



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



Public Affairs & Media Relations Course

OVERVIEW



Media relations can simply be referred to as the relationship between an organisation and journalists and other media professionals. Organisations work with media to pass on information to the public about their mission, policies, practices, etc. in a positive, credible and consistent manner.

In doing so, specific employees of an organisation directly interact with individuals from the media who are responsible for publishing news and information. The ultimate goal of media relations is to maximise positive coverage of an organisation and its activities, without paying for it directly through advertising.

The communication between an organisation and the media could be initiated by either side. While media relations help boost the image and brand of an organisation, there are some challenges—one of these being the lack of control over news published. Maintaining an ongoing healthy relationship with media is key for organisations to ensure that the objective of projecting a positive brand image of the organisation is fruitfully met.

Given the sensitivity and importance of the media in today's age, media and public relations practitioners should read as many newspapers, journals, magazines, etc. to stay abreast with changing and evolving trends of the industry.

To help mobilise public opinion, organisations often maintain a list of media outlets that are or would be interested in their news and that publish or would publish positive news about the organisation. While the role of media relations practitioners and public relations practitioners is not the same, they both work towards sharing information with the public.

Public affairs refer to matters that concern the public directly. These matters could be related to legislation, policing, public administration, government relations, media communications, issue management, corporate and social responsibility, information dissemination, strategic communication advice, etc.

Media relations specialists are public relations specialists with a broad working knowledge of television, radio, print journalism and skills establishing a controlled and positive image of an organisation in the media.

Good media relations help an organisation build itself as an industry leader, shape its reputation, increase brand awareness, measure brand awareness and reputation, drive leads and share news and information.

Public Affairs and Media Relations training course will empower you with complete knowledge about media relations and public affairs. By undertaking this course, you will gain the necessary skills and confidence to serve your organisation in the roles of media relations.

This, in turn, will increase opportunities and foster career growth and progression. Further, through this Public Affairs and Media Relations training course, you will be able to partake and play a significant role in building the reputation of your organisation and controlling its perception in the minds of the public through positive news reviews, helpful information and good relations with media personnel in order to have some control over the type and content of news published.

This course will equip you with all the necessary skills to progress or choose alternate roles and responsibilities or careers in media relations and public affairs.

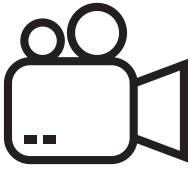


Course Objectives

The main objective of this public Affairs and Media Relations Course is to empower professionals with :

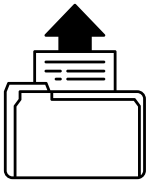
- complete knowledge and information on media relations and public affairs
- the necessary skill and confidence to successfully undertake roles and responsibilities related to media relations and public affairs
- the required knowledge, perspective, and awareness to filter all news and information that is to be published about the organisation in order to preserve a positive image of the organisation
- confidence and experience to maintain a good relationship with media personnel to control the type and content of news being published about the organisation
- the required knowledge and understanding to check all content of press releases and the like before they are published to the public
- the overall skill set and capability to undertake senior critical roles in media relations and public affairs, thus contributing to branding and growth and success of the business while also demonstrating potential and fostering career growth and progression
- adequate experience and exposure to represent the organisation as a spokesperson, keeping in mind and protecting the image and reputation of the organisation
- the awareness and maturity to balance transparency and the image of the organisation by releasing information necessary to the public without jeopardising the reputation of the organisation
- the confidence, experience, and capability to control information and news flow from the organisation through the media to the public, keeping in mind the best interest of the organisation and increasing avenues for lateral and vertical career growth and progression

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Overview of Media Relations and Public Affairs

Module 2 : Types of Media

Module 3 : Elements of Effective Media Relations

Module 4 : Importance of Media Relations

Module 5 : Challenges in Media Relations

Module 6 : Reasons for Media Outreach by Organization

Module 7 : Areas Involving Public Affairs

Module 8: Challenges in Public Affairs



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapaun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

Kantor 1

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Citragran Cibubur

Kantor 2

Jl Jatayu IV C Komplek Taman Harapan
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