

PROGRAM STUDI ILMU KOMUNIKASI
UIVERTIAS PEMBANGUNAN JAYA

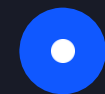
Etika Komunikasi

Dalam Manajemen Reputasi

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Table of Contents



PART 1:

Definisi Etika dalam PR



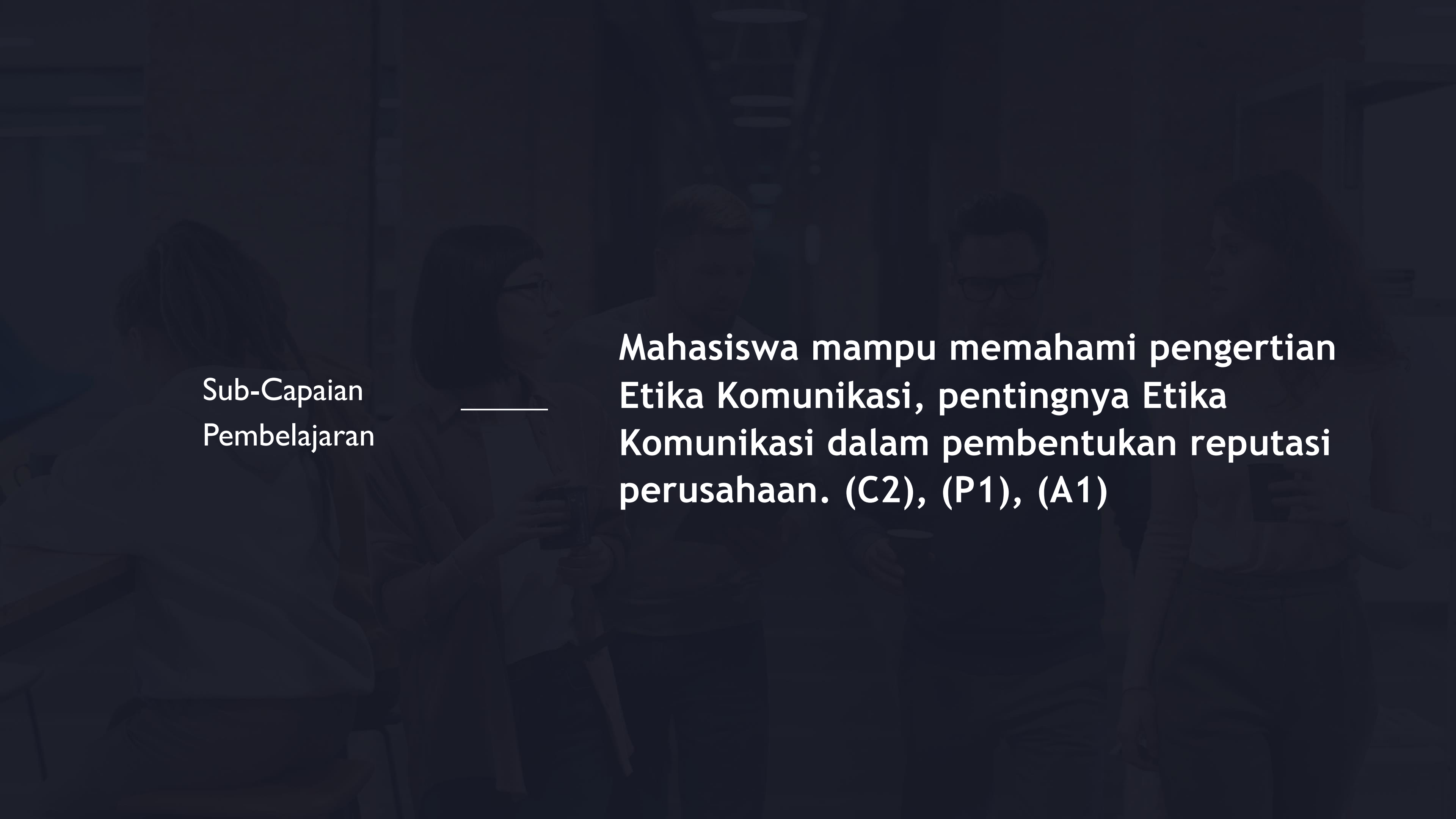
PART 2:

Etika dalam Manajemen Reputasi



PART 3:

Contoh Kasus



Sub-Capaian
Pembelajaran

Mahasiswa mampu memahami pengertian Etika Komunikasi, pentingnya Etika Komunikasi dalam pembentukan reputasi perusahaan. (C2), (P1), (A1)



WHAT IS ETHIC ?

“Ethics are a process of determining right from wrong”

Heath and Coombs suggest that: “Proper ethical choices will foster community by creating, and maintaining mutually beneficial understanding” (The Arthur W. Page Center, 2016)

Etika adalah studi kebenaran atau kesalahan moral yang dibatasi oleh kemampuan manusia untuk berpikir. (Parsons, 2016)

Communication Ethics

**“Normative standards of behavior that govern the practice of public relations with integrity”
(Doorley & Gracia, 2015)**

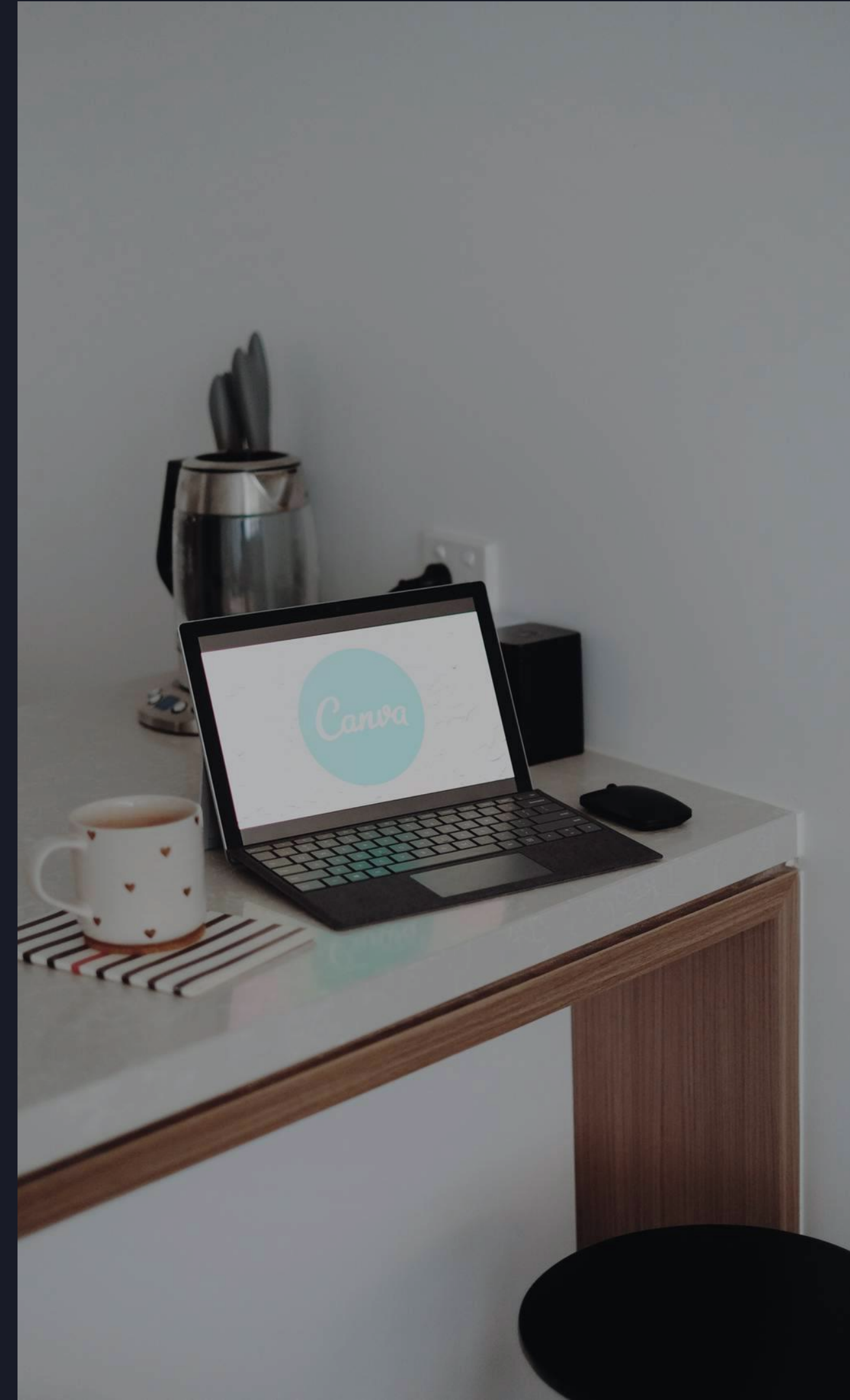
- Why Ethics Is Important For Public Relations?

Public Relations Between Mix Motives Conditions, consist of :

_____ Client

_____ Public

_____ Profession

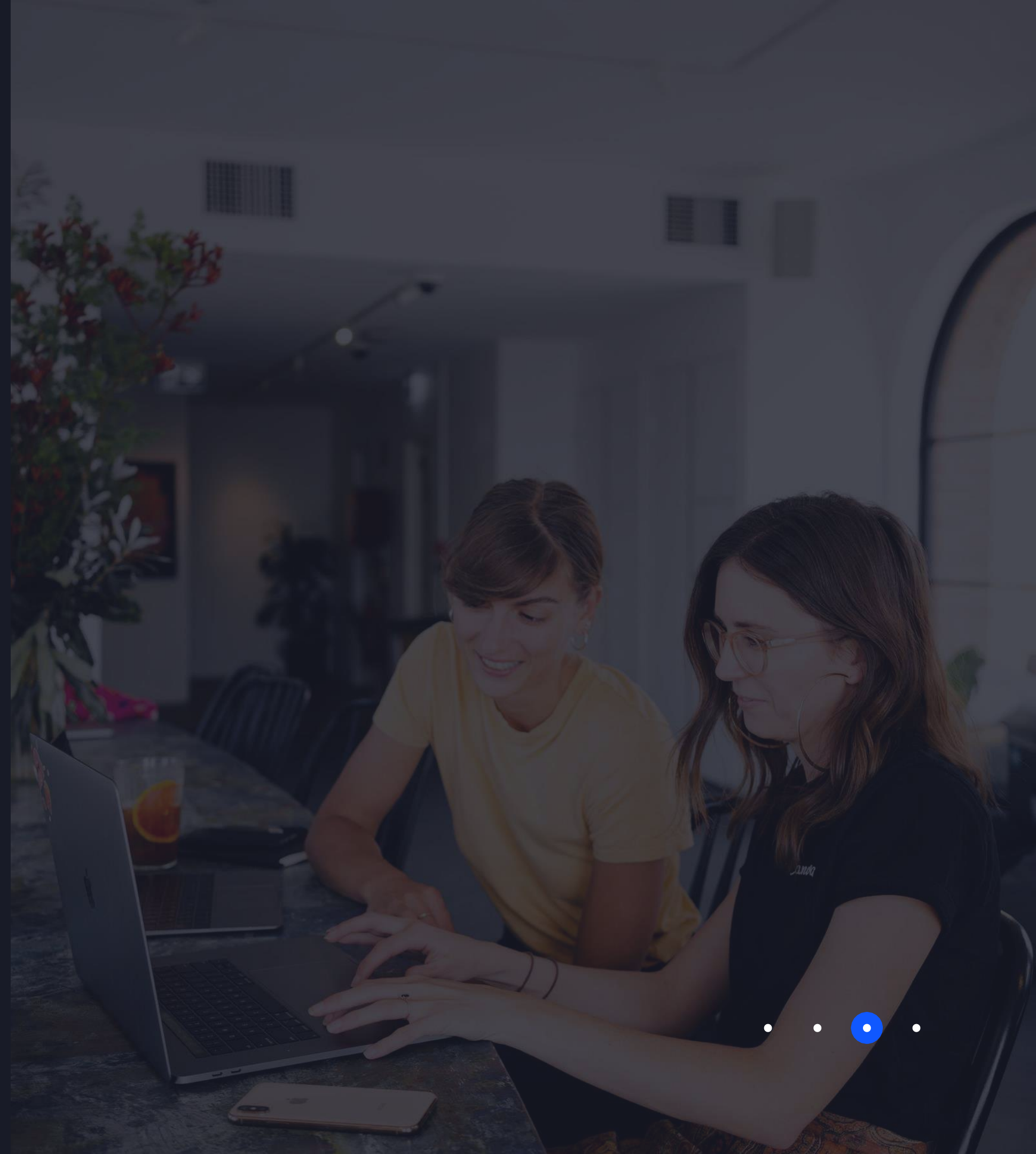


Definition of PR Ethics

*“The knowledge, understanding and reasoning to questions of right or wrong behavior in the professional practice of public relations”
(Brautović & Brkan, n.d.)*

Etika PR adalah penerapan pengetahuan, pemahaman dan pemikiran pada pertanyaan tentang perilaku yang benar atau yang salah dalam praktik profesi PR.
(Parsons, 2016)

NEXT



Ethics and Professional Communication

The background of the slide features a dark, moody photograph. On the left, a potted plant with long, spiky leaves is visible. To the right, a laptop is open, its screen and keyboard partially illuminated. The overall aesthetic is professional and modern.

Standar yang berlaku bagi anggota dan non-anggota perhimpunan komunikasi dalam melakukan aktivitas komunikasi.

• ORGANISASI HUMAS DI INDONESIA



PERHUMAS

PERHIMPUNAN HUBUNGAN MASYARAKAT INDONESIA

PUBLIC RELATIONS ASSOCIATION OF INDONESIA

KODE ETIK PERHUMAS

Pasal I : Komitmen Pribadi

Pasal II : Perilaku Terhadap Klien
Atau Atasan

Pasal III : Perilaku Terhadap
Masyarakat Dan Media Massa

Pasal IV : Perilaku Terhadap Sejawat

[NEXT](#)

KODE ETIK IPRA

(International Public Relations Association)



- Observance
- Integrity
- Dialogue
- Transparency
- Conflict
- Confidentiality
- Accuracy
- Falsehood
- Deception
- Disclosure
- Profit
- Remuneration
- Inducement
- Influence
- Competitors
- Poaching
- Employment
- Colleagues

NEXT



Member Statement of Professional Values

1

Advocacy

2

Honesty

3

Expertise

4

Independence

5

Loyalty

6

Fairness

A photograph of a desk setup. On the left, a laptop is open, displaying a collage of images including a smartphone and a book. To the right of the laptop is a black mouse. Further right is a clear glass vase containing dried, brownish flowers. In the background, a glass of water and a container with pens are visible.

ETHICS AND SOCIAL MEDIA

Case Study

Pimpinan sebuah perusahaan men-*tweet* dengan nama samaran tentang dirinya, perusahaannya dan perusahaan kompetitor. Kemudian cuitan itu diedit dan dikutip di Wikipedia. Perusahaan memanfaatkan situasi krisis sebagai upaya promosi.

Setiap tahun ada banyak kasus organisasi, individu, atau agensi yang melanggar batasan etika perilaku online.

ETHICS AND SOCIAL MEDIA

The Word of Mouth Marketing Association (WOMMA) has developed a Code of Ethics and Standards of Conduct in Social Media

Standard 1—Disclosure of identity (Pengungkapan identitas);

Standard 2—Disclosure of consideration or compensation received (Penjelasan konsekuensi informasi);

Standard 3—Disclosure of relationship (Pengungkapan hubungan);

Standard 4—Compliance with FTC Guides (Patuh pada Federal Trade Commission, lembaga untuk menjamin hak dan keamanan konsumen);

Standard 5—Genuine honesty in communication (Menjaga nilai kejujuran);

Standard 6—Respect for venue (Menghargai pihak lain);

Standard 7—[No] Marketing with children and adolescents (Tidak menggunakan anak-anak untuk upaya pemasaran);

Standard 8—Compliance with media-specific rules (Patuh pada aturan media).



NEXT

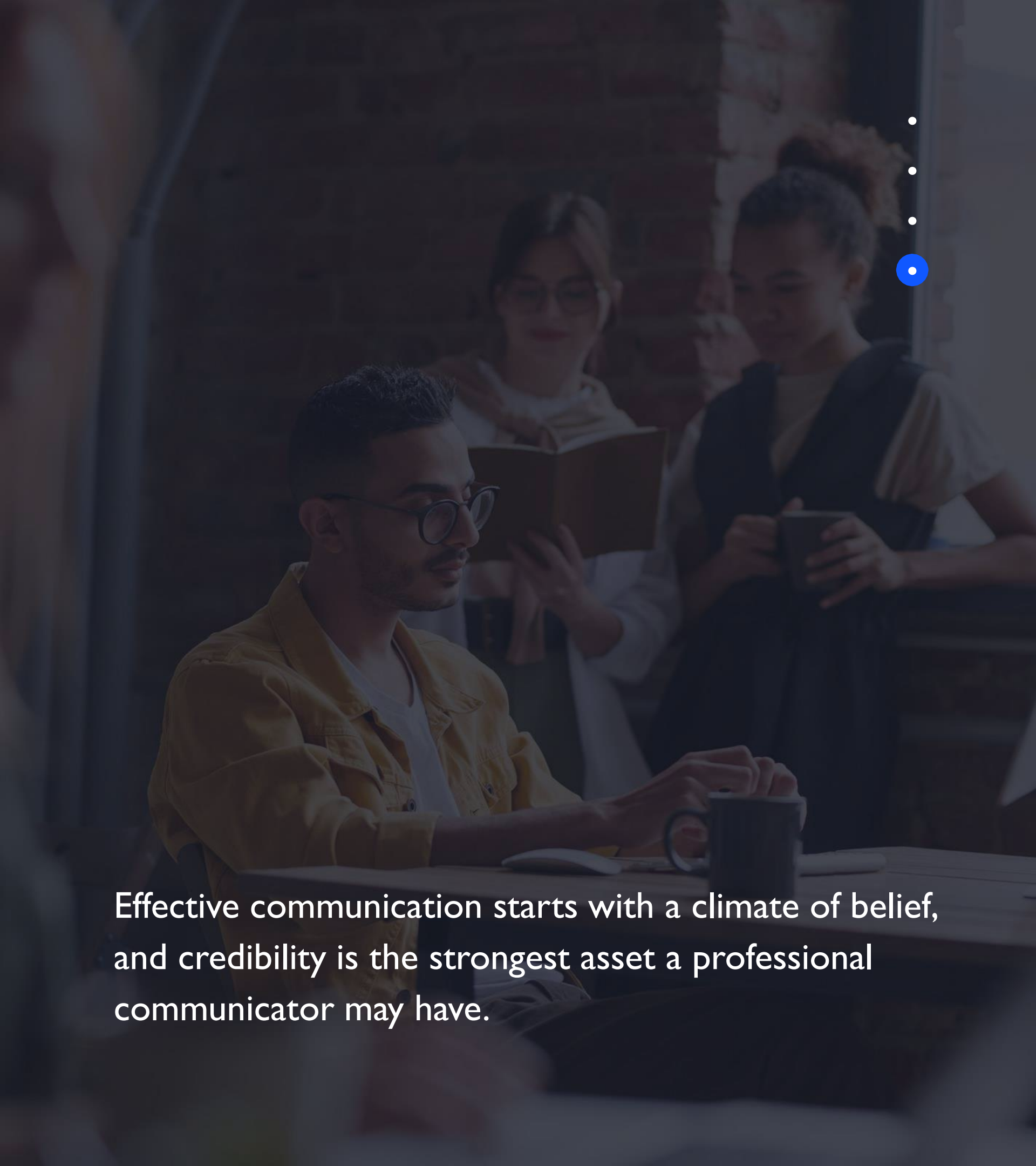


- Regardless of individual codes,

Communication ethics fall into four categories:

1. **Ethics inherent to communicating, usually involving truthfulness and transparency** (Memiliki nilai kebenaran dan transparansi).
2. **Ethics of running any kind of organization** (Nilai etis terdapat pada setiap organisasi).
3. **Ethics of representation** (Representasi organisasi).
4. **Helping clients and employers behave ethically** (Membantu kegiatan klien & publik organisasi berdasar pada nilai etis).

Ethics Of Communicating

A background image showing a group of people in a meeting or study session. In the foreground, a man with glasses and a yellow shirt is sitting at a table, looking down at a cup. Behind him, two women are standing and looking at a book. The image is dimmed and has a dark overlay.

Effective communication starts with a climate of belief, and credibility is the strongest asset a professional communicator may have.

NEXT



HELPING COMPANIES BEHAVE ETHICALLY

Jika terdapat pelanggaran kode etik oleh perusahaan, departemen komunikasi membantu menyelesaikan permasalahan tersebut melalui komunikasi etis.



NEXT

CASE STUDY

Terdapat sebuah perusahaan yang melanggar General Electric's Code, called Integrity: The Spirit and Letter of Our Commitment, yang terdiri dari:

people obey laws and regulations, be honest, fair and trustworthy, avoid conflicts of interest between work and personal affairs, foster an atmosphere of fair employment practices, strive to create a safe workplace and protect the environment, and sustain a culture in which ethical conduct is recognized.

Pelanggaran dilakukan berkaitan dengan proses rekrutmen dan etika anggota organisasi.

Pelanggaran tersebut diselesaikan dengan bantuan departemen komunikasi melalui komunikasi etis.

NEXT



ETHICAL COMMUNICATION BEST PRACTICES

1. Memahami kode etik industry & asosiasi.
2. Sadari jika kode etik merupakan landasan utama dalam pelaksanaan kegiatan organisasi.
3. Jika ragu, carilah nasihat dari praktisi yang lebih berpengalaman.
4. Selesaikan permasalahan atas dasar kode etik, bukan hanya nilai moralitas.

References

John Doorley and Helio Fred Garcia, Reputation Management 3rd Edition, The Key to Successful Public Relations and Communication, Routledge, 2015, New York

Parsons, Patricia. Ethics in Public Relations A Guide to Best Practice 3rd Ed. 2016. London: Kogan Page.

A dark, low-key photograph of a group of people in a meeting. In the foreground, a man and a woman are shaking hands. Behind them, several other people are visible, some looking towards the camera and others looking at each other. The overall mood is professional and collaborative.

Thank you!