

# The Role Of Digital Public Relations In Maintaining May May Salon Image

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**Abstract:** The purpose of the study, are to know how the role of digital public relations in maintaining the image and barriers of digital public relations in maintaining the image of May May salon. Research Method, which used in this research is qualitative research with qualitative descriptive approach. The data analysis used was semi structured interview, non-participant observation, literature study and documentation. The results, indicating that the role of digital public relations through social media is successful enough to better introduce May May salon to the public as well as to maintain the image. In addition, the obstacles that of digital public relations are largely contained in the content that is on the social media. The conclusion of this research is, the role of digital public relations through social media Facebook and Instagram is very important role for May May salon in maintaining the image. (SM).

**Index Terms:** Digital Public Relations, Image, Public Relations, Salon, Social Media.

## 1 INTRODUCTION

Public Relations is one important part of a company. Public Relations in a company has a function to establish and maintain good communication relations between the public and the company. Public relations also has a role in establishing relationships with the media to provide press releases and so on for the benefit of the company. In the past, Public Relations used conventional mass media to communicate with the public. Nowadays, Public Relations does not use conventional media because digital media is more efficient and easily accessible. With the development of technology, now Public Relations has a new concept called Digital Public Relations. Digital Public Relations is exposure through digital media or technologies that are in new media. The concepts of digital public relations are more efficiently used by companies to face new competition because currently all public relations activities are related to digital or internet such as e-mail and social media. Some tools are included in digital public relations, namely Search Engine Optimizations (SEO), Social Media, Websites, and Email. One of the use of digital public relations tools is through social media which can support social interactions that turn communication into an interactive dialogue. Social media appears with various types such as, Facebook, Instagram, Twitter, Youtube, etc. The most popular social media among the public are Facebook and Instagram as proved by the survey results table by We Are Social [1].

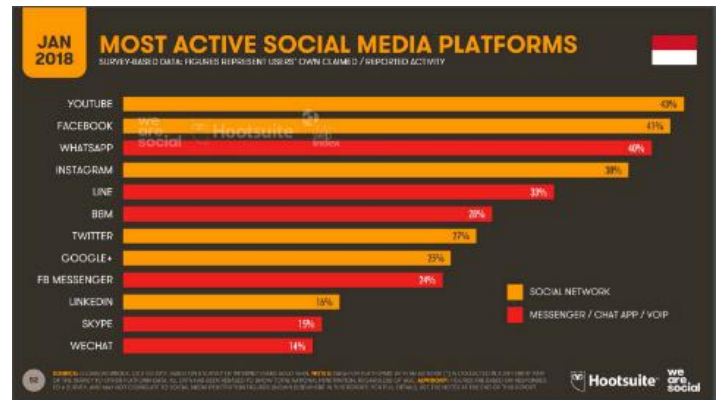


Figure 1.1 Social Media Users Data

The use of Facebook and Instagram is popular among the community because its use can be easily reached anytime and anywhere. Facebook and Instagram have been an interaction medium for the public to get information and disseminate information to the public or just to share personal daily stories. Facebook and Instagram are not only used for personal purposes but also used for business. The use of Facebook and Instagram in the business world can make the business known everywhere and viral. Therefore, Facebook and Instagram are used for business such as beauty salon business, shipping business, food and beverage business and so on [2]. Beauty salon business has become a booming business and is proven by the increasing number of beauty salons present in the community. The beauty industry business growth in 2017 in Indonesia has reached 10.6%. This indicates that there is increasingly tight competition in the beauty salon business [3]. One of the beauty salon businesses that has been around for a long time is May May salon. PT. MAYINDO TRITUNGGAL or commonly known as MAYMAY Salon & Bridal is a company engaged in beauty. The journey of MAYMAY Salon was started by three sisters: Mei Tanie, Lili Tanie, and Yayang Tanie. At their teenage age they discovered their talents from a business that had been pioneered by their beloved mother since 1972. In 1976, this beauty salon was only located in a small house, Jl.Dr.Muwardi - Grogol. As time went on, May May's clients continued to grow so that the room was not enough anymore, so the salon moved to Jl.Balikpapan at the end of 1983. The salon then moved to a wider place at Komp.Harmoni Plaza until finally having 13 non franchise branches at this time. Lasting more than 40 years is not only

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supported by a reliable workforce and good service but also supported by Digital Public Relations through Facebook and Instagram, which is used by the Public Relations of May May salon in running its business to be used as a medium to maintain the company's image. May May salon's Digital Public Relations through social media is currently very active compared to some of its competitors in presenting content and interacting with the public. Digital Public Relations which is currently actively used by May May salon is Facebook and Instagram. They are used to interact with the public and to introduce May May salon to the public whose purpose is to maintain the company's image for 42 years. This background has made researcher interested to dig deeper into May May salon's image. This research led to the research of May May salon company because of its uniqueness that made it successful until now, even though the salon had only started from a home salon. In addition, this research was also directed at the Digital Public Relations of May May salon through social media that is active in interacting with customers and the public. The previous research that was used as a reference for this research was New Business Set Up for Branding Strategies on Social Media - Instagram. This research uses qualitative methods that focus on branding a home-based business that was founded on Instagram. With the advent of smartphones, Instagram as a social networking site has gained popularity. The results showed that Instagram is the best and most up-to-date platform for prospective business owners who don't have an offline store to start a business. This proves that Instagram plays an important role in the formation of branding from a good start. The difference between previous research and this research is that the use of Instagram social media in May May is more likely to maintain the image of the company that already has several branches and as an intermediary for communication between the company and its customers, whereas in the previous research, Instagram is more used for home businesses in the formation of branding to get brand equity in the community. In addition, other previous research that became the reference of this research is the Journal of Social Media Utilization by Public Relations Practitioners in Yogyakarta about how social media has changed the way public relations practitioners do their work related to communicating with the community on how to communicate both individually and at the corporate level. The journal also states that social media is used for corporate marketing and branding. Apart from that, social media is also used in monitoring issues and crisis communication as well as disseminating information about social activities of social responsibility and social campaigns carried out by the company. The results of the journal above reveal that Public Relations practitioners use social media for corporate branding activities and information dissemination of social activities and social campaigns. However, in May May salon, besides being used to disseminate information about the company, the use of social media was also to introduce the company deeper into the community and to maintain the image, which is the most important thing. In addition to the differences in previous research with this research, previous research focused more on the use of social media by government public relations practitioners while this research focuses on the use of social media by public relations practitioners in the company. The similarity in this research is on the method that is qualitative and a public relations officer who uses social media in carrying out one of his roles as a Technician Communication as stated

by Dozier and Broom who stated that a public relations officer must be able to keep up with the times and must understand various communication tools [4].

### Problem Formulation

1. What is the role of Digital Public Relations in maintaining May May salon's image through Facebook and Instagram?
2. What are the obstacles and solutions experienced in an effort to maintain the image of May May salon through Facebook and Instagram?

### Research goals:

1. To describe the role of digital public relations used in maintaining May May Salon's corporate image.

To describe what obstacles May May salon experienced in maintaining image through digital public relations

## 2 RESEARCH METHOD

This research uses a qualitative descriptive research method. Qualitative description research is an investigation that is held to obtain facts from existing symptoms and find information in fact about social, economic, or political from a group or region. This descriptive research is often also called survey research [5]. Qualitative descriptive method is very useful for giving birth to tentative theories. That is the essential difference between qualitative descriptive method and other methods. The descriptive-qualitative method looks for theories instead of testing the theory; hypothesis-generating instead of hypothesis testing and heuristics instead of verification. Another characteristic of qualitative descriptive methods is that they focus on observation and natural settings [6]. This research uses primary data collection techniques in the form of semi-structured interviews and non-participant observation, in addition to secondary data in this research which are in the form of literature studies and documentation. The type of data used can be grouped as follows:

### 1. Primary data

Primary data are data sources that directly provide data to data collectors [7]. Primary data can be in the form of interviews or observations. The following is an explanation of data collection techniques through primary data sources that will be used in this research:

- a. Semi-structured interview  
This type of interview is included in the category of in-depth interviews, where in its implementation it is freer when compared to structured interviews. The purpose of semi-structured interviews is to find problems more openly, where respondents are asked for their opinions and ideas. When interviewing, the researcher needs to listen carefully and record what is said by the respondent.
- b. Non-participant observation, is a type of observation method in which a researcher only acts as an "audience" not plunging as a "player" as in participant observation. So, when observing a group that is the subject of research, researchers seem to keep their distance, not jumping in directly mingling with the research group. With the data instrument owned, namely the observation guidelines, researchers can

observe and check or register the phenomena or events needed in the study [6].

In the research using the type of semi-structured interview, the interview process will be flexible and can adjust to field conditions. However, there are still preliminary guidelines for interviews as a reference so that the interview process can continue to run in accordance with the research objectives. Semi-structured interviews is in the category of in depth interviews [7]. Also, the type of observation used in this study is non-participant observation where researchers are not directly involved in activities carried out by May May salon.

## 2. Secondary Data

Secondary data is data obtained from a second source or secondary source with the aim of completing the primary data that has been obtained from the research process in the field [8]. Secondary data can be obtained through:

- a. Library Studies, is a method of collecting data that uses book references and journals that relate to the topic of research conducted. This research was used as a comparison material in the research process [6].
- b. Documentation, is a record of past events. Documents can be in the form of writing, pictures or monumental works from someone. Documents in the form of writings are such as diary, life history, biography, rules and policies while documents in the form of images are such as photos, live images, sketches, etc. Documents in the form of works such as works of art, which can be in the form of pictures, sculptures, films and others.

Based on the explanation above about secondary data, secondary data obtained in this research is from the results of reference searches related to the role of digital public relations and social media in maintaining the company's image. the target market of The Body Shop which starts at 15 to 35 years old.

## 3 Result and Discussion

An increasingly sophisticated communication era requires a Public Relations officer to keep up with the growing technology to maintain communication between companies and customers. One way to compensate it is to use digital public relations which is the presentation of content by involving online communities. Supported by technological changes in the dissemination of information to the public that requires a public relations practitioner to be active in social networks to build relationships and manage organizational reputation [9]. Digital public relations of May May salon is used to spread information faster and easier. In addition, it is used as an intermediary for communication between companies and customers or other communities. The use of digital public relations is through digital media such as social media. The use of digital public relations of May May salon is also used to help the marketing communication team and public relations in maintaining the image. The role of the digital public relations of May May salon is in accordance with what Nkwocha said in the journal "Digital Public Relations: a new strategy in corporate management" about the use of new technologies including wireless phones, computers, internet and e-mail to do work faster and easier. Digital public relations has a role in the management of corporate reputation that helps in building

and maintaining an image in the global world [10]. Nkwocha's statement supports the use of digital public relations in May May salon. Basically one of the use of digital public relations is to maintain the existing image of the company through good communication between the company and the community. Digital Public Relations through May May salon social media has the benefit of facilitating the workings of Public Relations practitioners in achieving their goals. In the past, a Public Relations officer conveyed its purpose or spread its information through conventional media in the form of magazines, newspapers and other traditional media. But now, May May salon Public Relations is using social media to facilitate its work in establishing relationships and communicating with customers. The initial obstacle experienced was more to the digital public relations channel where such obstacles are found in the content and the number of Instagram followers that has not increased. The increase in these followers, according to CEO May May salon, is a benchmark for the success of information dissemination to attract customer attention. So, to overcome these obstacles May May salon must develop content and endorsement on social media. This method works to overcome the number of followers and increase customers. In addition, the barriers to the use of social media in the journal "The Use of Social Media by Practitioners of Public Relations in Yogyakarta" are more directed to the views of companies that are still closed in facing the development of new technology. Besides that, it also resulted in the increase of workload and work time for practitioners which had an impact on the availability of co-management staff for social media and the inconsistency in information content on social media applications used by the company [11]. This also applies to May May Salon Company that is still new to using social media, so they sometimes have difficulty in making the content that will be published, thus making the company learn more about the use of social media so that later it will run smoothly. In line with one of the roles of a Public Relations officer as a Technician Communicator according to Dozier and Broom, that is, Public Relations officer is required to understand various communication tools and must keep abreast of the times regarding communication tools [4]. May May salon's Public Relations has carried out its role to understand the various developments in communication tools in overcoming barriers experienced by the company. At first it was used to convey information between the company and the public through conventional media, and then it was switched to digital media such as Website, Facebook, Twitter and Instagram. Since the use of this new media has not been implemented for long and still requires learning and improvement, May May salon's social media which is quite active is focused on Facebook and Instagram.

## 4 Conclusion and Suggestions

### 4.1 Conclusion

Based on the research results, several things that are in accordance with the research objectives can be concluded:

#### 1. The role of Digital Public Relations in maintaining the image of May May salon through Facebook and Instagram:

The role of digital public relations through social media Facebook and Instagram in May May salon currently has achieved its goal in introducing May May salon to the

community and maintaining the company's image. This is supported by May May salon Public Relations which acts as a Communication Facilitator and Technician Communicator. Based on the results of research, May May salon and its customers interacting with each other can give a good impression for the company in building relationships and efforts to maintain the image. May May salon is also responsive in responding to bad and good responses on social media. In addition, there are also positive reviews from customers about May May salon's image that has been built for 42 years. This proves that the role of public relations of May May salon as a Communication Facilitator and Technician Communication goes well in carrying out the concept of digital public relations which provides an important role for the company.

## 2. Barriers and solutions experienced in an effort to maintain May May salon 's image through Facebook and Instagram:

The obstacles that May May experienced in maintaining image through social media Facebook and Instagram are, for instance, in using digital public relations, May May salon experienced obstacles on channel elements through social media in content selection where the selection of content is very necessary, especially on Instagram social media, so that the feeds are not messy and attract the attention of the customer. In addition, barriers were also experienced in the use of social media by internal parties who are still new to the social media used, so they have difficulty in increasing the number of followers on Instagram. Not only that, some negative reviews on Facebook and Instagram have also become obstacles in maintaining May May salon's image through Facebook and Instagram. Some solutions made by Public Relations of May May Salon as a Problem Solving Process Facilitator in overcoming the above obstacles are innovating content on social media Facebook and Instagram. Besides that, Public Relations of May May Salon also studied more deeply about the use of social media, and carried out endorsement which will later be published on social media. This is done to increase the number of followers and customers that have a positive impact. Finally, May May salon is always active in interacting with its customers through social media. If there is a negative review or crisis, May May salon immediately responds or resolves it within 1x24 hours.

## Suggestions

After conducting research, it is expected that the results of this research can be used as a reference for the future and can also be given input both academically and practically to the wider community.

## Academic Suggestions

1. From the results of this study, it is expected that further research can deepen the research with a focus on the broader role of digital public relations using different methods, in order to provide broader results.
2. Conducting digital public relations research on other objects or competitors from May May salon in maintaining the image.

## Practical Suggestions

1. Digital Public Relations used by May May salon through Facebook and Instagram social media is quite good and

successful. However, it would be even better if the use of digital public relations is added or expanded as through its website to reach more customers.

2. In addition, May May Salon is also expected to increase the content related to maintaining the image and staying active in establishing relationships with customers.

## General Suggestions

1. It is expected that people can find out information about the role of digital public relations of May May salon in maintaining the image through the results of this research.

This research can also be used as a reference for other companies in knowing the role of digital public relations through Facebook and Instagram social media in maintaining the company's image.

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