
Lesson 2

Truth in Public Relations Ethics

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VALUE IN PR ETHICS

REVIEW

WHAT IS PR ETHICS
AND IT IS VERY
IMPORTANT FOR
PUBLIC RELATIONS?

WHY PUBLIC RELATIONS?



“

- You can making you want to be.
- Creativity and passion is in everybody, don't be intimidating with writing skill.
- World always need PR, to inform perception and change realities.
- Powerful and meaningful.

Truth in Public Relations Ethics

PILAR PILAR PUBLIC RELATIONS

- Kejujuran (Honesty)
- Kebaikan (Kindness)
- Kemurah-hatian
- Keadilan

KEJUJURAN (HONESTY)

- You got to be honest for what you hear and send back to audiences.
- Honesty is not singular code (tidak berdiri sendiri) sehingga bisa diaplikasikan dengan apapun.



KEBAIKAN (KINDNESS)



- Berakar dari rasa menghormati orang lain (menganalisa keputusan yang dipilih sebelum membuat keputusan).
- Mengutamakan niat etis altruistik yakni menentukan keputusan berdasarkan nilai moralitas.
- Contoh melakukan acara amal untuk meningkatkan citra organisasi tanpa mengabaikan nilai moral.

KEMURAHATIAN

Kemurahatian

Melakukan hal-hal baik



KERAHASIAAN

- Keputusan diambil dengan seimbang
 - Menghargai privasi masing-masing
-



KEADILAN



Memberikan prosesi yang sama pada semua orang yang terlibat dalam program PR.

KEPERCAYAAN DAN KESETIAAN DALAM ETIKA PUBLIC RELATIONS (TRUST AND LOYALTY)



- Dalam Webster dictionary, dijelaskan jika kepercayaan adalah ketergantungan dengan penuh keyakinan terhadap integritas atau keadilan pihak lain.
- Kesetiaan, akan diuji ketika pengambilan keputusan dipengaruhi oleh opini atasan yang menganggap keputusan itu benar secara subjektif atau berdasarkan nilai pribadi

CASE STUDY

DOLCE & GABBANA ACCUSED OF
RACISM IN NEW CAMPAIGN

D&G

DOLCE & GABBANA



dolcegabbana • Follow
Shanghai, China

dolcegabbana 欢迎开启Dolce & Gabbana
“起筷吃饭”第2弹。
今天让我们一起品尝西西里传统奶酥卷！觉
得自己身在意大利？
不，你正在中国！
Bravissimo!

Welcome to Episode 2 with
Dolce&Gabbana's "Eating with Chopsticks".
Today, we will be eating the traditional
Sicilian cannolo, it feels like Italy but you
are in China! GREAT! Bravissimo!
#DGLovesChina
#DGTheGreatShow

Load more comments

iamdxl @kosmosgong 你每个视频下面都要
复制粘贴一下 舔狗不是这么舔的 想红也不
是这么红的

mia_unique_lia Will you use this kind of



122,515 views

3 DAYS AGO

Log in to like or comment.

CHRONOLOGY

- In mid-November 2018, Dolce & Gabbana, the Italian luxury fashion brand, launched three short videos on the Chinese social media network Weibo to promote its upcoming Shanghai runway extravaganza, dubbed "The Great Show".

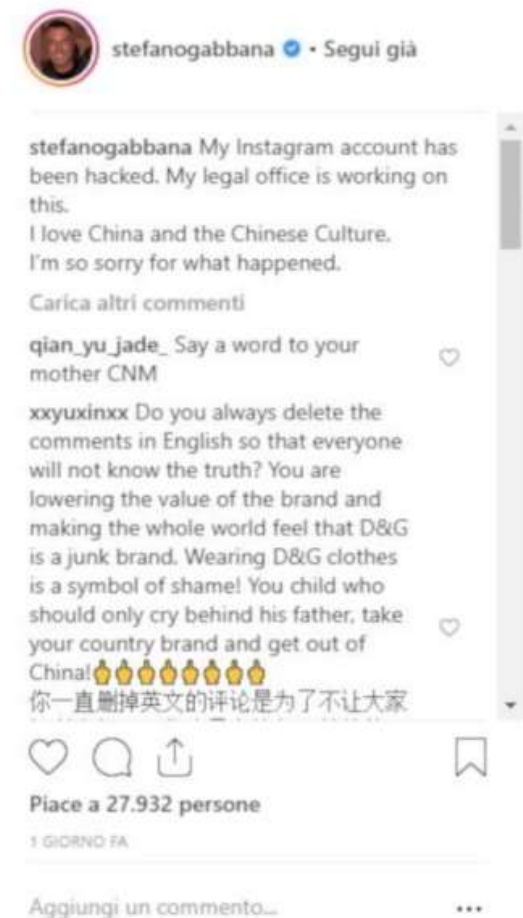
- Video contain explicit racism and hurt the Chinese people.

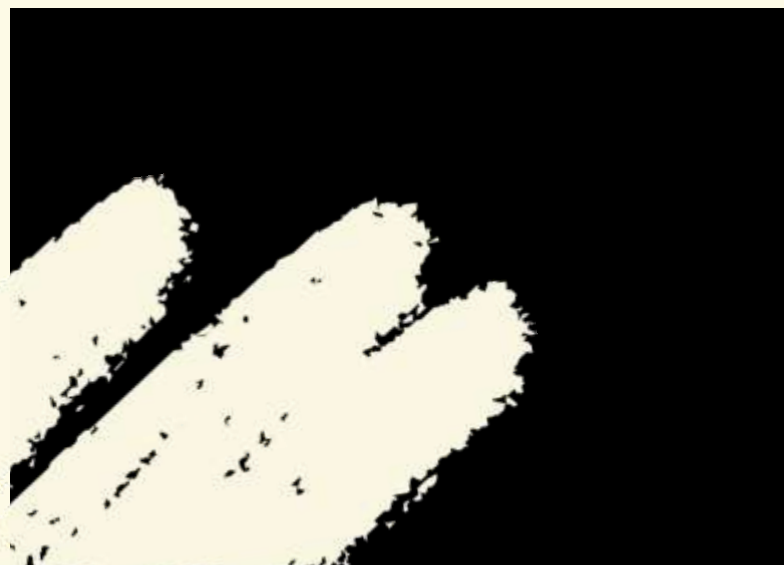
- D&G removed the viral videos from Chinese social media within 24 hours of posting them.

- Just hours before the show, a fashion blogger shared a screenshot of an alleged chat between designer Stefano Gabbana and an Instagram user in which designer Gabbana appeared to call China a "country of [five poop emojis]" and "ignorant dirty smelling mafia."

- Gabbana later wrote on Instagram that his account had been hacked.

- Dolce and Gabbana released a video on Nov. 23 in which they express their love for China and say "sorry" in Mandarin.





D&G CRISIS EFFECT

- The fashion show that was supposed to be carried out in Shanghai got cancelled.
- Chinese society destroyed D&G products and boycotted an entire D&G store.
- Racism events carried out by the D&G brand and D&G Co-Founders will potentially destroy the D&G business not only in China but also throughout the world because consumers feel exploited.

D&G

What We Can Learn from D&G Disaster?



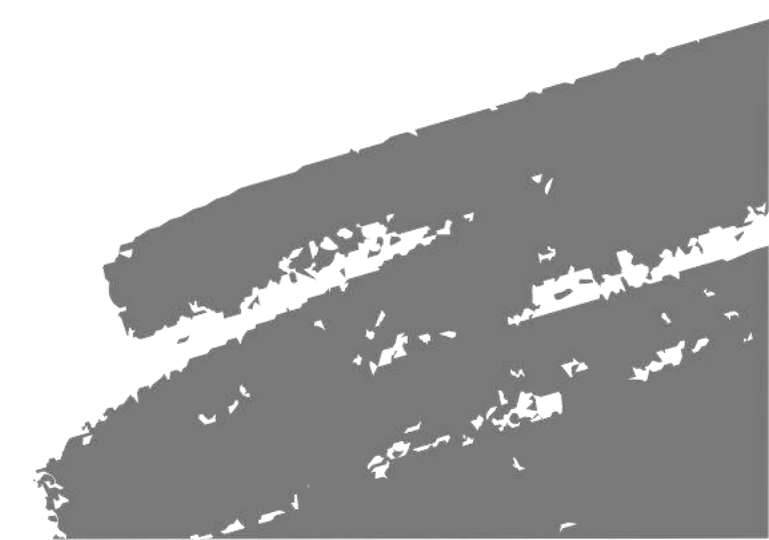
- Understand public.
- Tell the truth, don't shirk responsibility by blaming interns, assistants, and individual employees for their problems.
- Apologize with sincerity.
- Crisis communication is a management process that reflects corporate values.



TASK

If you were working with D&G, what you would recommend to solve the case?

As part of your response, be sure to address ethical obligations of public relations professionals and the role of public relations within society.



Lesson 2

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ANY QUESTIONS ?

LESSON 3

PUBLIC RELATIONS RIGHTS
AND OBLIGATIONS