

## THE INFLUENCE OF PUBLIC RELATIONS' CONFIDENCE IN COMMUNICATING

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Keywords	This study aims to analyze and understand the influence of a public relations's confidence in communicating. Confidence as an early part of public relations and public speaking activities in communication is very interesting to study, considering that public relations will be built if you have confidence in communication. This study uses the library method in which activities related to the collection of library data from journals, books, and also trusted communication websites related to the influence of a public relations's self-confidence. The confidence of a public relations person is very important because, from that confidence, we can know and easily carry out a communication, both for the public and for ourselves.
Influence, Public Relations, Communicating	

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### 1. INTRODUCTION

*public relations* (PR) is a job (generally or mostly for a company) that prioritizes communication of various types, both oral and written. Public relations activities are essentially communication activities with various kinds of communication symbols, verbal and nonverbal. Nonverbal communication activities are mostly work on writing proposals, articles, progress reports, writing for presentations, writing for the press, making recommendations, organizing exhibitions, seminars, special events, research / research, press clippings, and so on. While verbal verbal includes press conferences, open houses, announcers, presenters, desk information, and so on.


Talking about public relations will definitely not be far from public speaking. Then what is public speaking? Why is it so important for a Public Relations? According to (Putri, 2018) Public speaking is the process of speaking in public or audiences to convey information, entertain, and influence the audience. Public Speaking is a person's ability to speak in public correctly so that the message can be clearly conveyed and the purpose of speaking can be obtained immediately (Dunar, 2015:16 in Putri, 2018). Why is public speaking so important? For some people this is not something important, but it is different for a PR because Public Speaking is very important and will even affect their work.

Self-confidence is a belief that a person has that he or she is able to behave as needed to obtain the expected results (Bandura, 1977). Rakhmat (1986) said that when people feel inferior, they will have difficulty communicating their ideas to people they respect and are afraid to speak in public for fear of others blaming them.

Lauster (2002) in Ardiyana, Akbar, & Karnadi (2019) adds that confident people have an attitude of caring for people or tolerance, being independent, and being themselves. A confident person does not mean only understanding himself so that he ignores others, but respecting and caring for others.

Communication is a very important human need, because it is the only way for humans to get to know themselves and the world outside themselves (Taylor et al 1986). Communication is the process of delivering a message by one person to another to inform or to change attitudes, opinions, and behavior, either directly (face-to-face communication) or indirectly (communication through the media) (Nurhadi; 2017). In addition to the ability to communicate / public speaking that must be possessed by public relations, a public relations must also have confidence in carrying out their duties and self-

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confidence is something that must be prepared in a person, because self-confidence is the basic capital for one's success in all fields.

In public speaking we really need what is called self-confidence. Confidence can affect many things in communication. Confidence is the main key to become a professional public relations. Therefore, self-confidence is very influential for a public relation in communicating. Because in addition to being confident, public relations must also be trusted by the public, a public trust depends on how public relations communicates.

## 2. METHOD

The library research method according to Zed is a series of activities related to library data collection, reading, and recording and managing each research material. So a literature study can be done by using communication journals, public relations, and self-confidence studies that can be used for research and can produce a scientific work (Gulo, P. 2020)

## 3. RESULTS AND DISCUSSION

### A. The Effect of Confidence in a Public Relations

Self-confidence is one of the most important aspects of a person's personality. Self-confidence is a very valuable attribute in a person in public life, without self-confidence it will cause many problems in a person. This is because with self-confidence, a person is able to actualize all his potential. Self-confidence is something that is urgent for every individual to have. Confidence is needed both by a child, or by parents, individually or in groups (Afadil, N. 2021).

Confidence according to the Oxford Advanced Learner's Dictionary defines self-confidence as one's own ability to do something and be able to do well. A similar opinion according to Goleman states that self-confidence is a strong awareness of one's own worth and abilities. So self-confidence is a person's capacity to achieve good success in the future, and to be able to realize every talent that is in him. Meanwhile, according to Rakhmat, self-confidence or self-confidence is defined as the belief in oneself that each individual has, and the individual can see himself as a whole with reference to his own concept (Gulo, P. 2020)

The existence of a sense of self-confidence brings a good influence where a person becomes not easily influenced by others, those who prefer to believe in themselves and their abilities will not be easy to shake the choices they have chosen. This self-confidence can be honed or formed through habituation to imitation obtained from the words and actions of both oneself and others. The environment is an easy example to gain confidence, in fact we can see and feel it through our senses, namely visual, auditory, and kinesthetic (Hanifa, IM 2020).

Self-confidence is needed by someone to optimize every individual's potential, self-confidence is an attitude of feeling that is convincing with one's own abilities so that individuals do not have anxiety to do things they like and have good interactions with other people. According to Surya, self-confidence is an individual's belief in all aspects he has and is manifested in his daily behavior and how he evaluates himself and the environment positively (Gulo, P. 2020)

Therefore, it can be concluded that self-confidence is something that every individual must have, because self-confidence makes individuals believe in their abilities or potential and are not easily influenced by others. Self-confidence is also influenced by many factors, including environmental factors, experience and parenting patterns. So the individual's self-confidence can be increased by daily experiences.

*public relations* is a management philosophy and function that is expressed through policies and activities to serve the public interest, carrying out communication activities for the public to create understanding and goodwill from the public. Thus the notion of public relations when viewed and translated from the origin of the word is "Relations between publics" or in short "public relations" (Arkian, MRN, Drajat, MS, & Ahmadi, D. (2018).

*public relations* In essence, an activity that must be carried out by every institution, be it government institutions, social institutions, educational institutions or corporate institutions. This

happens because in human life other than as individual beings as well as social beings. Wherever humans are, they will always be in touch with the community, both the surrounding community and the wider community. The relationship that exists with the community is at obtaining benefits and convenience for both parties. In simple terms, the role of public relations is to handle the relationship between the organization and its publics (AR, Darmawan, A., & Romadhan, MI, 2019)

*public relations* which we often mean by public relations, has a very urgent position in an organization. As a part of the organization, public relations is in charge of interacting with the public. Society is a unit based on ties that have been regular and can be said to be stable (Baharun & Awwaliyah, 2017: 225). The existence of Public relations in an institution or agency is a bridge (mediation) that connects the institution and its public. The development of public relations aims for each organization in the public to need to design its relationship with various elements of society, in order to achieve a harmonious and harmonious relationship (Afkarina, NI 2018).

The ability to speak in public or more often referred to as public speaking is an ability that must be possessed by a public relations officer. The function of public relations becomes very important and influences the success or failure of an organization or company. The meaning of failure is the absence of communication and good relations between the organization or company to the public (not creating public understanding and support). The lack of good communication and relationships between organizations or companies to the public can have an impact on public distrust of the organization or company and a further impact, namely that the company's image is seen as negative. Therefore, the role of a public relations officer is very important for a company.

A good public relations officer must have self-confidence. The activities carried out by a public relations officer are closely related to communicating and also public speaking. A public relations person must be able to appear confident in communicating and public speaking, because he is the one who has a big influence on the success or failure of an organization or company. Confidently communicate will be more effective through gestures such as a big and reassuring smile. Even if in an urgent condition, a public relations officer will not show that he is panicking in his behavior and tone of voice and efficiency in communicating.

The influence of self-confidence on a public relation is a communication tool used by others, therefore a public relations officer plays an important role in communication and confidence in his speaking skills. Such as having to always be brave in starting communication, broad knowledge, know how to communicate mass, master fluent language, be able to practice well and have good self-confidence (Rini, 2019)

So it can be said that to become a public relations officer, one must have considerable confidence as a basic thing besides being able to communicate to increase self-confidence, namely by having a strong will and being able to put oneself in all situations, being able to think positively and have a strong belief to succeed. , have an optimistic attitude, and can complete tasks independently.

Factors that influence the formation of a public relations confidence. Internal factors that come from within a person such as self-concept, self-esteem, life experience and external factors that come from outside a person such as education, work, environment and society. Confidence for a public relations officer is very important in helping the smooth running of the leadership task and supporting work performance and is directly proportional to the company's productivity. for example: meeting with clients, meeting with leadership relations.

## **B. Public relations in Communicating**

Communication is a scientific study developed as an effort to inculcate values in the formation of organizational culture (Ritonga, 2020). Communication is a social process, which consists of several units of communication action. From this thought, West & Turner, (2007); Wood, (2010); Mukhtar, (2020) describes five elements of effective communication, namely social, process, symbol, meaning, and resource.

Amrullah (2019) explains that there are at least 5 important elements in communication, including: 1) Communicator: the person who conveys the message; 2) Message: the idea or information conveyed; 3) Media: means of communication; 4) Communicant: audience, the party who receives the

message; 5) Feedback: the response of the communicant to the message he received.

The art of effective and successful communication can be learned and practiced by everyone. The capital required is hard work and the right technique. There are four indicators to determine the effectiveness of communication, namely generating understanding or understanding, generating satisfaction or entertainment, producing an influence on attitudes, and producing better relationships (Adha, 2016).

Communication touches all aspects of human life. Everyone who lives in society, from the moment he wakes up until he goes back to sleep, is naturally involved in communication. In a study revealed, 50% to 70% of human waking time is used to communicate. So that communication becomes a determinant of the quality of human life (Wok, et al, 2016).

According to Muhibudin Wijaya Laksana (2015: 91-101), the theory that communication requires 4 theories is 1) the tent theory. Theory has a message principle has a very important position in communication and for a public relations it is very important because it is an activity to convey messages. 2) relationship theory. This theory relates to the importance of public relations in conducting intrapersonal communication, namely by talking face to face and giving a good impression in their relationship with others so that the positive impression that people give to a public relations person will affect people's impression of the organization . 3) attitude change theory. The theory explains the change in a person's attitude and the way that attitude can change through a communication process and that attitude can affect a person's attitude or not. 4) use and gratification theory. This theory assumes that users have choices to satisfy their needs. And the last 5) the theory of public opinion. This theory is a theory of public opinion as a society in general, the integration of opinion over all or as a whole.

Therefore, this good relationship occurs because of good communication (public relationship). From there formed the image of the company (corporate image) in the eyes of outsiders. This is of course in accordance with the definition of public relations based on the purpose of its activities, namely public relations as a sustainable activity to ensure the company has a strong image in the eyes of the public. (Ritonga & Hasibuan, 2016).

Communication cannot be separated from public relations activities because public relations requires communication to support its activities. Public relations requires communication when carrying out its activities. Because basically Public Relations upholds the feedback submitted by the public. The image of a public relations officer in communicating cannot be separated from the various people who are able to communicate well to the public, including giving a good response to the public (Rumsari, 2016).

*public relations* also serves as a bridge to build a conducive atmosphere within the framework of a win-win solution, between various organizational stakeholders, both internal and external (Syahputra, Hendra, & Hidayat, 2018).

Broadly speaking, public relations is the spearhead of the organization that must continue to be designed and developed in accordance with the times (Agus & Ummah, 2019), considering that public relations functions as a medium of communication with stakeholders to inform the vision, mission , goals and programs of the institution to the public. public (Afkarina, 2018)

In addition to communicating, public relations must also have skills in public speaking to support performance and to brand public relations in a company or organization. According to Fraleigh & Tuman (2017) public speaking is communication between the speaker and the audience. In public communication, the speaker usually performs verbal activities (talking), while the audience only listens but does not act passively, meaning that the audience can respond to what they hear.

*Public speaking* proposed by Juddy Pearson and Paul Nelson (in Srisadono, 2018) they define that public speaking as a process of using messages to create a common meaning in a situation where the source transmits a message to a number of recipients who then provide feedback in the form of messages or nonverbal communication or in the form of questions and answers. .

According to Bahar, public speaking is not just the ability to speak in front of a large audience, but how to speak in an interesting, informative, and entertaining way (in Oktavianti, 2019).

Dannis L. Wilcox (in Soeparan 2020) states that public speaking is a continuous communication process in which messages and symbols circulate repeatedly between the speaker and the audience, but

in general in society people understand that public relations is a the ability to speak in public which is a skill. In this activity, it is usually based on an exercise, practice speaking and practice speaking in front of a crowd

Thus, public relations is very dependent on communication, because their job really requires communication where public relations bridges the problems between the two parties which certainly requires communication so that these problems can be resolved properly. Public relations is also tasked with providing information and also receiving information, where giving or receiving information is a form of communication.

In addition, public relations must also have skills in public speaking, because public speaking is very important and will even affect public relations work. A public speaker must be able to master Public Speaking because with that ability it will make it easier for public relations to build self-image and the company or organization properly so that it will be easier to gain public trust and relations from the company. So a public relations professional will be said to be professional if he masters Public Speaking, is able to build good communication with the community around the company, employees within the company, and also the relationships that work with the company. In addition, public speaking also teaches us to be a leader with confidence and critical thinking.

#### 4. CONCLUSION

Self-confidence is a very valuable attribute in one's self in public life, without self-confidence it will cause many problems in a person Self-confidence is needed by someone to optimize every individual's potential, self-confidence is an attitude of feeling that is convincing with one's own abilities so that individuals do not have anxiety to do the things they like and have good interactions with other people. Therefore, self-confidence in a public relation is very important because in that confidence a public relations person can carry out their duties well. Communication is not an easy thing to do, so with that public relations whose work is related to communication really need high trust in doing so. Because public relations is tasked with providing information or also receiving information for individuals with individuals, individuals with the public, the public with individuals, or the public with the public., where this requires communication in order to get a common solution. Communication is also one of the processes of achieving self-confidence in a person, it is like if we do not have a good communication we will be very insecure and difficult to communicate with those around us so that we will only get miss communication and can become a noise when we communicate without them. self-confident. Therefore, the confidence of a public relations officer is very important because, from that confidence, we can know and easily carry out a communication, both for the public and for ourselves.

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