

## Public Relations Communication Behavior Through a Local-Wisdom Approach: The Findings of Public Relations Components Via Ethnography as Methodology

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### ABSTRACT

There is a correlation between the concept of public relations with the cultural activities of Jakhu Suku. The relationship is built through the behavior of Jakhu Suku communications in the tradition of giving a title that always emphasises the planning and evaluation stage. This is what lies behind this study with a locus of cultural research with a public relations theory approach. To answer the purpose of research, interviews and observation were used by involving all customary devices in the Village Banjar Negeri Lampung Province Indonesia. The study found that the behavior of Jakhu Suku communications in carrying out cultural activities begins with *pekhsiapan* (preparation), *khencana* (planning), *lestakhi* (execution), *penghengok* (support) and *penghanggum* (trust). All the Jakhu Suku cultural concepts are relevant to the communication planning components including Insight, Strategic Programs, Implementation Programs, Action, and Reputation (the IPPAR model). The Jakhu Suku culture can be referred to as a component of cultural-based public relations communication behavior. This component can be applied in the context of corporate, government and non-government public relations. Public relations companies and governments are profit-oriented, while non-government-based nonprofits such as culture are found in community groups or communities. The communication behavior component of the IPPAR model can be classified as a component of ethnography public relations. The methodology focuses on culture-based public relations communication behavior.

**Keyword:** *Communication behavior, ethnography PR, Jakhu Suku, IPPAR model, public relations.*

### INTRODUCTION

In Indonesia, public relations also known as *hubungan masyarakat* or *humas*. However, the most popular term is public relations or Ardianto (2013) explains that *humas* is the equivalent of the term PR. The same applies to the mention of the term ethnography public relations or ethnography PR. The results of this research will introduce the term ethnography PR as the methodology used, and the study focuses on culture-based PR communication behavior.

Ethnography PR is the result of conceptual thinking, and is theoretically based on the research findings on the *Jakhu Suku's* communication behavior as cultural PR. The concepts derived from Jakhu Suku culture in the activity of giving title include the communication component of *pekhsiapan* (preparation), *khencana* (planning), *lestakhi* (execution), *penghengok* (support) and *penghanggum* (trust). The conceptual findings about the behavior of Jakhu Saku communications are transformed through the public relations theory of communication planning. Planning which includes situation analysis, strategy program

that is making type and form of activity, executing program and evaluate programs. In harmony with Dubrin (2008) which emphasises the theory of management and end with evaluation in every activity.

Ethnography PR is a transformation of communication ethnography. There are many linkages between the two because communication is the backbone of PR activity. Communication is a material object therefore, in the absence of communication, PR activities cannot be done. These linkages are encouraging researchers' desire to examine a specific methodology used in the study of culture-based PR.

Milton and Sturtevent (as cited in Kuswarno, 2008) explain that ethno science gave rise to other ethnoses and ethnography PR as a transformation of ethnography. Ethnography PR refers to the study of communication ethnography. Hymes (as cited in Kuswarno, 2008) describes that the terms of reference used in the positioning of the language in a culture should focus on communication. Kriyantono (2017) provides the new understanding about the perspectives of public relations in Indonesia. According to Kriyantono (2017), public relations can be studied through the culture and values of local wisdom in Indonesia.

Previously, public relations are only understood from a western perspective. This happens because the historical record that the public relations activities arose when there was the industrial revolution in western and European countries. Tench (as cited in Dasrun, 2014) states that the embryo of public relations activity has started to appear since the 19th century in the United States and Germany. Among them, the embryo of PR activity can be found when the former US president Harry Truman and Richard Nixon prepare and manage the travel route of officials and politicians. Other activities include the publicity on the Athens Olympics who needs publicity and the skills of the PR practice. PR activity is also present in speech writing at Plato's time which aims to mobilize and gain public support.

This study tries to put the cultural studies approach to the theory of public relations (PR). During this time, culture and public relations have not been used as a whole in the study of science, whereas culture and PR are very interrelated. Culture can be assessed from the perspective of PR, and vice versa PR can be learned through the cultural approach. Even in the smallest miniature of the culture which is an organisation. Each rule in the organisation or institution is a cultural manifestation in the form of ideas, thoughts, rules which must be adhered as a working guideline to achieve a common goal. The existence of a link between cultures with PR is the reason researchers offer the concept of culture and public relations into a new term, namely public relations culture as a discipline of public relations science that is rooted in cultural studies and public relations. This study is expected to be able to build up a new concept of culture-based communication behavior. Ardianto (2013) asserts that communication is the backbone of public relations activities. In the era of globalisation, communication and public relations research put culture at the forefront.

Culture and PR are an interrelated link because the focus of this PR study is communications behavior to build relationships. It is emphasised by Sriramesh and Vercic (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) that linkages exist between culture, communications, and PR. According to Sriramesh and Vercic the focus of the study of the PR science is the communication behavior of building relationships. The study of PR continues to evolve in the era of globalisation and puts culture at the forefront. The presence of a culture opens a great opportunity to research the science of PR. Cultural engagement exists, but the existence of a cultural moment seems to be the missing link. Therefore, a special review of the existence of culture is required in the study of PR.

The importance of understanding the culture in the context of the communication behavior of PRs encourages the emergence of the term culture-based PR or cultural PR. This is PR communication behavior that always relies on organisational culture and institution. Culture is at the leading edge, so that opens up opportunities to develop concepts and methodologies in the study of culture-based PR. The methodology in question is ethnography PR. This methodology is expected to address the purpose of culture-based PR research.

## LITERATURE REVIEW

### *Communication Components of Public Relations*

The component of communication behavior from the perspective of the science of PR can be described through concepts that relate to planning PR communications. Smith (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) introduces the term insight or sets a background activity. Tench and Yeomans (2006) use the concept of situation analysis or the analysis of the situation. Analysis of the situation aims to map the setting place, time, and public engagement. Austin and Pinkleton (2008) clarify that one aspect of PR communication planning is conducting an analysis of the public. The public analysis aims to establish the focus target (Austin & Pinkleton, 2008). Planning communication is part of the PR communication behavior used to assist and facilitate the achievement of the purpose of the activity of Public Relations (PR).

The PR communication planning concept also relates to the determination of the strategic program. Cutlip, Scoot and Broom (2011) emphasize that the program strategy is making planning step, and sets the types of activities, themes, objectives, and outcomes. Cutlip et al. (2011) also add the stage of program implementation or the implementation of any activities. Implementation strategies include an action factor of paying attention to the messages and message content. Communication strategy is regarding the mechanism for the delivery of messages, including the decision to select the media. All stages in the planning of PR communications are completed to get the support and trust of the public. Such support is in the form of the results of an assessment or action, and reputation. Reputation or the track record. There are three aspects that are taken into account in cultivating a reputation. The aspects of building a reputation consist of responsibility, trust, and reliability (Ardianto, 2013). These concepts are categorized by researchers as the components of the communication behavior of the *Jakhu Suku* as cultural PR. The components are used in PR communication planning. Tench (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) asserts that the communication planning behavior of PR communication helps with the effectiveness of PR work.

PR communication components can also refer to the management theory because PR is responsible for running the management function. Among those that must be managed by PR is communication. Management starts with planning to pick up a communication strategy. The strategy includes action and communication. Kriyantono (2017) communication management processes can use the media or direct communication. The communication process is often faced with the public relations capability to negotiate and compromise. This is done when the public relations will take the decision. Kriyantono (2017) in his research confirms that the greatest value of communications planning is also found in the *Musyawah Mufakat* tradition. This tradition upholds the unity with the

growing emphasis on information management in the community. In terms of public relation, it can be referred to the public perception audit.

#### *Communication Planning as A Communication Strategy in Public Relations*

Communication strategy is part of the stage for public relations management. Communication strategy as the second stage, and previous communication planning also pay attention to the strategy of action, the strategy that emphasises the planning content of communication messages. Messages include theme, type and form of the message. While the second stage of communication strategy includes media that will be used in conveying communication messages. PR, in running the role and function, is always preceded by the planning of communication. Tench and Yeomans (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) emphasise situational analysis, identify growing problems, and finds solutions to map out the program planning that will be created by PR to achieve short-term goals and long-term goals. Communication is the backbone of PR activities. Without a strategy, of course, it will be more difficult to achieve the goals of the institution, organisation or company. Sriramesh and Vercic (2010) mention that the focus of a PR study is communication behaviours for building relationships. Communication planning created by PR is part of the PR communication strategy. Without planning, it is very difficult to implement PR activities. A PR communication strategy relates to the media to be used in the delivery of the PR messages. Communication strategy is part of the stage in the management of PR. Communications strategy is the second stage, before the strategy of action.

Communication planning is part of the communication behavior for PR Tench and Yeomans (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a). There are several points to consider when developing communication strategies. (1) Conduct a situation analysis, which is to summarise and collect all information developed (insight) and needed by the community. This insight can be determined through research and PR audit activities. The insight is expected to generate background related to the communication strategies and actions to be determined. (2) Determine the audiences or targets for PR. (3) Determine the strategy program, which sets the concept of the event, covering the material, theme, message, time, and place of the execution of the activity. (4) Determine the purpose of the program or activity for PR. (5) Establish the output and program outcomes. The stages of communication and action strategies are usually referred to as the blueprint PR program.

Communication and action strategies are interrelated stages. An action strategy is an action that determines what changes should be made to achieve the outcome as outlined in the objectives. Communication strategy relates to the message content that must be communicated to achieve the outcome that is in the goal. The most appropriate media to deliver content to the target public is chosen. Communications and action strategies also include program implementation plans, which are responsible for implementing actions and communication tactics. They specify how to order events and schedules, and set the required cost or mechanism of an activity. Danuri, Mohamed and Eliza (2017) recognizes that the communication strategy can be used as an approach to resolving the conflict. Communication strategy is also used as a tool to achieve the goal of success. The communication strategy can be done through the planning and preparation includes meetings, visits, and dialogue. This step aims to collect or gather data that can be used as the reference materials. In planning can involve stakeholders in any activity of the company.

Kim and Krishna (2017) explain that the crisis in the delivery of the organization due to poor public management. The results suggest that a public communication strategy approach begins with recognising or exploring information about the public as a target. Dasrun (2014), communication strategy in the form of action strategies related to planning communication messages. The communication strategy means planning that was built to set the media or how to deliver communication messages. Tench and Yeomans (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) explain that communications planning is part of the communication strategy. Beginning with the planning prior to establishing a communication strategy. The strategy can be determined by the data obtained as a foundation. Normally plans may include the analysis of the situation by gathering all the information related to the activity plan.

Communication planning is part of PR communication planning. The importance of a communication plan is that it facilitates the workings of PR. How it works is that it aims to build relationships. In practice, it is influenced by the cultural aspects of each institution. The smallest miniature culture is the institution, which means that any institution cannot be separated from its culture. This assumption is the framework of the birth of thoughts on the concept of cultural PR. It is also reinforced by Ming Yi (2009) that the planning of PR communications in the 21st century has the characteristic of always thinking globally and acting locally. The same thing is also revealed in the results of Albu's (2013) research that demonstrates how the work of international PR must begin with efforts to understand the local culture.

PR communication planning relates to the steps that will be done in PR to address various PR issues. The issues relating to the perspective of cultural PR include community, ethics and professionalism, internal communication, consumers, marketing communications, agency image, reputation, and the identity of the institution. There are also issues on politics, democracy, and feminism to the issue of entertainment and art. Cultural PR activity issues are not limited to the context of for-profit PR institutions but also relate to non-profit PR institutions. PR activities are also not free from the existence of media PR. Media consists of internal and external media. The issues with PR activity also integrated with the development of the media. These findings were also confirmed by Verčič and Tkalac Verčič, (as cited in Erzikova, Waters & Bocharsky, 2018) media relations are the most practiced in the field of public relations. The relationship has continued to grow since the conventional media era to the digital age. Similarly, Jakhu Suku using digital media such as special websites to publish any customary activities of Saibatin community.

#### PUBLIC RELATIONS BASED ON CULTURE

The concept of culture-based public relations are a term taken from the two disciplines, namely public relations and culture. Dasrun, Engkus, Feliza & Hanny (2017a) the term can refer to two meanings, first, that describes the focus of cultural studies approach to the theory of PR. Second, the emphasis on the study of the public relations with a cultural approach. The conceptual relationship between PR and culture indicates that opportunities exist to research and develop the concept of PR as a science (Sriramesh & Vercic, 2010). Based on thoughts about the meeting between the concept of culture with PR, the researchers offer the term of cultural PR. The term is also reinforced by the results of the study, which has identified the existence of an engagement between the basic principles of PR communication behavior with the *Jakhu Suku's* communication behavior in carrying out

the rituals for title awarding. Engagement lies in the way of working, which puts the planning process in every ritual for title awarding. There are other similarities in the objectives of ritual planning, which are to introduce or complete branding against customs in the form of the tradition for title awarding or *Juluk Adok* (Dasrun, Engkus, Feliza & Hanny, 2017a). Similar things expressed by Kriyantono (2017) that the practical concept understanding PR can be found in the activity of the culture in Indonesia. Kriyantono exemplifies the value of PR such as negotiation and compromise is present in the Musyawarah Mufakat tradition. This proves that the embryo of PR activities not only developments in the western country, but also can be found in local cultural activities in Indonesia.

The concept of the cultural event will also be based on PR, which differs in various situations between Indonesia, and Western and European countries. Indonesia is rich in culture and values local wisdom, so that cultural-based PR studies are needed. The concept of relating culture and PR has existed since the 1990s. PR experts have already predicted the involvement of culture in PR communication behavior in this globalisation era. Sriramesh and Vercic (as cited in Dasrun, Engkus, Feliza & Hanny, 2017a) expose the reality of the existence of the missing link between culture and PR, or Culture and Public Relations: The Missing Link. The link should be present so that it can strengthen the PR communication planning. Realise the importance of culture in a PR communication planning strategy in the midst of modern PR activity.

PR communication planning relates to the measures that PR performs to address the various issues of PR. The issues from a PR perspective that are based on culture include community, ethics and professionalism, internal communication, customers, marketing communication, the institution's image, the institution's reputation, and the institution's identity. There are also issues on politics, democracy, and feminism to the issue of entertainment and art. The issues with cultural PR activities are not limited to the context of for-profit PR institutions, but also on non-profit PR institutions. PR activity is also not separated from the presence of PR media. Media consists of internal and external media. This issue with PR activity is also integrated with the development of digital media or media-based technology, such as new media and social media.

#### *Local Wisdom as A Working Approach to Public Relations Based on Culture*

Indonesia is very rich in the culture and values local wisdom. Local culture is one of the national cultural treasures. There are approximately 17,504 tribes in 35 provinces out of a total of 240 million Indonesians. The Indonesian state, which consists of tens of thousands of tribes, is, of course, also balanced by the variety of cultural treasures that should be preserved due to the value of local wisdom. Conservation efforts are made so that every local culture is not uprooted from its cultural roots. However, the wealth of knowledge has not been optimally introduced to the public and the world. This is because of the low awareness and understanding of the value of wisdom found in local cultures. It takes a communication strategy as a special effort to introduce and maintain the values of local wisdom through continuous research. One approach that can be used is culture-based PR studies. This study focuses on the communication behavior of individuals who play a role in preserving the value of local culture in every region in Indonesia.

The value of local wisdom is something that is empirical and always exists in every society. Local wisdom is the local thoughts, and ideas of the value of wisdom and virtue that are taken internally among generations in a particular society (Kriyantono & McKenna, 2017; Radmilla, 2011). Local wisdom is a truth that has become a monotonous tradition within a region (Ulfa, 2017). Local wisdom is a local cultural treasure that contains a life policy and a worldview that accommodates life policies and virtues. Ulfa (2017) places more emphasis on aspects of activity, by declaring the local wisdom is a human activity in which a person uses his/her cognition to act on objects or events in a spatial perspective. Local wisdom in this research article is the local wisdom in the context of Jakhu Suku behavior in running the procession ritual for giving a degree. The behavior of communication is based on rules and systems that have been established from generation to generation. It is inherited on the basis of belief in the values of local wisdom.

#### METHODOLOGY

This research uses communication ethnography because the focus of the research is on the communication behavior of the *Jakhu Suku* as the provider of a tradition of title awarding. Research was conducted in Banjar Negeri village Kecamatan Gunung Alip Kabupaten Tanggamus, Lampung. The research focuses on the ritual procession of title awarding or *Juluk Adok*. The ritual procession is the requirement of the *Jakhu Suku's* communication behavior, which occurs typically and repeatedly, so that it builds the behavioral pattern of *Jakhu Suku's* communication. The informant technique was using the purposive technique by taking the *adat* devices to the Saibatin Lampung indigenous people. The criteria for the informants are that they should only be engaged directly if they are providers of *adat*, cultural activists, Lampung sociologists, and PR experts. The informant took as many as 15 people. The technique of data collecting through participant observation and in-depth interviews was used.

#### RESULTS AND DISCUSSION

The *Jakhu Suku* carries out the ritual procession of the title awarding, which is always adapted to the stages of the title awarding, namely *Mupakat Kamar*, *Mupakat Pandia Paku Sakha*, and *Mupakat Balak*. Each of these stages becomes a reference for the *Jakhu Suku* in performing the ritual procession of the title awarding.

##### *a. Components of The Jakhu Suku's Communication Behavior with A Culture-Based PR Approach.*

Based on the findings from the field, the stages of work for the *Jakhu Suku* can be divided into phases for *pekhsiapan* (preparation), *khencana* (planning), *lestakhi* (implementation), *penghengk* (support), and *penghanggum* (trust). There are five stages, which are carried out repeatedly, and are typical to any title awarding ritual or *Juluk Adok*. The findings from the field build the behavior patterns of the *Jakhu Suku's* communication in managing cultural relations. The specified patterns are the patterns of *Mupakat Kamar*, *Mupakat Pandia Paku Sakha*, and *Mupakat Balak*.

*Pekhsiapan* is taken from the Lampung local language and refers to the preparation. *Pekhsiapan* symbolises the initial steps undertaken by the *Jakhu Suku*, which is to prepare the information and data related to the proposed marriage of the couple who will get the title. Informant Dalom Mangku Makhga explained that these preparatory steps help the

*Jakhu Suku* to determine the settings for the location, time, system, and marital status, as well as the *adat* devices that are allowed to be involved at every stage of the *mupakat adat* ritual. The *pekhsiapan* step is divided into two stages, namely *Mupakat Kamar* and *Mupakat Pandia Paku Sakha*. *Mupakat Kamar* aims to establish systems and marital status. *Mupakat Pandia Paku Sakha* specifies the type of title to be awarded to the candidate who will receive the title.

*Khencana* is a term that is also taken from the Lampung local language, which means planning. This is the efforts made by the *Jakhu Suku*, namely the planning, based on the results of the *pekhsiapan* (preparation). The *Jakhu Suku* sets the series and type of rituals, the theme of the ritual, and the purpose of the ritual. *Khencana* or planning is done in the ritual procession *Mupakat Balak*. *Mupakat* is aimed at specified the concept of title awarding ceremony. Themes are discussed regarding the alignment of the title, which are obtained through a series of rituals that will be implemented, and *adat* attributes will be applied. The specified rituals are set to include decorating, *Manjau Maju*, the covenant of marriage, *Deduaian*, *Ngarak*, *Buka Pintu*, *Ngahantok*, *Nyebakh Adok*, prayer, and food. While attributes are used on a series of decorations in the form of *Khekhedaian*, *Kebung*, *Tikhai*, *Kasokh Kelulung*, *Tudung Gobekh*, and *Payan* (Dasrun, 2016).



Figure 1: The original findings of the components of the *Jakhu Suku's* communication behavior.  
Source: Dasrun Hidayat, research results from 2015–2017.

Implementation or *lestakhi* is included in the next part of the stage work of *Jakhu Suku*. Implementation is carrying out all the activities that have been assigned for *Mupakat Balak*. The field findings also emphasize the behavior of the *Jakhu Suku* who controls or evaluates each series of rituals. The working stages of the *Jakhu Suku* include *pekhsiapan*, *khencana*, *lestakhi*, *penghengk*, and *penghanggum* occurs in the typical and repetitive ritual at each title awarding. The ritual events build the communication behavior of the



*Jakhu Suku* as cultural PR. The communication behavior of the *Jakhu Suku* on *adat* mupakat includes *Mupakat Kamar*, *Mupakat Pandia Paku Sakha*, and *Mupakat Balak*.

*b. The IPPAR Model as a Communication Behavior Component of The Jakhu Suku*

The component of the *Jakhu Suku's* communication behavior refers to the original research findings about the behavior patterns of the *Jakhu Suku's* communication in managing the ritual procession of title awarding. The findings on the behavior patterns of the *Jakhu Suku's* communication are novel or original research results. The behavior patterns of communication include aspects of *pekhsiapan* (preparation), *khencana* (planning), *lestakhi* (implementation), *penghengok* (support) and *penghanggum* (the trust). The concept of the communication behavior of the *Jakhu Suku* have things in common with the basic principles of PR communication behavior; e.g., always uses the approach of Management Public Relations (MPR). Cutlip et al. (2011) explain that the MPR includes the stages for the analysis of the situation in order to define the problem, create a strategy as part of the planning, implement the plan of action and communication, and conduct evaluation activities. The similarity in the components of behavior between the *Jakhu Suku* and PR encouraged the researchers to transform the findings on the behavior patterns of the *Jakhu Suku* communications into the cross-perspective of PR and culture.

Based on the theoretical study and the original field findings, the researchers summarise the components of communication behavior of the *Jakhu Suku* as cultural PR into several aspects, including insight, program strategy, program implementation, action, and reputation, or the IPPAR model. This concept becomes the framework, or the *Jakhu Suku* framework for the title awarding ritual. The ritual always refers to the stages of analysing the situation, planning, implementation, and evaluation. The IPPAR model tries to explain the stages of work in designing the *Jakhu Suku* ritual activities for the title awarding. It is hoped that this model can be used to the workings of PR in a different context. The similarity between the communication behavior components of the *Jakhu Suku* and PR strengthens the assumption that IPPAR model can be used as components of PR to make a work plan or PR blueprint.



Figure 2: The IPPAR model; the components of the *Jakhu Suku's* communication behavior as cultural PR. Source: Dasrun, Engkus, Feliza & Hanny (2017).

There is a process to transform the results of the research findings on the *Jakhu Suku* communication behavior component on title awarding ritual formulated into the IPPAR model. The behavior component that consists of insight aspects is the beginning of the activity to determine the *Jakhu Suku* background activities. Tench and Yeomans (as cited in Dasrun, Engkus, Feliza & Hanny, 2017) equate insight with the term situation analysis, or conducting situation analysis. The result of the insight stage is the mapped location, setting, and time of the implementation activities. At this stage, the *Jakhu Suku* also defines the public or the participants who will be involved in every title awarding ritual. There are different public engagements for every ritual. Selecting who the public consists of is called identifying the public. Explain that PR activities are being done from the beginning of parsing the participants who will be involved. This is intended to ensure that the purpose of the activities is right on target. The importance of understanding the public engagement is also reaffirmed by Smith (as cited in Dasrun, Engkus, Feliza & Hanny, 2017), who states that one of the communication planning tasks of PR is conducting an analysis of the public. The analysis aims to determine the target activities so that the targets are aligned with the target program. Making an inventory of the public is the first step that is in line with the analysis of the situation to determine the background activities.

It is also expressed by Edwards (2012) that public engagement has an impact on the PR activity objects. Public engagement in any title awarding ritual procession also experiences a change. This follows any change to the system and the status of the marriage. The behavioral changes of the *Saibatin* indigenous people are occurring due to the presence of factors such as education, occupation, place of residence, and the presence of media technology. For example, changing the settings of the location of the title awarding ritual and the change of participants in each *mupakat adat* ritual. This behavioral change is also reinforced by Suranto (2010). Every social group will experience these dynamics. The change happens because the social group is dynamic and due to the existence of a goal that will be achieved (Suranto, 2010).

The next component of the communication behavior of the *Jakhu Suku*, based on the IPPAR model, is planned in the form of strategic programs. This stage emphasises the kind of ritual, the theme of the ritual, the goals of the ritual, and the outcomes of the ritual. Tench and Yeomans (as cited in Dasrun, Engkus, Feliza & Hanny, 2017) assert that the programme strategy is an attempt to put the plan in accordance with the end goal of the activities. It is also of concern to the *Jakhu Suku* in managing the ritual of title awarding. They always adjust the initial decision about the system and the marriage status. This is done because the system and marital status affects the series of rituals, and the themes and objectives of the ritual of title awarding.

The program implementation, which is a component of communication behavior of the *Jakhu Suku*, is established by implementing all of the series of rituals that has been set. The implementation of the ritual pays attention to the strategies for action and communication. The *Jakhu Suku* sets up mechanisms and ways of conveying messages on the title awarding procession. This stage emphasises the mechanism or the sequence for the implementation of activities. The findings of this research are confirmed by Austin. He reveals that a strategy of action and communication aims to set up a mechanism for implementation activities. The mechanism is for the selection of messages, and how to convey a message so that it is easy and acceptable to the public (Austin & Pinkleton, 2008).

All the planning in the program strategy is expected to be run according to the purpose. Planning is helpful to the *Jakhu Suku* in establishing support and public confidence. Trust is important as a form of public assessment of reputation, or the action and reputation stages of the IPPAR model. This is examining the back top of the successes and obstacles that occur during the execution of the activities. The activities review is based on an assessment of the public's attitude towards the implementation of the PR communication plan.

The *Jakhu Suku's* communication behavior as cultural PR is on the forms of verbal and nonverbal behaviour. Verbal behaviour is found in every *Mupakat Adat*; it always starts with the greeting "*Tabik Puun...*" and is answered "*Iya Puunn...*" The sentence is symbolising a demand or requesting permission to speak. In addition to verbal behavior, there is the physical symbol of the behavior as well. This symbol is found in any custom attributes that are used in the ritual procession of title awarding. Similarly, there is a nonverbal behavior or movement, such as touching both hands together in front of the chest when asking for permission to speak. Ethics exemplified by *Jakhu Suku* in *adat* activities amplify that *Jakhu Suku* as PR also put ethics in an effort to build and manage relationships. The research findings also emphasised by Md Shahidul & Jamilah (2017) that ethics in public relations play an important role in communication. Ethics can bring credibility to the organisation so as to gain the public's trust.



Figure 3: The *Jakhu Suku's* behavior symbolisation in the *Mupakat Balak* ritual.  
Source: Dasrun, Engkus, Feliza & Hanny (2017).

The findings on the *Jakhu Suku's* communication behaviour component of the title awarding ritual includes the act of communicating. According to Mulyana (as cited in Khairil, 2012), actions include verbal and nonverbal actions. The *Jakhu Suku's* actions emphasise the agreed mechanisms by *adat*. Behaviour that is practiced as a part of cultural relationship-building efforts or building community understanding about the values of cultural wisdom can create support and trust from all of the public.

The findings on *Jakhu Suku* function as public relations is also found in the management of *adat* attributes. *Jakhu Suku* is responsible for the public's understanding of the values contained in each of these attributes, that emphasise the title from any *adat* member. The efforts made by *Jakhu Suku* through regular meetings. Steps taken by *Jakhu Suku* reflect management functions that aim to assess public attitudes including internal public namely members of the *adat* communities. *Jakhu Suku* step in identifying the needs of the public through audit perception can be used as a foundation and standard in implementing the work plan that begins by collecting data and determining the measuring

instrument for the evaluation of the *adat* activities. The findings of the working standard Jakhu Tribe are also relevant to the standards set by the public relations PR agencies. Neil, Ewing and Smith (2018) explains that corporate public relations boards, global alliances for public relations, communications management, Institute for Public Relations, International Measurement Association and Communication Evaluation, and Public Relations Society of America determined that public relations activities are highly prioritised on research, measurement, and evaluation activities.



Figure 4: The *Jakhu Suku*'s managing types and colors of indigenous attributes.  
Source: Dasrun Hidayat, research results from 2015–2017.

The communication behaviour aspects of the *Jakhu Suku* have been found as part of the original research results. The originality of the findings is further transformed through the perspective of PR and cultural science. These findings prove that PR as the science continues to evolve. Thurlow, Sevigny and Dottori (2018) Public relations continue to be an emerging field of study with no consensus definition of the boundaries, natural changes, or theoretical basis adopted by scientists and practitioners Curtin, Edwards, Greenwood, L'Etang. This transformation identifies the communication behavior components of the *Jakhu Suku* as cultural PR, including insight, program strategy, program implementation, action and reputation. The components referring to the PR management concept consist of situation analysis, planning, implementation, and evaluation.

Communication is an important aspect of PR communication behavior. PR is the backbone of communications. Communication is a tool of PR. Reviewing it from a science point of view, PR is a part of the communication sciences. While, from the perspective of PR communication behavior, communication is a PR tool and work strategy. The position of communications and PR, largely determines the PR communication planning.

### *c. Ethnography PR as a Methodology for Culture-Based PR Studies*

The findings of the behavioural component of the *Jakhu Suku* communication in the ritual of giving a title include the aspects of *pekhsiapan* (preparation), *khencana* (planning), *lestakhi* (implementation), *penghengok* (support), and *penghanggum* (belief). These aspects position the findings as original or novel research (Dasrun, Engkus, Feliza & Hanny, 2017). The findings are transformed into the study of PR based on culture or cultural PR. This study requires a specific and distinctive methodology, which is ethnography PR. The basic methodology of ethnography PR is the behavior of communication in public-based cultural

relations. Explicitly, PR figures explain some of the basic principles of the relationship between communication behavior in PR, and the elements of communication and culture. Communication is the backbone of PR (Ardianto, 2013). The results of this study confirm that cultural PR or communication behavior in culture-based PR requires a special and distinctive methodology. A methodology is needed that can explain the behavioral components of PR communications so that it can build the working pattern of PR.

The methodology offered is ethnography PR. Ethnography as a methodology is so liquid that it gives birth to other ethnographies. A method that focuses on cultural studies with a public relations theory approach. Ethnographic studies of public relations focus on communication behavior to build relationships (Dasrun, Engkus, Feliza & Hanny, 2017b). Public relations focus on planning, managing and maintaining a balance of relationships between the organization and the public. Ethnography public relations emphasises the communication planning component in planning activities or cultural activities aimed at not only understanding communication behavior, but exploring patterns of relationships built on public support. The formula or unit of data analysis of public relations ethnographic studies is referred to as a component of public relations activities including Insight, Program Strategic, Program Implementation, Action and Reputation (IPPAR Model) (Dasrun, Engkus, Feliza & Hanny, 2017b).

Table 1: IPPAR model: public relations ethnographic data analysis formula.

IPPAR	Definition	Explanation
I – Insight	<ol style="list-style-type: none"> <li>1. With regard to situational analysis, data collection is linked to cultural activities.</li> <li>2. Time and place of cultural activity taking place, psychological situation of conversation, target of activity, audience.</li> <li>3. Referring to the parties involved in cultural activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Situation analysis deals with the preparation of each cultural activity.</li> <li>2. Emphasize the physical and psychological situation, place, audience or related parties in cultural activities. For example, discussions on deliberations of consensus, customary consensus are different from daily chats, ranging from time settings, places and parties involved in the activities.</li> </ol>
P – Program Strategic	<ol style="list-style-type: none"> <li>1. Relate to the types of activities, themes, cultural messages to be delivered.</li> <li>2. Refer to the shape of the message with regard to the word used, how it is used.</li> <li>3. The content of the message relates to the relationship between what is said and the topic of the conversation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Cultural activities affect the activity strategy of the type, form and content of the message.</li> <li>2. For example the ceremony of wedding ceremony, of course, different content of the message and the topic of conversation with ordinary conversation.</li> </ol>
P – Program Implementation	<ol style="list-style-type: none"> <li>1. With regard to the implementation of cultural activities.</li> <li>2. Refers to the tone, manner, and spirit in which a message is delivered.</li> <li>3. Refers to the language path used and also refers to the speech code used.</li> <li>4. Refers to the norms or rules of interaction and also refers to the interpretation of speech from the other person.</li> <li>5. Refers to the type of delivery form.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gladly, seriously, briefly, arrogantly, mockingly and so forth. Or it can be shown also with gestures and gestures.</li> <li>2. Line of writing, spoken, through telegraph or telephone, language, dialect, framework or register.</li> <li>3. Related to how to interrupt, how to ask questions, and so on.</li> <li>4. Narrative; poetry, proverbs, prayers, and so forth.</li> </ol>
A – Action	<ol style="list-style-type: none"> <li>1. Public perception audit.</li> <li>2. Assessment, public response.</li> </ol>	<ol style="list-style-type: none"> <li>1. Public assessment of cultural activities in the form of cultural imagery of established cultural relations.</li> </ol>
R – Reputation	<ol style="list-style-type: none"> <li>1. Public trust and support are linked to a set of images of cultural relations.</li> </ol>	<ol style="list-style-type: none"> <li>1. The end result of cultural activities is to build public support so as to build a pattern of cultural relations.</li> </ol>

Source: Dasrun, Engkus, Feliza & Hanny (2017b).

The methodology of ethnographic PR relates to ethnography communications because the focus of the study is on the behaviour of communication (Kuswarno, 2008). The process for ethnography PR is to identify communication planning through a situation inventory, including the mapping of the location setting, time, and the public who will be

involved in activities. PR activities should also pay attention to the program strategy as part of the communication planning. Strategies include defining the types, themes, objectives, and outcomes of the activities. All these plans are implemented in accordance with the purpose of the planning activities. The activities related to action and communication strategies are implemented, including messages, and the mechanisms or means of conveying messages. The implementation of communication planning is expected to help attract support and public trust, so that PR can create and maintain the reputation of the institution.

Communication is an important aspect of communication behaviour in PR. Communication is the backbone of PR. Communication is a working tool for PR. Judging from the position of scientific PR, it is a part in the science of communication. While, from the perspective of communication behaviour in PR, communication is a tool and strategy used in PR. The position of communication and PR is very decisive communication planning PR. Matsushita (2018) explains that the communication strategy can be effective if it begins with planning. Similar disclosed by Ady (2017) that communication strategy adjusts to the purpose. The communication strategy used by Ady (2017) is in communication planning. Communication behaviour in PR always refers to the planning. The basic concept that is relevant to the principle of PR is the management of POAC; Planning, Organising, Actuating, and Controlling (Dubrin, 2008).

#### CONCLUSION

Ethnography PR is a methodology that focuses on cultural studies with a public relations theory approach. The object of study is communication and cultural behavior which is believed by community groups as a life guide. Ethnographic PR can also be used in public relations studies with a cultural approach. This review applies to corporate public relations activities, and government. The ethnography of public relations within corporations and government is based on communication behaviour governed by corporate or institutional culture. Ethnography PR is both a finding and an offering that serves as a methodology for a culture-based PR, or cultural PR, study. It is hoped that these findings can contribute to the development of PR scientific research.

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