

# Rector: A Vital Public Relations Function for Universities

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**HumasUPNVJ** - Chancellor of the Jakarta Veterans National Development University (UPNVJ) Dr Erna Hernawati, Ak, CPMA, CA said the public relations function has a vital role for universities to convey information from campus to the public.

"Especially in the current era, information must be packaged in an attractive way. There is much that can be explored to be conveyed to the public," Erna said at the opening of the News Writing and Website Management Training in the UPN Veteran Jakarta environment which was conducted online, Tuesday (27/7/2021 ).

Erna said the materials provided in the training held by the UPT Public Relations UPNVJ in collaboration with the Antara Education Institute (LPA) Perum LKBN Antara were very interesting and needed by public relations staff and website managers within UPNVJ.



According to Erna, LKBN Antara as a state-owned news agency has been proven to run the media business professionally so that it has qualified teaching staff.

"This training is an opportunity for participants to gain knowledge that will be beneficial for themselves as well as in carrying out their duties and responsibilities as UPNVJ employees," he said.



Meanwhile, Director of Commercial and Business Development of Perum LKBN Antara Hempi N Prajudi hopes that the training will open participants' insights into managing increasingly varied content in the digital era.

"The material is adjusted so that the participants can implement it and respond to the needs of stakeholders at UPNVJ," he said.

Hempi said the rapid development of information technology has caused many shifts in the delivery of content. The content submitted by the organization needs to be made more up-to-date.

The shift also occurred in the duties and functions of public relations. Public Relations is no longer just having a duty in the field of protocol.

"The main task of public relations at this time is to make a communication strategy," he said.

The training which was held for two days, namely Tuesday (27/7/2021) and Wednesday (28/7/2021), was attended by participants from UPT Public Relations UPNVJ and representatives from faculties, bureaus, institutions and other UPTs within UPNVJ.

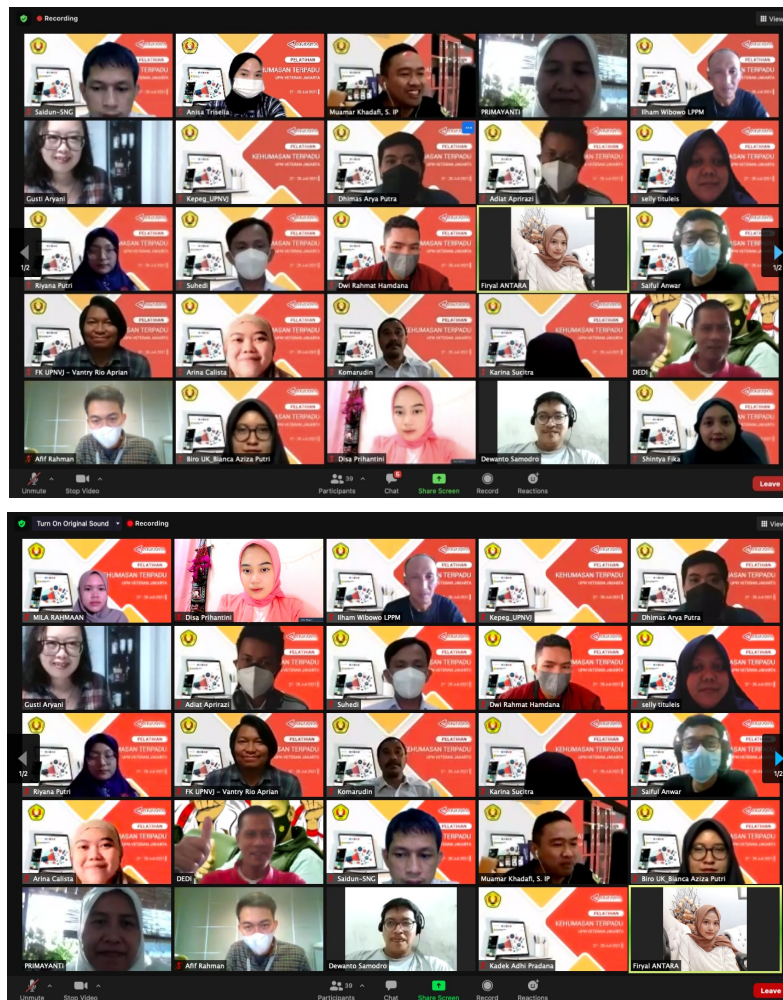
On the first day, participants attended training with material on the basic concepts of communication and public relations, the character of mass media and social media, and media management delivered by IMSC LKBN Analyst Antara Andes Lukman as well as news content production and press releases, interview techniques and news writing delivered by the Head LKBN International Editor Antara Gusti Nur Cahya Aryani.

In the material presented, Andes Lukman said that all parties within the organization need to take on the role of public relations, especially in facilitating the public or the media for information.

"Currently, communication and media have changed and transformed. Public relations must also transform. The use of social media is needed by paying attention to each character of social media," he said.

Meanwhile, Gusti Nur Cahya Aryani said that in compiling public communications, for example reporting through websites and press releases, public relations needs to determine the target audience.

"Determine the target audience, topics, angles, framing, sources based on their capacities and competencies, and conduct interviews with sources to get answers to questions 5W and 1H," he said.



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