

A world map is shown in the background, overlaid with five vertical bands of color: red, orange, green, blue, and purple. The map is rendered in a light, semi-transparent style.

Pertemuan ke-14

International Public Relations

based on lecture by Dr. Mohammed Ibahrine
And Seitel's *The Practice of Public Relations*

Structure of the Lecture



- 1 Operating Around the Globe
- 2 Hop scotching the World for Public Relations
 - ✓ 2.1 Canada
 - ✓ 2.2 Europe
 - ✓ 2.3 Latin America
 - ✓ 2.4 Asia
 - ✓ 2.5 Eastern Europe
 - ✓ 2.6 Russia
 - ✓ 2.7 Australia
 - ✓ 2.8 Arab World
 - ✓ 2.9 Africa
- 3 Communicating to the “Global Village”

1 Operating Around the Globe



- The practice of public relations is very much an international phenomena
- As trade and information flows have become borderless, so, too, has public relations
- The practice of public relations is very much an international phenomena

1 Operating Around the Globe



- We identify three reasons for the increased interaction among organizations and publics in the world
- This necessitated the need for international public relations
 - ✓ The expansion of ICTs has increased the dissemination of information about products, services and lifestyles
 - ✓ The realignment of economic power, caused by the formation of multinational trading blocs
 - ✓ People around the world are uniting in pursuit of common goals, such as reducing population growth, protecting the environment, waging the war against terrorism

1 Operating Around the Globe



- Information flow have become borderless, so, too, has public relations
- The International Public Relations Association founded in 1955 has members in 95 countries
- The images beamed across satellite technology and the Internet have, in some quarters, served to foment misunderstandings and jealousies, as the chasm between rich and poor, haves and have-not, comes more sharply into focus
- In the lecture, we will briefly explore the state of public relations practice around the world and the opportunities available for international public relations practice

1 Operating Around the Globe



- Companies have become the most important standard bearers of their countries
- American companies are the most prominent of the prominent
 - ✓ In 2001, When Muslims restaurant owners took the street of Bombay to demonstrate against America's military action in Afghanistan
 - ✓ They vented their anger by pouring bottles of Coke out into the road
 - ✓ McDonald's has been singled out around the world, mostly because of its visibility as a symbol of America



1 Operating Around the Globe

- What can companies do to avert such trouble and reinforce the notion that they are responsible and concerned residents of local communities
- The power's to resort to the public relations philosophy of leading with proper action and then communicating it

1 Operating Around the Globe



- A poster in the window of the Jakarta McDonald's reads:
 - » *“In the name of Allah, the merciful and the gracious, McDonald's Indonesia is owned by an indigenous Muslim Indonesian”*

1 Operating Around the Globe



- Smart multinationals also support local causes and incorporate international audiences and celebrities in their philanthropic efforts
- Among intelligent multinational concerns, the overriding mantra must be “thinking global, acting local” in order to win lasting friendship and support in other countries



2 Hop scotching the World for Public Relations

- In the 21st century, public relations has become a global phenomenon
- Most political shifts toward democracy throughout the world, coupled with the rapidity of world wide communications and the move to form trading alliances of regional nations, have focused new attention on public relations
- In 2000, the Global Alliance for Public Relations and Communications Management was formally established, linking 24 member originations representing more than 75,000 practitioners around the world



2 Hop scotching the World for Public Relations

- Here, in globe-trotting summary, are developments depicting the state of public relations beyond the borders of the United States
- Canada:
- Canadian public relations is the rival of American practice in terms of its level of acceptance, respect, sophistication and maturity



2 Hop scotching the World for Public Relations

- Canadian public relations practitioners maintain a code of professional standards that revolves around “dealing fairly and honestly with the communications media and the public”
- A professional accreditation program, job registry and affiliations with Canadian university public programs are sign of professionalism
- Public relations practitioners must be conversant in both English and French



2 Hop scotching the World for Public Relations

- **Europe:**
- ✓ The emergence of a unified Europe has major implication for the practice of public relations in Europe
- ✓ Public relations developed more or less simultaneously in Europe and the United States during the 20th century
- ✓ In Germany, public relations appeared in the early 1990
- ✓ In the new century, privatization and the synthesis of the European Economic Community into a more unified bloc have spurred increased public relations action in many European countries
- ✓ Public relations is certain to be at the forefront of European commercial concern in the years ahead



2 Hop scotching the World for Public Relations

- **Latin America (LA, hereafter):**
 - ✓ LA is expanding at a faster rate than virtually any other region in the world
 - ✓ The scene is chaotic
 - ✓ The field is more highly developed in Mexico, where public relations practice began in the 1930s
 - ✓ Mexican corporations all have communication and public relations departments, and many employ U.S. public agencies



2 Hop scotching the World for Public Relations

- ✓ Mexican universities also teach public relations
- ✓ In the other countries of LA, public relations is not as well developed
- ✓ Current economic and political problems in Argentina, Brazil and Chile have slowed the growth of public relations practice
- ✓ Once economic stability is restored, public relations practice in LA will clearly increase



2 Hop scotching the World for Public Relations

- Asia:
- Public relation in Asia has experienced sharp growth in recent years
- In Japan, the practice of public relations is contrary to the nation's cultural heritage cultural heritage
- Japanese culture values modesty and promotes silence over eloquence
- Public relations has not traditionally been valued in Japanese society



2 Hop scotching the World for Public Relations

- Asia :
- Japanese companies have had the attitude that they should keep as quite as possible
- The public relations professions in Japan was established after World War II
- Japanese take a low-key approach to public relations work
- The field is growing
- Japanese public relations differs markedly from that of the West



2 Hop scotching the World for Public Relations

- **Asia: China**
- China, after a number of false starts, holds great potential for public relations expansion
- By 2020 70 percent of the world will speak Mandarin as their principal language
- China is the fastest growing economy
- American-style public relations was introduced to China only two decades ago in 1980, by a way of a foreign joint venture



2 Hop scotching the World for Public Relations

- One of the greatest challenges for Chinese enterprises will be increased foreign and domestic competition in everything from soap products and households appliances
- Public relations will be called on to help differentiate these enterprises from the competition
- Already major public relations agencies have moved into the country
- Public relations business in China has a bright future in the 21st century



2 Hop scotching the World for Public Relations

- Arab World:
- Although the public relations profession is less active in the Arab world
- The power of public relations is well known and understood



2 Hop scotching the World for Public Relations

- The brave new world that emerged after September 11, promises to remain the reality well into the 21st century
- The world is getting smaller but complex
- The conflict around the world make it even

3 Communicating to the “Global Village”



- Stated another way, organizations desperately need professional communicators to navigate through this “brave new world” of instantaneous communication
- As the world’s companies continue to expand across borders, they must be sensitive to local customs and people
- As global competition intensifies, so will global communication
- Faced with such a formidable global reality , smart organizations will deal honestly forthrightly

3 Communicating to the “Global Village”



- In the past, U.N. officials were forbidden to give interviews, but under Secretary General Kofi Annan, Every member of the Secretary may speak to the press, within limits
- The U.N.’s new initiative toward openness was just the latest evidence that public relations has become a growth industry around the world

3 Communicating to the “Global Village”



Selling Uncle Sam



- After the September 11, 2001, the American government focused its attention on Muslims
- Condemnation as the “Great Satan” was an image the United States needed to counter
- The United States acted by launching a public relations offensive, promoting the benefits of freedom and democracy to win the hearts and minds of the world’s Muslim population
- In November 2001, Secretary of State Colin Powell appointed Charlotte Beers, a former Madison Avenue advertising executive, as Undersecretary for public Diplomacy to lead the State Department’s public relations efforts