



The Participation of Employees in Building the Company's Image

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ABSTRACT

This study aims to analyze the participation of employees in building the corporate image of PT Sang Hyang Seri Persero UBD Klaten Office. The research unit is all employees in the UBD Klaten Regional Office, which is as many as 30 people as a sample. The analysis was carried out by qualitative descriptive analysis with Likert analysis tools. The results showed that the total distribution of employee participation in building the company's image was in the low category. Employee participation in the form of quality assurance has a high participation compared to employee participation in service, social interaction and self-appearance

INTRODUCTION

Human resources are one of the dimensions in the company that are very important in building a company (Bangun, 2012; Verma, 2017). Human resources of a company in behaving must always build its self-image and corporate image. This behavior is expressed in the participation of human resources in building the company's image, which always shows good service (Gantino, 2016; Wainaina at al., 2014). Employees interact well socially, look attractive in the work environment and also the community environment and have the ability to actively participate in the company which can aim to build the company's image. Participation in guaranteeing and improving product quality is also one of the roles of employees in building the company's image. Every employee's role in building the company's image aims to keep the company competitive (Wahyuningsih, 2012). A positive corporate image will show the sustainability and existence of the company in the market. The participation of employees in building a company's image is also useful in helping the Corporate Social Responsibility task of a company (Herman, 2018).

Corporate image is one of the intangible assets that has become an important factor in becoming the basis for consideration and decision making both by internal and external companies. The concept of image in the business world has developed and become the attention of marketers. A good image means that the community (especially consumers) has a positive impression of a company, while a bad image means that the community has a negative impression (Razak & Finnora, 2017).

PT. Sang Hyang Seri (SHS) Persero is one of the companies engaged in agriculture, especially seeds in Indonesia. In building a good image, the company PT SHS Regional Office II UBD Klaten Central Java always strives to improve the quality of its human resources who always play an important role in building the company's image in the eyes of the community. The number of employees ranging from staff to the lowest employees at PT SHS Regional Office II UBD Klaten is an important asset in building a good corporate image. The company's human resources play an important role in placing the company in a competitive position in the eyes of the community (Sisca et al., 2021). The function of the company's branches and the position of employees determine the role of participation in building the company's image (Khalid & Nawab, 2018).

THEORITICAL FRAMEWORK

Public Relations

Every company must pay attention and use the public relations function considering that there is no one organization that does not need good communication with its public. Established companies or organizations also need to conduct public relations campaigns in order to maintain their image in the minds of their audiences. Public relations is a free translation of the term public relations. Public relations itself is a series of activities organized in such a way as a series of integrated campaigns or programs, and all of them take place continuously and regularly (Anwar, 2020).

Another definition of public relations is according to The British Institute of Public Relations (BIPR), Public Relations (PR) is the overall effort made in a

planned and continuous manner in order to create and maintain good will and mutual understanding between an organization and all its audiences (Verma, 2017). Public Relations is all forms of planned communication, be it into or out of the company. An organization with its audience in order to achieve specific goals must be based on mutual understanding.

Public relations according to The Mexican Statement, public relations or PR is an art as well as a social science that analyzes several trends, estimates every possible consequence, provides input and suggestions to organizational leaders, and implements planned action programs to serve the needs of the organization and the interests of its audience (Anwar, 2020). Analyzing trends means that public relations apply social science research techniques in planning a PR program or campaign.

Function of Public Relations

In general, there are 3 main functions of public relations (Ishaq, 2017), namely: providing light to the community, conduct persuasion to change people's attitudes and actions directly, and strive to integrate the attitudes and actions of a body/institution in accordance with the attitudes and actions of the community or vice versa. From the explanation of the definition and function of Public Relations mentioned above, a conclusion can be drawn that the characteristics of the process and function of Public Relations Management (Ishaq, 2017) are: indicate a specific activity (action), clear activities There are distinctive differences with other activities (different), there is a certain interest (important), and the existence of common interest There is reciprocal two-way traffic communication.

Based on the characteristics of public relations activities mentioned above, according to international public relations experts (Ruslan, 2007), the function of Public Relations can be formulated, as follows: support the main activities of management in achieving common goals (functions attached to the management of the institution/organization), fostering a harmonious relationship between the body/organization and its public which is the target audience Identify everything related to public opinions, perceptions and responses to the body/organization it represents, or vice versa, serving the wishes of the public and contributing advice to management leaders for the common cause and benefit, and creating reciprocal two-way communication, and regulating the flow of information, publications and messages from the body / organization to its public or vice versa, in order to achieve a positive image for both parties.

Purpose of Public Relations

The purpose of public relations (Thomas & Lane, 2012) are: realizing better mutual understanding between an organization or company and its audience, introduce the activities of the organization to the environment in cooperation to achieve certain goals, build and maintain a sense of reciprocity between the organization and the community, build a good image between the organization or company with the audience, community, audience, and customers, gain good will, trust, understanding and appreciation from customers, employees, and the public in general, integrating the attitudes and actions of our company with the community by changing the attitudes and actions of the community towards our

company, creating social relations between the company and the community, gain support, appreciation, and sympathy from the community.

Public relations is very important for an organization, because its activities can be a vehicle for internal integration, bridging mutual understanding between community members, thus generating loyalty among employees and strengthening work ethic among top managers (Anwar, 2020). Public relations as well as other activities have the aim of creating favorable public opinion about the activities carried out by the agency concerned (Anwar, 2020). Through the objectives formulated from public relations, public relations or public relations can be seen as a communication bridge that can connect the company with its public, the public with the company both internal and external public.

Employee Positions and Responsibilities Build Company Image

Organization is a system, that is, a totality of sets of parts that interact with each other and jointly operate to achieve a certain goal in an environment. These parts or subsystems are a complexity in themselves, but in the coming together achieving a goal they take place harmoniously in definite order. Organizations must focus on people. It is true that organizations need funds, resources, facilities, infrastructure, procedures and markets but all of them are only meaningful to the organization if managed and utilized by human resources who have knowledge, skills, dedication, commitment, loyalty and motivation accompanied by positive behavior in fulfilling their obligations to the organization where they are members (Pratama, 2019).

Employment is a reciprocal social transaction between the company and employees. Each employee makes a certain membership investment in the organization and expects favorable rewards (Ishaq, 2017). The relationship is beneficial to both parties when the output is greater than the input measured based on the value system as a whole. A profitable relationship breaks down when one party does not act responsibly to the other's needs.

Employees in their daily activities will certainly not be separated from communicating with other parties / institutions, whether it is done in direct contact or not. In this case, employees have a very important position and role in assisting in the image formation process and maintaining the prevailing corporate image (Razak, SE., MS. & Finnora, 2017).

Image

The image of the company is the total perception of an object, which is formed by processing information from various sources each time. The concept of image in the business world has developed and become the attention of marketers. A good image of an organization will have a beneficial impact while a bad image will harm the organization. A good image means that the community, especially consumers, has positive impressions of an organization, while a bad image means that the community has a negative impression (Razak & Finnora, 2017).

Image is the main goal and at the same time is the reputation and achievements that public relations want to achieve. The notion of image itself is abstract (intangible) and cannot be measured mathematically, but its form can be felt from the results of good or bad judgments, such as positive or negative

reception or responses that especially come from the public (target audience) and the wider community in general.

The assessment or response of the community can be related to the emergence of respect, good and favorable impressions on an image of the institution or organization or its service goods represented by public relations. Usually the foundation of the image ends from concrete belief values given individually, and is a view or perception, and the process of accumulation of trust that has been given by these individuals undergoes a process sooner or later for a broader and abstract public opinion (Ruslan, 2007).

METHODOLOGY

The research method used in this study is descriptive analytic with Likert analysis tools. This study was conducted on 30 respondents (permanent and non-permanent employees of PT. Sang Hyang Seri UBD Klaten) which is determined by purposive sampling. Data collection method with surveys and field observations using questionnaire tools. Role measurement is based on four indicators: participation in service, participation in social interaction, participation in self-performance and participation in quality assurance. Participation measurement is categorized into two categories, namely high and low participation using the participation formula (Hardi, 2018) as follows:

$$\text{Interval Score} = \frac{\text{Maximal Score} - \text{Minimal Score}}{\text{Total Category}}$$

RESULTS AND DISCUSSION

Participation is a contribution or contribution in determining a way of wisdom in an organization (Kurnia et al., 2013; Verma, 2017). Psychologically, a person participates in an activity if they already have a perception or knowledge of the need and they respond positively to the activity. In other words, a person's participation is a manifestation of their response or response to a particular activity. Employee participation measured through four indicators, namely participation in the field of service, participation in the field of social interaction, participation in the field of self-appearance and participation in the field of quality assurance in order to build the corporate image of PT Sang Hyang Seri Persero Regional Office II UBD Klaten can be seen in Table 1.

Table 1. Employee Participation in Building Company Image

Role	Category	Score	Percentage (%)
Service	Low	5-26	86,67
	Height	27-47	13,33
Social Interaction	Low	0-6,5	83,33
	Height	7-13	16,67
Self-performance	Low	1-11	83,33
	Height	12-21	16,67
Quality Assurance	Low	5-21	16,67
	Height	22-37	83,33

Source: Primary Data Analysis

PT Sang Hyang Seri Persero is one of the state-owned companies engaged in agriculture, especially seeds. Every employee who works at PT Sang Hyang Seri Persero UBD Klaten must participate in building an image in the company without exception. Employees of PT Sang Hyang Seri Persero UBD Klaten have a low participation in service, social interaction, and self-appearance. This happens because employees of PT Sang Hyang Seri Persero UBD Klaten do not carry out social interaction with the community widely so that participation in service and self-presentation is also low. Low service match will give unsatisfactory results to the company (Azadehdel et al., 2013).

The participation of employees in building the company's image with a high category, namely participation in quality assurance amounted to 83.33 percent. This shows that the focus of PT Sang Hyang Seri employees is to guarantee the quality of seeds or plant seeds produced. Employees at PT Sang Hyang Seri Persero UBD Klaten carry out their roles in accordance with the function of the UBD Klaten regional office, namely the seed production site. Employees make decisions to participate in the company in accordance with the functions and objectives of the company (Arif et al., 2010; Verma, 2017). The total distribution of employee participation in building the company's image can be seen in table 2 below.

Table 2. Total Distribution of Participation

Participation Category (Score)	Respondent	Percent
Low (11-64)	25	83,33
High (65-118)	5	16,67
Total	30	100,00

Source: Primary Data Analysis

Employees of PT Sang Hyang Seri Persero UBD Klaten have a high participation of 16.67 percent, and employees who have a low participation of 83.33 percent. This shows that only a small percentage of PT. Sang Hyang Seri Persero Regional Office II UBD Klaten has a high participation in building the corporate image of PT Sang Hyang Seri Persero UBD Klaten. The participation of

employees in building a low corporate image has a negative influence on the sustainability of the company.

CONCLUSIONS AND RECOMMENDATIONS

From the results and discussion, it can be concluded that the total distribution of employee participation in building the company's image is in the low category. Employee participation in quality assurance has a high participation category compared to employee participation in service, social interaction, and self-appearance. Suggestion Efforts to increase employee participation in building the corporate image of PT Sang Hyang Seri Persero are still maintaining the quality of the products produced. The products produced by PT Sang Hyang Seri Persero are seeds / plant seeds. PT Sang Hyang Seri Persero UBD Klaten also needs to increase employee participation in terms of service, social interaction and self-appearance in order to maintain the sustainability of the company in facing competition.

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