

The analysis of implementation in public relations to establishment the effort of the brand image coworking (a study at coworking space ETOS of Yogyakarta)

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ABSTRACT

ETOS co working space, one of the workspaces located in Yogyakarta that carries a simple concept, but is still in demand by the public. Many have emerged co-working spaces with attractive concepts and are in demand by many people. ETOS still carries the concept of "real co-working space" and competes with its competitors, and in less than a year ETOS has already received regular clients and customers every day. With the title "The Analysis of the Implementation Public Relations to Develop The Effort of The Brand Image Co working space" with the formulation of the problem of how to use the role of public relations in an effort to increase the brand image of the ETOS co working space in Yogyakarta with the aim of research, namely to determine the use of the role of public relations in an effort to improve brand image co working space ETOS. This research uses descriptive qualitative research methods. Data collection techniques are carried out using observation, interviews, and documentation. This research process focuses on utilizing the role of public relations in an effort to increase the brand image of the co-working space at ETOS. By using several data analysis techniques such as data reduction, display data, and conclusion drawing / verification. For data validation, this study used triangulation techniques. Based on the research results obtained in the field, it is concluded that in an effort to improve the brand image of the ETOS co working space, ETOS Public Relations takes advantage of the role of public relations, namely, expert prescribe, communication facilitator, problem solving facilitator, and communication technician. ETOS PR also implements management public relations in this case planning, implementation, and evaluation.

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1. Introduction

Entering the era of the 4.0 industrial revolution with the emergence of digital technology in various fields of human life, such as business, economy, infrastructure, to the field of communication science. With the emergence of various kinds of digital technology, various types of new jobs also appear, so people must be more creative and innovative in order to keep abreast of the times and also can compete in this era of modernization. With so many types of new jobs emerging like now, the level of need for a place to work will increase such as office space or the like (Lotan, 2019).

Coworking space is an alternative that can be chosen, because the work space is comfortable, adequate facilities, and a relaxed atmosphere so that it can help to stay focused on work. Coworking space is the right choice because it is fairly economical and comfortable compared to renting a place

to be used as a conventional office, making it suitable for companies, organizations, freelancers or start-up (Bueno, Rodríguez-Baltanás, & Gallego, 2018).

ETOS, which is a workspace that still carries the concept of real coworking space, provides facilities for working in a calm atmosphere (Putra & Smolek, 2020). In general, the concept of coworking space is made with an attractive design, unique, contemporary, cozy, and supported by a comfortable atmosphere so that it can increase work morale, very different from work spaces in offices in general, which are very stiff, boring, and are required not to cause noise that can disturb colleagues (Sumarauw & Timbuleng, 2015).

In Yogyakarta, many coworking spaces have started to emerge with a variety of unique concepts, some combine them with coffee shops to attract consumers / regular customers, and some are combining them with hotels to attract people's interests. This is where researchers are interested in examining how the role of public relations in an effort to improve the brand image of the ETOS coworking space so that it can attract customers and be known by many people and make the concept real coworking space still in demand and make it one of the life styles at work (Jandevi, 2019b).

2. Theorotocal Framework

a) Definition of Public Relations

From various theories on public relations, there are several submitted by experts, Firsan Nova (2009:35) in his book writes about public relations according to several experts in this field:

1) Thibodeau, Hertig, & Barnett (2010) "Public Relations is a distinctive management function that helps establish and maintain a two-way line of communication, mutual understanding, acceptance, and cooperation between the organization and its communities helping management to stay informed and respond to public opinion, define and emphasize responsibility management in serving the interests of society, helping management to follow and take advantage of change effectively, functioning as an early warning system to help anticipate crises, and using logical and ethical research and communication as its main tools."

2) According to Allen H. Center (2005) "Public Relations is a management function that establishes and maintains mutually beneficial relationships between organizations and communities, on which success or failure depends."

3) The Institute of Public Relations, Gregory (2000) "Public Relations is an overall effort that is carried out in a planned and continuous manner in order to create and maintain goodwill and mutual understanding between an organization and all its audiences."

From the definitions that have been presented by several experts, researchers can conclude that Public Relations, which is one of the management functions in an institution or company organization, has an influence which can be the key to the success or failure of an organization (Luhuringbudi, Syamsuddin, & Hakim, 2019).

b) Planning of Public Relations

According to Cangara (2002) planning is the whole process of thinking and determining carefully the things that will be done in the future in order to achieve predetermined goals. In general, the definition of planning according to Medzhitov (2008) is a public relations work program, which consists of all forms of communication planning activities both into and out of the organization and the public with the aim of achieving mutual understanding.

c) Role of Public Relations

Public Relations has an important role in maintaining the good name of a company or organization in order to create a brand image that is good for consumers / customers. There are several roles of public relations according to Nova, Rahayu, & Handayani (2015), namely:

1) Expert prescriber, a practicing expert public relations who is experienced and highly skilled can help find solutions in solving problems related to the public (Public relationship).

2) Communication Facilitator, In this case, the practitioner public relations acts as a communicator or mediator to help the management to hear what is desired and expected by the public. On the other hand, practitioners are also required to explain again the wishes, policies and expectations of the organization

to the public. With reciprocal communication, it is hoped that mutual understanding, mutual trust, mutual respect, mutual support and tolerance can be created from both parties.

3) Problem Solving Facilitator, the role of practitioners public relations in the process of problem solvers is part of the management team. This is intended to assist the leadership of the organization either as an advisor to take decision in dealing with problems or crises that are being faced rationally and professionally. In facing a crisis that occurs, a postal team coordinated by practitioners will form public relations by involving various departments and expertise in a special team to help organizations, companies and products that are suffering from a particular crisis.

4) Communications Technician, with three different communication technician roles of practitioners public relations professionals are closely associated with the function and role of the organization's management. The role of the communication technician makes practitioners public relations as journalists in residents who only provide technical communication services using the method of communication.

From several roles of public relations described by experts, communication is very important, how communication can become a benchmark and can affect the survival of a company or organization. Not only that, creativity, strategic thinking, skills are also an important point in carrying out the role as a public relations (Jandevi, 2019a).

d) Evaluation Program of Public Relations

According to Morissan (2014) Public relations program evaluation process includes evaluation activities starting from the program planning stage, implementation, and program effects. This activity is also called evaluation research (Faradies, 2020).

e) Brand image

Kotler explained that brand image is a vision and belief that is buried in the minds of consumers, as a reflection of the associations that are stuck in consumers' memories Bastian, Danny (Kotler & Armstrong, 2018). In the sense that the brand image arises because of the perception of consumers on the brand or brand which is formed from the information attached to a company / organization. brand image According to Aaker and Biel itself has several components, namely: (1) Corporate image, which is a set of associations that consumers perceive the company that makes a product and service in this study which includes: popularity, credibility, and company network. (2) User image, which is a set of associations that consumers perceive to users who use goods or services, including the user himself, lifestyle, or personality, and social status. (3) Product image, a collection of associations of perceived consumers to a product, including the product attributes, consumer benefits. The user, as well as the guarantee (Faircloth, Capella, & Alford, 2001).

f) Brand Image shapers

forming Brand image according to Schiffman and Kanuk is the quality and quality of the goods offered, a product that is consumed can be trusted and relied on, its function can be utilized by consumers, the risk of how big the consequences or profit and loss are experienced by consumers, and finally the price or high the low or the least amount of the amount issued by consumers (Rabionet, 2011).

g) Coworking Space

Coworking space is a work space with a rental system. Foertsch explains that coworking space is a space to collaborate and exchange ideas in order to produce something by sharing, both in terms of abilities and knowledge, as well as making it a place to learn new experiences, economically and efficiently. This paid coworking space has its own appeal among millennials because it has a different concept so it's interesting to try.

3. Method

This research uses a type of qualitative research, in which according to (Anggito Albi, 2018) qualitative research is data collection in a natural setting with the intention of interpreting the phenomenon that occurs where the researcher is a small instrument, data sampling is done purposively and snowball, The collection technique uses triangulation (combined), the data analysis is inductive / qualitative, and the results of qualitative research emphasize sources and meanings rather than generalizations.

The purpose of this qualitative research method is to describe or explain in detail how to use the role of public relations in an effort to improve brand image ETOS coworking space. By using qualitative research methods, the researcher hopes to get more accurate data so that the research results are as expected.

This research was conducted in one of the coworking spaces in Yogyakarta, namely ETOS coworking space which is located on Jl. Pandega Marta No.V / 6b, Manggung, Caturtunggal, Depok, Sleman, Yogyakarta. The object of this research is the establishment of the effort of the brand image ETOS coworking space . Researchers used several data collection techniques in the form of observation, by approaching the object and research subject. Interview, obtain information, information and further explanation from respondents. Documentation, collecting documents related to research to be analyzed in order to get the data as desired, and also helps to complement and strengthen data from observations and interviews (Faradies, 2020).

The data analysis technique used by the researcher namely, data reduction, selecting the appropriate data with the research namely regarding efforts public relations in forming a brand image, so that data that has nothing to do with research will be discarded. Furthermore, the data display, namely the presentation of the data that will be used by the researcher is narrative text. Finally, Conclusion Drawing / Verification, namely drawing conclusions and verifying the data that has been obtained in the field (Akhyani, 2020).

4. Results and Discussion

1) Planning in an effort to establish a brand image coworking space ETOS

The first planning carried out by ETOS Public Relations is to see the human resources in ETOS and what can help during the implementation planning process until later evaluation. After that, ETOS Public Relations designs activities or programs that can be interesting to implement. Furthermore, ETOS Public Relations will determine the budget they will use for the program. After that, ETOS Public Relations will determine the target or segmentation of the program they want to create. The public relations then determines the form of communication they will use for the promotion of the program they will create. In the last stage, ETOS Public Relations will conduct a pre-implementation evaluation, the purpose of the evaluation at this planning stage is to double-check the program or activity whether there is still anything that needs to be added or the program is ready to be executed.

2) Implementation of programs Public Relations in an effort to form a brand image

Implementation of programs public relations in an effort to form a brand image by utilizing the role of public relations, namely:

a) Expert prescribe

Expert Prescribe has several indicators that are used as important points for performing the duties of a PR in its role as an expert prescribe, that is one of them is developing the program design and being responsible for implementing the program being made. ETOS Public Relations has several internal and external programs that have been designed and several programs have been executed, others are still being discussed by ETOS Public Relations. There are several programs made by ETOS Public Relations such as event space, internal events, Juma'at Sambat, and stores.

b) Communication Facilitator

The communication facilitator has several indicators that help Public Relations performance, especially in its role as a communication facilitator, one of which is to formulate a discussion agenda for the company with clients / customers. "Jum'at Sambat" is a discussion activity created by Public Relations ETOS. This program also holds a sharing section. ETOS Public Relations also uses social media as a way to connect with potential clients / customers. They use this social media to provide information related to what activities are carried out by ETOS and products offered by ETOS.

c) Problem Solving Facilitator

Problem solving facilitator is one of the roles of a Public Relations where they must be able to analyze a problem. Doing fast handling of problems such as complaints from clients or partnerships, this can help in shaping the brand image of ETOS in the client / customer. In its role as a Public

Relations should be problem solving facilitator, more responsive in dealing with a problem. Not only that, a Public Relations is also required to be able to accept complaints or protests from customers, because this is able to form the branding of a company if handled properly by Public Relations and will backfire when not handled properly.

d) Communications Technician

The role of ETOS Public Relations as a communication technician refers more to how a Public Relations person uses his expertise in writing and managing websites or social media which are information media for clients. ETOS Public Relations uses Instagram social media as a medium to convey information to the public by posting about activities, events, advertisements for products being sold, interesting information and others.

e) Evaluation of Program Public Relations in an effort to form a brand image for a coworking space

For Programs public relations that have been implemented, the evaluation they get is about the lack of human resources, which affects the implementation and management of the programs that have been designed. Furthermore, the communication or information provided. ETOS Public Relations only uses a few social media platforms, so the information only reaches a few groups.

5. Conclusion

1. The effectiveness of the role of Public Relations in form a brand image ETOS coworking space

As explained by Kotler, Brand Image is a vision and belief that is buried in the minds of consumers as a reflection of associations that are stuck in consumers' memories (Bastian, Danny, 2014:4). In an effort to form a brand image, ETOS Public Relations designs, implements, until the evaluation stage, everything is done by ETOS Public Relations.

a. Expert Prescribe

The role of Public Relations as Expert Prescribe according to Cutlip, Scott M., et al (2009:46) that a Public Relations is in charge of defining problems, developing programs, and taking full responsibility for their implementation. Some of the programs created, such as Event Space, internal event, Jum'at Sambat, and Store, aim to increase value with the main goal of being able to form the brand image ETOS coworking space. By establishing good relationships between customers, clients, partnerships is also one of the strategies made by ETOS Public Relations..

b. Communication Facilitator

Firsan (Sintawati, 2019) in his book, which explains that communication facilitators act as communicators or mediators who help management hear what the public wants and expects. ETOS Public Relations has a program that is used as a tool to connect communication between ETOS and customers/clients, namely the Jum'at Sambat program where the program holds discussions which are held once a week. ETOS Public Relations also uses social media as a tool to connect communication with customers and clients.

c. Problem Solving Facilitators

Big or small problems must be handled immediately so as not to have an impact on the company or organization. ETOS Public Relations in dealing with a problem can be said to be responsive, because when there is a complaint from a customer they will immediately take care of the problem (Fadillah & Zhenglin, 2020).

According to (Nova et al., 2015) Public Relations as a problem solving facilitator helps organizational leaders both as advisors to take decisions in overcoming problems or crises being faced rationally and professionally.

d. Communication Technician

ETOS Public Relations as a communication technician has a duty to manage social media which functions as a source of information for customers and clients. According to Akhyani (2020) the role of the Communication technician is to become a practitioner public relations as an in-resident

journalist who only provides communication services using the method of communication. ETOS Public Relations as a communication technician makes them become like journalists, writing articles to be uploaded, uploading photos or videos, and sending or replying to emails from customers and clients all of that work is done by ETOS Public Relations (Ulfah, Fajri, & Fadillah, 2016).

2. Inhibiting and supporting factors for the role of Public Relations in forming a Brand Image

The supporting factors felt by public relations in their efforts to form the brand image of the ETOS coworking space are the teamwork they have built from scratch, the relationships and communication that they always maintain, both their internal and external relationships. One of the supporting factors also according to ETOS Public Relations is a strategic location in a residential complex area near the city, so that the atmosphere is also not too noisy and is still in a conducive atmosphere.

The inhibiting factor for public relations in an effort to form a brand image for a coworking space ETOS is the development of trends, every year the development of trends will change, people's interests will change, so that ETOS Public Relations must think about how to maintain the existence of the products or services they sell. Human resources are also a factor, because they affect the management of the ETOS coworking space. The lack of human resources at ETOS makes Public Relations overwhelmed in handling existing tasks. The piling up of tasks will divide the focus of ETOS Public Relations and eventually become overwhelmed.

3. Challenges Public Relations in an effort to form the brand image ETOS

As explained by the PR of ETOS regarding the challenges they face while forming the brand image, ETOS one of which is competition. Coworking Space is arguably growing rapidly in Yogyakarta, many coworking spaces have sprung up with various interesting concepts and good facilities, so that ETOS Public Relations needs to work hard in increasing the value of coworking space, making different concepts that can attract new customers and clients. The challenge that is also felt by ETOS Public Relations is an educational background that is not a graduate public relations so that in the process of carrying out their role as Public Relations their level of understanding is still lacking.

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