerned and the audience. This is the reason why many companies are starting to realize the importance of Public Relations *and need Public Relations (PR) in supporting the performance and reputation of their company.* *Public Relations* in a company has the task of making a trusted part, having strength, making continuous developments that are always open to control, evaluation, it can be said that the image is a picture of complex components. Social responsibility towards all groups entitled to such responsibility. *Public Relations* must also have a special form of communication, reciprocal communication, then communication knowledge becomes its capital. To be able to fulfill the duties as *Public Relations*, a professional Public Relations Officer is needed *who is expected to be able to build a good image of the company.*

Nissan Customer Relations provides the best waiting room cleaning service in the midst of the community, this is proven by the award charter listed in the workshop waiting room which states Nissan as 1st Place in the CSI (*Customer Service Index*) workshop

competition in Jabodetabek phase 1 in 2014 and 1st Place in CSI workshop group1 phase 2 in 2014.

Developments in the automotive world such as Nissan, Toyota, mazda, Honda, Mercedes, Suzuki, Daihatsu and others trigger the competition of these automotives. The best service must be added with something that cannot be bought, namely in the form of sincerity and high integrity, one of the automotive that seeks to increase customer service satisfaction by establishing communication with its external is Nissan.

### **Research Methods**

In every scientific research, to be more directed and rational, a method is needed that is in accordance with the object studied, because the method is a way of acting so that research runs directed and achieves satisfactory results (maximum) (Bekker, 1996: 10).

"This research can be classified as research through qualitative approach methods, namely researchers conducting intensive, detailed and in-depth direct research on an organization, institution or certain symptoms as well as by observing objects (activities or events) that are studied in depth" (Abdurahman, 2003: 51).

This research can also be classified as descriptive research, which describes and presents facts systematically about the actual state of the object about how CR NISSAN performs its external function.

This research uses a qualitative approach. The qualitative approach is intended to help researchers describe and explain the role of PR in carrying out its external functions. So that researchers can explain what efforts PR makes in establishing good relations with external parties, especially consumers (Imaging to the community). According to Bodgan and Taylor (2002: 1) Qualitative Research is a research method that uses data that describes a speech and writing as well as the attitudes and behaviors of several people used as the object of the study. Then, from the research method that has been carried out will be made a conclusion to explain the speech, writing and also the behavior of the object group under study.

In another sense, qualitative methods are methods that emphasize the aspect of in-depth understanding of a problem rather than looking at the problem for generalization research. This research method prefers to use in-depth analysis techniques, namely:

"Assessing problems on a case-by-case basis because the cutative methodology believes that the nature of one problem will be different from the nature of another problem. The purpose of this methodology is not a generalization but a deep understanding of a problem. Qualitative research serves to provide substantive categories and hypotheses of qualitative research" (Sumanto 1995: 66).

## **RESULTS OF RESEARCH AND DISCUSSION**

### **Company Overview PT. Indomobil Trada Nasional – NISSAN**

PT. INDOMOBIL TRADA NASIONAL - NISSAN is one of the companies engaged in the automotive sector that has used the e-business system to support its business processes. The use of *e-business* systems in automotive companies is a very important need because this company has branches spread throughout Indonesia and even collaborates with those abroad so that it greatly helps the process of distributing information and selling products to all parts of the world. Through *e-business*, PT. INDOMOBIL TRADA NASIONAL - NISSAN can collaborate more creatively, manage business operations and resources more effectively, and can

survive in the current era where economic changes are very fast.

PT. Indomobil Trada Nasional / NISSAN is present in the midst of the community to meet the needs of the public who yearn for special and comfortable cars at friendly prices. By prioritizing customer service and satisfaction, NISSAN is able to compete in the increasingly tight automotive world in this era. The presence of high ideas and innovations makes NISSAN ranked No.4 selected trademark in the hearts of the public. Breaking through the fantastic lift in 2015 with the sale of 807 units per year proves that Nissan is able to compete and maintain a positive image of the company.

### **History of Establishment and Profile of PT. Indomobil Trada National**

The history of Nissan began with the emergence of DATSON brand vehicles in August 1931 made by DAT Automobile Manufacturing. In 1932, the word SON was changed to SUN, so the name was changed to DATSUN, which can be interpreted as a hope that this DAT family business can shine like sunlight. On June 1, 1934, Nihon Sangyo (Nissan) became the major shareholder of the company and simultaneously changed the company's name to NISSAN



sedans are also produced such as Nissan Laurel, Sunny and Stanza (specifically for taxis). In addition to marketing vehicles to the public, PT Wahana Wirawan also markets taxi vehicles throughout Indonesia.

As time goes by Nissan continues to experience an increase in sales, it is proven that in 1984 a new company was formed called PT Nayaka Wirawan which has a duty as Sole Distributor, but PT Wahana Wirawan remains the holder of Nissan Sole Agent in Indonesia. The increase in product sales turned out not to be able to make PT Wahana Wirawan survive, many factors made the company finally sold to Indomobil Group precisely in 1984. Likewise, PT Nayaka Wirawan was finally dissolved and replaced with PT Indocitra Buana on November 23, 1989.

#### *The era of the 90s*

In this era, Nissan's marketing area includes Jakarta, Bandung, Semarang and Surabaya for sedans and jeeps. The vehicles marketed were only limited to sedans and jeeps.

In 1989 Nissan Sentra and Cefiro began to be marketed in Indonesia and became one of the cars that had prestige at that time. There is also another sedan, the Nissan Sunny, which is sold specifically for taxis to replace the Nissan Stanza.

#### 2000 era

Currently PT Indomobil Trada Nasional specializes in the type of motor vehicle trading business both New Cars and Used Cars, Accesories Shop, and Nissan representative workshops.

The branch offices owned by PT Indomobil Trada Nasional are:

1. Sunter (3s)
2. Halim (1s) as Nissan representative workshop
3. MT Haryono (1s) special showroom
4. Pondok Indah (3s)
5. Pantai Indah Kapuk (3s)
6. Kebon Jeruk ( New and used car showroom, accessories shop)

In mid-2001 with the joining of Nissan with Renault internationally, in Indonesia there was a cooperation between Indomobil Group in this case represented by PT Auto Euro Indonesia and Renaults France to market Renaults vehicles in Indonesia with initial support

of management, marketing network and Nissan after-sales service.

Currently the structure of the Nissan company is as follows:

1. PT. Nissan Motor Indonesia as the sole agent and holder of the Nissan Brand.
2. PT. Nissan Motor Distributor Indonesia as Sole Distributor of Nissan Brand
3. PT. Wahana Wirawan as *Sales Operation* (join distributor)
4. PT. Indomobil Trada Nasional as *Sales Operation* (retailer)
5. PT. Auto Euro Indonesia as Sole Agent and Merck Renault Holder

Along with the development of the era, NISSAN continues to conduct research for its technology so as to give birth to automotive products with very bold quality in the pit, and with the most modern engine technology in its class. NISSAN has long been known for its classy products, and to be able to meet the Indonesian market, NISSAN produces products with bold quality at very affordable prices. In other words, luxury products can not only be enjoyed by the upper class.

The price offered by NISSAN will be comparable to the engine technology, quality, and service obtained. Currently, Indonesian people are very smart and

selective in choosing goods, one of which is a car. Of course we will be selective and tend to look for high-quality cars both in terms of engine, technology and comfort. Nissan is proven to be the answer to the needs of Nissan customers in Indonesia today with a lot of sales traffic that continues to increase from time to time.

Nissan is present in the midst of society with a variety of bold innovations and adopts the *Renaults* management system so that Nissan is very neat and classy. Proven by the interest of the public who increasingly use the Nissan trademark.

### **Company Vision and Mission**

#### **Vision**

Nissan: Enriching the lives of every individual.

#### **Mission**

Nissan provides unique and innovative automotive products and services that generate high success value for all vehicle users with its alliance with *Renaults*.

Judging from the vision and mission of PT Indomobil Trada Nasional, where the vision applied is to prosper every employee and employee of PT Indomobil Trada Nasional. Judging from its mission, PT Indomobil Trada Nasional has a unique and innovative concept in the field of products and services where



PT Indomobil Trada Nasional has cooperation with Renaults. Where the services and services provided to customers will be conceptualized with services that are almost the same as services abroad. The vision and mission become a reference for PT Indomobil Trada Nasional in establishing relationships in order to create happiness both internally and externally.

### **External Public Relations Function of PT Indomobil Trada Nasional in Building a Positive Image of the Company**

The role of a *public relations* person is needed in an organization / company. *Public relations* is a bridge between the company and the public or between management and employees in order to achieve *Mutual Understanding* between the two parties. *Public relations* acts as a communicator.

Every company certainly needs a *Public relations* person to be the right hand of the company, so as to create good relations with the public. A *Public relations* person can also instill a *mindset* to the audience so as to create a positive image.

The roles of *Public relations* activities include:

- a) An experienced and highly capable *Public Relations* practitioner can help find solutions in solving relationship problems with the public (*Communicator Facilitator*).
- b) *Communication Facilitator*
- c) *Problem Solving Process Facilitator*
- d) *Communication Technician*

The roles above need to be owned by a *public relations* person to know how the company's image in the eyes of customers, how to deal with problems submitted by customers to external public relations parties and find solutions or solutions for each party to get *feedback* positive and good in order to increase customer trust in the company and can build a positive image for the company.

A *public relations* person must foster good relations with consumers or external, in order to improve a positive image and consumer or external trust in PT. Indomobil Trada National. According to Seitel (2001: 455) the objectives of consumer relations include (1) retaining old customers, (2) attracting new customers, (3) marketing/introducing new products or services, (4) facilitating the handling of customer complaints and (5) reducing costs. *Customer relations* can be done in various ways, including

*plant tours*, advertisements, films, exhibitions, publicity, brochures, and *special events*.

One of the services to the external, PT Indomobil Trada Nasional provides waiting rooms to consumers who perform services. Where a *Nissan customer relations* provides the best waiting room cleaning service for consumers, this is proven by the award certificate listed in the workshop waiting room. Nissan won 1st place in the CSI (Customer service Index) workshop competition in Jabodetabek phase 1 in 2014 and 1st place in CSI workshop group1 phase 2 in 2014.

In the work of a Public relations has an external function that is done to get external attention in order to get a positive image and outlook for the company, as for the external function according to JC. Seidel is:

1. Establish good relations with external publics

External public relations activities to maintain good relations with the outside public of the company to form a positive image.

2. Mouthpiece between outsiders and companies

As an intermediary between the outside public and the company in order to create mutually beneficial or

reciprocal cooperation to reach mutual agreements

3. Selecting external communications

External communication is an activity carried out by public relations practitioners in fostering good relations with the external public. The main goal is to strive for the growth of positive attitudes and images from the public towards the organization and strengthen relations with parties outside the organization, so that public opinion will grow that benefits the company.

So obviously a public relations person needs to be close to external or *customer* in order to know and analyze customer satisfaction. A public relations *person needs to establish close communication with external parties so that public relations knows everything that happens, either shortcomings or services provided to customers from PT Indomobil Trada Nasional.*

### **Efforts made by PT Indomobil Trada Nasional's external public relations to build a positive image for the company**

Communication is very important for a *company's* Public Relations, therefore experienced *public relations* are needed in their fields. A *Public*

*Relations* must have good management, so that he is able to plan any efforts that make the formation of a positive image of the company. Building a positive image of the company requires efforts – efforts of ideas and ideas that impress the *public* or external. External Public Relations PT Indomobil Trada Nasional carries out planned efforts, namely:

a. Providing excellent service

It has become the main goal of PT. Indomobil Trada nasional to provide excellent service, for example; *Complaints* that are immediately handled, cleanliness of the place, and welcome the arrival of *customers* with 5S (Smile, greetings, greetings, polite and polite).

b. The waiting room is as comfortable as possible

PT. Indomobil Trada Nasional which is very comfortable provides satisfaction for customers, fragrant, clean space and the presence of *Coffe Break treats* make customers feel at home when waiting for their car at *Service*. This comfort and satisfaction is proven by the results of the championship in the CSI (Customer service Index) workshop competition in Jabodetabek phase 1 in 2014 and 1st place in CSI workshop group1 phase 2 in 2014.

c. Provide promos on every big day and year-end

Presenting promos on holidays and the end of the year is absolute and mandatory for PT. Indomobil Trada nasional to captivate the hearts of *Customers*. *Customer* is presented with various interesting peromo such as; *Cashback* or discounts, bonus car *accessories*, and free car service. Of course, this attracts *customers* to choose NISSAN products as the car of choice.

d. Providing Home *storing* or Home Service for customers

For some busy people, waiting for something is a boring and time-consuming thing that exists. PT. Indomobil Trada Nasional facilitates customer activities to perform services at home or called *Home storing*. Of course with the existence of *Home storing*-this is in great demand by customers, especially women who are lazy to travel. As explained by Ria Anggraini as *Customer Relations* of PT. Indomobil Trada National

e. Donating to the community around PT Indomobil Trada Nasional and providing compensation for orphans.

In the humanitarian mission of *Customer Relations* PT. Indomobil Trada Nasional schedules donations for the surrounding community and orphan benefits, this makes NISSAN loved by the surrounding community. Every year, this mission is scheduled to help others and can be useful for those who need it.

- f. Providing services in the form of free homecoming posts for travelers who return home on Eid Day.

Eid is a big day for a Muslim, and going home is something to look forward to meeting and gathering with family. *Customer Relations* PT. Indomobil Trada Nasional provides convenience for travelers by creating rest stops around selected toll roads. On this route, travelers are given free drinks and given a comfortable place so that travelers can rest from the fatigue of traffic jams and rest their cars.

- g. Efforts to provide homecoming posts are very beneficial for the community, especially Nissan users, and certainly increase customer trust because they have chosen the Nissan trademark.

These efforts have been made by external *public relations* and have gone quite well.

### **Obstacles faced by PT Indomobil Trada Nasional in building a positive image for the company**

In building a positive image of the company is certainly not easy, the obstacles that occur in the field make *Customer Relations* have an important role. Obstacles that occur at PT. Indomobil Trada Nasional both obstacles in communication and other obstacles. Obstacles according to the big Indonesian dictionary (2002: 385) are obstacles or obstacles. Obstacles have a very important meaning in every task or job. A task or work will not be carried out if there is an obstacle that interferes with the work. Obstacles are circumstances that can cause implementation to be disrupted and not carried out properly. Every company has its obstacles in carrying out a positive image of the company. Obstacles tend to be negative, which slows down the pace of something done by a person or company. In carrying out activities there are several obstacles in achieving its goals, namely obstacles in the implementation of the program and in terms of its development.

#### **i. Inhibiting Factors**

The results of an achievement cannot be separated from the obstacles that exist in both factors, namely Internal factors and External factors according to Djoko Pekik Irianto (2002: 9), namely:

1. Internal Factors, are the main supporters of achieving one's achievements because this factor provides a more stable and strong drive that arises from within a person.
2. External factors, are reinforcements that affect the quality of the company further. In the statement, Internal Factors and External Factors are the source of an obstacle for the company if these factors do not work well. Therefore, good cooperation from internal and external parties is needed to achieve a positive image of the company.

"For internal factors, our employees are always given training and strengthening so that they have a sense of belonging in this company so that we can work well together. And for the external factor, namely *our customer* is always given excellent service and is always fast and firm in dealing

with various *complaints*" (*Customer Relations interview*).

### **External Barriers *Customer Relations***

**PT. Indomobil Trada National Cilegon**  
*Barriers to Customer Relations* PT. Indomobil Trada Nasional Cilegon, namely:

#### 1. Limited Places

PT. Indomobil Trada Nasional Cilegon or NISSAN Cilegon has a waiting room for customers who are waiting for their cars to be serviced . The 4x5 diameter room is arranged in such a way as comfort, but still it is considered insufficient enough to accommodate customers who are waiting for service.

Limited waiting room is an obstacle for *Customer Relations* PT. Indomobil Trada Nasional in carrying out its external functions to build a positive image of the company.

#### 2. Queue Number

With the advancement of developments in the automotive world, people today are smarter in choosing vehicle trademarks. Sales of the NISSAN trademark exceeded fantastic numbers so

that it became the No.4 selected trademark in the hearts of the public. However, the rapid progress of trade was not accompanied by the expansion of dealerships, so when customers *boomed* came, causing no queue numbers.

From the narration of *Customer Relations* above, the obstacle was changed *mindset into an effort to create a positive image of the company with a Man-stop* queue number when it was full and felt sufficient. Found at the location when transporting the car, Eka safitri a customer mother of 3 children PT. Indomobil Trada Nasional Cilegon said:

### 3. STNK Complaints

A vehicle number certificate or STNK is a must-have for motorists, both motorbikes and cars. These obstacles are faced by Customer Relations PT. Indomobil Trada Nasional Cilegon or NISSAN Cilegon. Some customers who buy a new car have to wait 1 to 2 weeks for the vehicle registration to be issued, and this makes customers *complain*

*back and forth* to the dealer asking when it is finished. The *art of Public Relations* is the art of speaking. An effort that has a purpose for togetherness or similarity of meaning.

### 4. Engine Complaints

The next obstacle is the engine. Some customers complain about their car engines, especially for cars that tend to be a little bit wasteful.

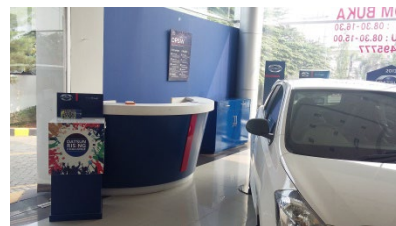


Figure 01. receptionist

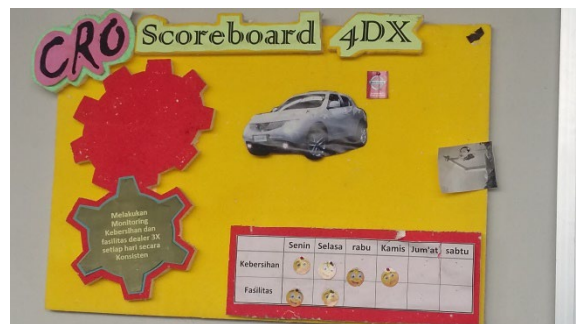


Figure 02. Scoreboard



Figure 03. Award charter



Figure 04. Workshop waiting room

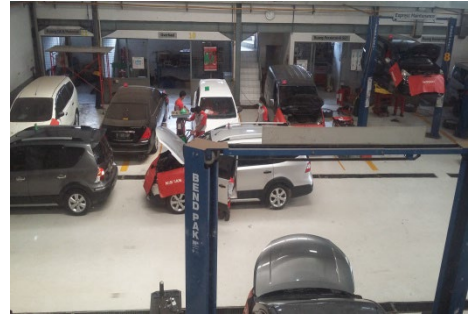


Figure 08. Workshop Atmosphere

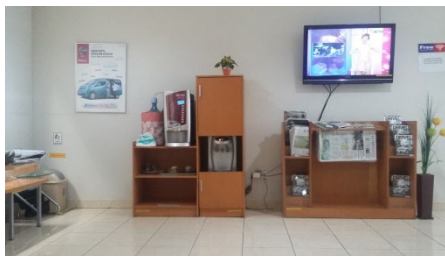


Figure 05. Workshop waiting room



Figure 06. Children's playroom



Figure 07. Customer Relation Services

## CONCLUSIONS AND ADVICE

### CONCLUSION

This study aims to determine the external function of a person *Public relations* Automotive companies in building a positive image for the company so that researchers draw conclusions based on the description described in the previous chapter. So the author draws conclusions:

1. The public relations *function of* PT Indomobil Trada Nasional in an effort to build a positive image of the company has so far been quite good overall. By carrying out the function of *Public relations*, namely as a communicator, building relationships with external and internal parties in increasing external satisfaction in order to get positive *feedback* for the company.
2. The efforts made by the External *Public Relations* of PT Indomobil

Trada Nasional to build a positive image for the company are by providing excellent service, making the waiting room as comfortable as possible, providing promos on every big day and year-end, providing Home *storing* or Home Service services for customers, donating to the community around PT Indomobil Trada Nasional and providing compensation for orphans, Providing services in the form of free homecoming posts for travelers who return home on Eid Day. And the effort has been carried out well and is running smoothly.

3. The obstacles faced by PT Indomobil Trada's national External Public Relations are limited places, queue numbers, STNK complaints and machine complaints. These obstacles have been faced well and responded to optimally in order to create a positive image of the company.

### **SUGGESTION**

1. To present and create a positive image of the company, a Public Relations person is *needed who is able to provide ideas and ideas, namely the*

*provision of special training and the opportunity for Public Relations to participate in improving education to carry out its functions properly and be able to identify obstacles and efforts to overcome these obstacles.*

2. It is hoped that further research can further expand the scope of research not only PT. INDOMOBIL TRADA NASIONAL only so that research results are obtained with a higher level of generalization.
3. The presence of *Competitors* in the automotive world, expected PT. INDOMOBIL TRADA NASIONAL is able to compete and provide even better services in order to create a positive image of the company.

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