

**E-PROCEEDING**

# **2<sup>nd</sup> International Conference on ASEAN WOMEN**

**Gender Mainstreaming & Public Policy**



**UMS ASEAN**

April 2011

ASEAN WOMEN

TO 2011

VICE CHANCELLOR  
UNIVERSITI UTARA MALAYSIA

Bismillahirrahmanirrahim.

Assalamualaikum warahmatullahi wabarakatuh and  
Salam  
1 Malaysia.

First and foremost, I would like to give thanks to *Allah*, the most Exalted, for His generous blessings that have enabled us to gather here today for a noble purpose. It gives me great pleasure to warmly welcome all the distinguished guests, eminent keynote speakers, and participants who have come to lend support to the Second International Conference on ASEAN Women (ICAW 2016). It is indeed a great honour for Universiti Utara Malaysia (UUM) to have had the opportunity to co-organise ICAW 2016 with esteemed academic confreres, namely, Universitas Islam Bandung, Indonesia (UNISBA), Universiti Malaysia Sabah (UMS), University College Sabah Foundation (UCSF), and the Asia-Pacific University-Community Engagement Network. With its theme Gender Mainstreaming and Public Policy, ICAW 2016 seeks to continue the scrutiny of issues pertaining to the advancement and empowerment of ASEAN women – an area that deserves to be relentlessly championed since, despite the annual celebration of International Women's Day and all that it stands for, barriers still exist which deny the achievement of the parity between men and women, which is essential for true human development. However, I am confident that our collective resolve is strong enough to help us in our efforts to dismantle the last bastions of gender inequality and inequity.



At this juncture, I would like to offer my deepest gratitude to The Honourable Dato' Hajah Jainab Dato' Seri Panglima Haji Ahmad Ayid, the Sabah state Minister of Women, Community and Development, for graciously consenting to officiate at ICAW 2016. I would also like to express my heartfelt thanks to the members of the steering committee at the Northern Corridor Research Centre (NCRC), UUM, for their dedication and diligence in ensuring that the various aspects of the conference cohere as a harmonious whole.

I am certain that ICAW 2016 will serve as an important platform for academicians and practitioners to continue the crucial advocacy that has rightly transformed the issues that hamper the advancement and empowerment of women, into a global discussion. I hope that each of you here will contribute much to the deliberations and take away much more to help in amplifying the efforts of this noble cause.

Lastly, I wish you all a successful and satisfying conference.

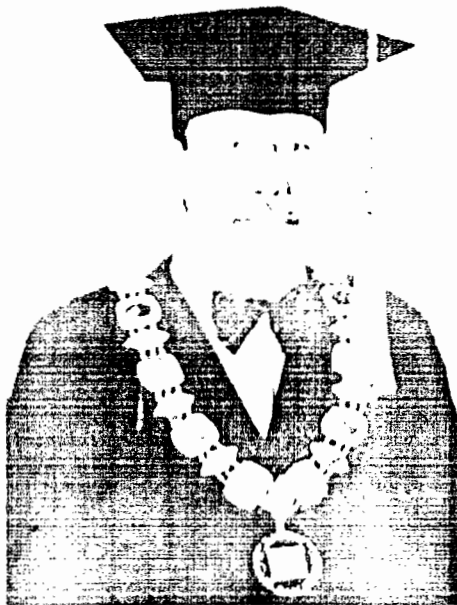
PROF. DATO' SERI DR. MOHAMED MUSTAFA ISHAK,  
VICE-CHANCELLOR  
UNIVERSITI UTARA MALAYSIA

## RECTOR

UNIVERSITAS ISLAM BANDUNG

Bismillahirrahmanirrahim.

Assalamualaikum warahmatullahi wabarakatuh



Dear Participants,

Praise be to Allah, the Cherisher and the Sustainer of the world, because only with His permission, we can organize this Second International Conference on ASEAN Women, with The Theme "Gender Mainstream and Public Policy"

We aware that the goal of this event is to find out some issues and some challenges for women role in ASEAN Countries.

With the collaboration between Universitas Islam Bandung and Universiti Utara Malaysia I believe that this International Conference can give us some ideas for women especially in ASEAN Countries how to improve their role in order to build the character of their nation

I appreciate so much this event, and thank you very much of the organizing committee from both university for their effort.

May Allah always guides us to the straight path.


Wassalamu'alaikum Wr Wb

Wassalam,

PROF. DR. DR. M. THAUFIQ S. BOESOIRIE.,  
M.S., Sp.THT.KL (K)  
RECTOR  
UNIVERSITAS ISLAM BANDUNG

VICE CHANCELLOR  
UNIVERSITY COLLEGE SABAH FOUNDATION

**Bismillahirrahmanirrahim.  
Assalamualaikum warahmatullahi wabarakatuh**



It is my pleasure to welcome presenters and participants to the "2nd International Conference on ASEAN Women (ICAW2016)". The focus on Gender Mainstreaming and Public Policy which is chosen as the theme for this ICAW 2016 is timely and appropriate in this global transformation age. University College Sabah Foundation (UCSF) as one of the co-organizer of the conference, has been established to give a distinct lead in advancing studies and research in gender mainstreaming. The issue is one of the most effective means for the ASEAN countries to support the promotion of gender equality at all levels and to ensure that women as well as men can influence, participate in and benefit from development efforts. I trust that the Conference will not only provide a useful forum to the presenters and participants to share their expertise for extending collaboration in gender issues but will also be professionally beneficial to them. It will also help all the educational institutions and related agencies to build the international community connections and familiarize the presenters and participants with its current work for advanced studies and research. The Conference is being staged in Kota Kinabalu, which is richly blessed with nature's diversity, unique cultures and magnificent beaches and mountains. I hope the delegates will have a comfortable stay and they will enjoy the unique culture and tradition of Sabah. I compliment the committees for holding this international discourse and wish success to the conference.

Wassalamualaikum Wr Wb

Wassalam

**PROF. DATUK DR. MOHAMED GHAZALI ISMAIL  
VICE-CHANCELLOR  
UNIVERSITY COLLEGE SABAH FOUNDATION**

## Second International Conference on ASEAN Women

17795

### VICE CHANCELLOR UNIVERSITI MALAYSIA SABAH

Bismillahirrahmanirrahim.  
Assalamualaikum warahmatullahi wabarakatuh

Salam Sejahtera and welcome to Universiti Malaysia Sabah (UMS)! It is a great pleasure to acknowledge the 2nd International Conference for ASEAN Women (ICAW) 2016 to be held here in Sabah - the Land Below the Wind. We are honoured to host this Conference as one of the Co-Organisers and look forward to its future undertakings.

Gender Mainstreaming has become a national issue because if we look into the progress that Malaysia made so far, there is no denying that a large part of it has been achieved by the great women in this country. As much as we are thankful to them, there are more concern issues related to the public policy that hinders full empowerment of women participation across divisions, district and the local authority. This demands a great deal of measures to be given a serious thought among the local authorities, the policy makers, the NGOs, academic institutions and the media to look for some remedial action to ensure equal opportunity is given both to the men and women to seize. It is hoped that through this conference some issues concerning

surfaced; thus certain remedial action can be taken by the relevant authorities. It is therefore that this Conference aims to facilitate the exchange of ideas on gender mainstreaming and public policy, to generate and propose concrete ideas to empower women in ASEAN countries, to provide a platform for networking among major stakeholders in empowering women in ASEAN countries.

To support further collaboration with ICAW, there are sixteen lecturers and postgraduate students of UMS participating as paper presenters in this Conference. In general, most of the topics covered by the delegates related much with Women Participation in their respective research fields. In addition, this conference will also address on women participation in Sabah in every aspect of everyday life.

I would also like to express my appreciation to the NORC of UUM, Universitas Padjadjaran Bandung (UMPSBA), APUCEN and University College Sabah Foundation (UCSF), the guest speakers, presenters and participants for making this programme possible to this day and not forget to the committee members who worked tirelessly.

I look forward to your active participation in this event.

Thank you.

**PROF. DATUK DR. MOHD HARUN ABDULLAH**  
VICE-CHANCELLOR



## ICAW 2016 CHAIRMAN UNIVERSITI UTARA MALAYSIA

**Bismillahirrahmanirrahim.  
Assalamualaikum warahmatullahi wabarakatuh.**

"Selamat Datang" and welcome to ICAW 2016!

On behalf of the program committees for ICAW2016 I would like to extend my warmest welcome to all of you who are paper presenters and participants in this international conference on ASEAN Women in particular and to all women in general.

International Conference on ASEAN Women offers a strategic platform for sharing of knowledge and experience on the development and advancement of women. Our theme "Gender Mainstreaming and Public Policy" has been chosen as all policies have impact on men and women's lives in one way or another. Due to the fact that economic and social difference between men and women, policy consequences, intended and unintended, often vary along gender lines. It is only by making gender a central consideration in the development and implementation of public policy that we can hope to advance gender equality in ASEAN community. This second conference of ICAW is significant and unique at the same time. Most



importantly, our collaboration with vibrant citadels of learning such as the Universiti Islam Bandung (UNISBA), Universiti Malaysia Sabah (UMS) and University College Sabah Foundation (UCSF) justifies the remarkable distinct of this event. Not only does this conference showcase our readiness for fruitful brainstorming, but it also signifies our commitment towards women empowerment in this region."

I would like to take this opportunity to congratulate the Organizing Committee from UMS, UMS and UCSF for their efforts in organizing ICAW2016. A note of million thanks to our collaborative partners UNISBA, APUCEN, as well as support from agencies, namely the Sabah Ministry of Women, Family and Community Development, Malaysian Ministry of Women, Family and Community Development, Putrajaya

We are proud to be entrusted with the mandate to organize this laudable second conference. The organizing committee fervently hopes that all of you will have a fruitful discussion and deliberation during the second day of the conference, and we wish you a pleasant stay in Kota Kinabalu, Sabah! Grab the opportunity to explore Sabah, its food and culture is renowned worldwide.

Last but not least, we hope to meet you again in the 3rd ICAW, perhaps in your country! Thank you again to all.

**PROF. MADYA DR. ROHANA YUSOF  
DIRECTOR  
NORTHERN CORRIDOR RESEARCH CENTRE (NCRC)  
UNIVERSITI UTARA MALAYSIA**

# KEYNOTE SPEAKER

## ICAW 2016



### **YANG BERBAHAGIA DATUK HJH AZIZAH DATUK SERI PANGLIMA HJ. MOHD DUN**

Deputy Minister of  
Women, Family and Community Development

YB DATUK HJH AZIZAH DATUK SERI PANGLIMA HJ MOHD DUN is presently the Deputy Minister of Women, Family and Community Development since the year 2013. Her education started with an A-Level certificate (1974-76) from the Isle Of Ely College, Wisbech, Cambridge shire, UK, her degree, BA (Hons) in Law from Manchester Polytechnic (Manchester Metropolitan University) in 1980 and her Barrister-At-Law from Lincoln's Inns, London in 1981.

Being a lawyer, her previous position includes First Class Magistrate, High Court of Kota Kinabalu in 1981; Senior Deputy Registrar of the High Court of Kota Kinabalu for the year 1984 to 1985 and Advocates & Solicitors (1985-2000). Her career in politics began in the year of 2000 when she became the Member of the National Assembly until 2004. While holding the position as the Member of Parliament Beaufort (P.177) for four years of 2004-2008, she was appointed as the Deputy Minister of Housing and Local Government Malaysia. In the year 2008 till 2013, she became the Member of Legislative Assembly N.25 Klias, Beaufort and later held a position as the Minister of Community Development and Consumer Affairs Sabah.

Her positions in political party are the Deputy Chief of Wanita UMNO Malaysia, ex-CCO Women UMNO Malaysia and Chief of UMNO Branch of Kg Pintas Beaufort. Her active involvement in non-governmental organizations includes being the President of Sabah Women Association (PPS), active member of Women of Islamic Societies, Sabah (USIS) and the President of Association Council members, Women Local Government Malaysia.



## ICAW 2016

### PROFESSOR DATO' DR. SEE CHING MEY

President

Asia-Pacific University-Community Engagement Network  
(APUCEN) @ Malaysia



Ching Mey See (PhD) is a Professor at the Universiti Sains Malaysia, Malaysia. She is the Deputy Vice-Chancellor of the Division of Industry and Community Network. As a Deputy Vice-Chancellor, she links the industry and community to the University and works toward collaboration in research consultancy, knowledge transfer, and industry/community engagement projects and activities. Professionally she is an educational and counselling psychologist. Prof. See is a prominent leader in the field of psychology, counseling special education and community/industry engagement.

Nationally she is the Secretary of the Board of Directors Association of Resource & Education for Autistic Children; a volunteer principal of Lions REACH; and sat on the Lembaga Kaunselor (Board for Counsellors) in Malaysia from 2000 - 2012. She is the founding President of the Penang Counselling and Psychology Association (PACP).

On the international front, Prof. See is a Regional Vice-President for East-Asia, International Play Association (IPA); Executive Council Member, International Association for Counseling (IAC); Regional Director of Asia-Pacific, National Board of Certified Counselors (NBCC); Board of Directors, National Board of Certified Counselors International (NBCC-I); Board Member Asia-Pacific Association of Psychotherapists (APAP); and immediate Past President of the Association of Psychological and Educational Counsellors of Asia-Pacific (APECAP).

She has published 16 academic books and more than 200 international and national academic journal papers/chapters. She has also presented over 350 academic papers at national and international seminars and conferences on counseling, psychology, mental health, special education and community engagement.

She is the Chief Editor of the Journal of Counseling, APACAP and is an Editorial Board Member for 11 international journals and two national journals.

## ICAW 2016

### MDM. ENCARNACION N. RARALIO

Vice President

National Council of Women of the Philippines



ENCARNACION N. RARALIO is an architect and an environmental planner who was born on 29 January 1947. Her nationality is Filipino. Currently, she works as President and Chair, Imus Institute Inc., since 2005; President of Cavite Realty Corporation, since 1986; and the President of Imus Historical Society, since 2008.

Her contribution in consultation service is rigorous as she has been appointed as the Consultant for several agencies namely, the Development Academy of the Philippines, since 2013; the Palatox and Associates, since 2013; the Woodfields Consultants Incorporated, since 2012; the Town Planner, municipality of Caluya, Antique, since 2010; and MAPUA Technoserv, since

She is also the Head, Commission on Family, Our Lady of Fatima Parish, Las Pinas; Director, Philippine Institute of Environmental Planners, since 2013; Vice President, National Council of Women of the Philippines, 2013-2014; Director, Cavite Provincial Tourism Board, since 2009; and Director, Center for Urban Management and Environment, since 2010. She also is the Member, Professional Regulatory Commission Board of Environmental Planning, Continuing Professional Education Council, since 2012 and also the Member, Commission on Higher Education Technical Review Committee on Environmental Education, since January 2014.

She won many incredible awards such as Gawad Parangal as Outstanding Environmental Planner, City of Imus (2012), Professional Environmental Planner of the Year, Professional Regulatory Board (2010), Fellow, Philippine Institute of Environmental Planners (2010), Outstanding Alumna, University of the Philippines – School of Urban and Regional Planning, and 1995 Distinguished Service Award, The Philippine Women's University.

Her contributions in Membership in Professional Societies include Fellow and Past President (2012-2013) and Member (since 1982) – Philippine Institute of Environmental Planners (PIEP) (Philippines) plus member of United Architects of the Philippines (UAP) Chapter, since 1982.

She is now currently a member of Continuing Professional Education Council, since 2012, a member of Commission on Higher Education, Technical Review Committee on Environmental Education, since January 2014.

## ICAW 2016

### DR. HJ. MASYITHAH UMAR

Commissioner of the Election Commissions of South  
Kalimantan from 2013 – 2018

Masyithah Umar (PhD) is a Senior Lecturer at the Institute Agama Islam Negeri Antasari, IAIN Banjarmasin - South Kalimantan, Indonesia. She is a Former Vice-Chancellor of Student Affairs from 2005 – 2009, the Dean of Syariah Faculty from 2004 – 2008 and the Vice-Dean from 2000-2003 and the Head of Department of Comparative of Law and Mazhab (PHM) from 1998 –

Nationally and Organizationally, She is a Commissioner of the Election Commissions of South Kalimantan from 2013 – 2018, the Principal of Corps of Islamic Women Student Associations (Kohati) in Kalimantan Regional from 1978 – 1981, the Principal of Women's Studies Centers (PSW) IAIN Antasari Banjarmasin from 1993 – 2000, the Principal of Women's Empowerment Work Center (Pokja P2W) South Kalimantan from 1997 – 2000, the Expert Team of Women's Studies Centers (PSW) IAIN Indonesia from 1998 – 2001, the Assistant Principal of Child Protection Agency (LPA) South Kalimantan from 1999 – present, the Assistant Principal of Majelis Ulama Indonesia (MUI) South Kalimantan from 2001 – present, the Assistant Principal of Indonesian Moeslim Scientist Association (ICMI) South Kalimantan from 2001 – present, the Principal of Alumni Association IAIN Antasari (KASAT) Banjarmasin from 2002 – 2006, the Assistant Principal of Indonesian Family Planning Association (PKBI) from 2006 – 2009, the Principal of Women and Child Crisis Centre (WCCC) from 2003 – present, the principal of Al-Washliyah M. Fumat South Kalimantan from 2009 – 2020

She has published a book "Kemitraan Laki-laki dan Perempuan dalam Wacana Hukum (the Partnerships of Men and Women in Islamic Legal Discourse)" and awarded by Minister of Religious Affairs of the Indonesia Republic as the Best National Lecturer in 2004 and the Lencana Parya Satya 20th by President of Republic of Indonesia in 2015.

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# Knowledge and Skills of Public Relations Profession in the Context of Gender

Neni Yulianita <sup>1</sup>, Nurrahmawati <sup>2</sup> and Tresna Wiwitan <sup>3</sup>

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## Abstract.

Public Relations should have the basic skills needed in order to perform its role as a Public Relations profession, among which hard skills and soft skills, but it also is some code of ethics that must be observed in order to maintain the image of themselves and institutions. Roles of Public Relations profession of men and women in defining experiences need to be investigated to remember there is a tendency in society to demand professionalism Public Relations is based on gender aspect. Public Relations officer often interpreted inappropriate for the male, while the reality on the ground based on the results of previous studies, in general, head of the company want PR officer is male. The research team formulate the research question "How knowledge and skills Public Relations Profession in the Context of Gender?" This study intends to provide inputs for the leaders, especially leaders of the Islamic University of Bandung in considering recruitment public relations officer more credible regardless of whether the sex of female and male. To examine this problem, a team of researchers used a qualitative method with phenomenological approach. Through this approach the expected description of the phenomenon which is based on his experiences, which can then be interpreted in the context of meaning and contents in depth. Research result, Public Relations Officer needs to have a minimum education is S1 and S2 in the field of Public Relations. Public Relations need to have knowledge of the scope of public relations, Stakeholder Mapping, understand the vision, mission, objectives, and product knowledge. Public Relations need to understand the skills and oral and written communication skills, speech, protocol, manage events, web and social media.

**Keywords:** Knowledge, Skill, Profession, Public Relations, and Gender

## 1. Introduction

The demands for knowledge and skills of Public Relations, currently increasing, in line with the needs of the company in anticipation of the needs of the public, both internal and external public. Public Relations professionals is a must for companies to promote various aspects related to the work to be carried out by the Public Relations with professional. Thus, the presence of Public Relations (PR) are increasingly needed, where a PR who have knowledge and skills in formulating strategies for effective process delivery of messages that can maintain good relations between the company with the public.

Public Relations professionals are required to have a deep knowledge of a variety of public and media, understand the process of organizational management, and has the accuracy to anticipate the symptoms that occur mainly in the financial and business issues. In addition, PR professionals need to have a good product knowledge about this organization, whether it's corporate, agency, or its agencies.

In addition to knowledge, the PR is required to have skills in accordance with the profession. That is, a Public Relations professionals must have the expertise to write effectively and speak persuasively to influence and interesting of public interest. A variety of skills, among others, skills for giving service to the public, skills in developing relationships with stakeholders, skills in speaking, skills in managing marketing PR, and others., so, so many demands are PR skills for a PR professional.

Public Relations as a modern management tool, structurally an integral part of an institution or organization, meaning that Public Relations is not a separate function of the institutional function or organization. In line with the concept of Public Relations are developing now is a concept that emphasizes the importance of two-way communication.

From the above phenomena, researchers need to do a search, assessment and in-depth discussion through research on "How about the Knowledge and Skills of Public Relations Profession in the Context of Gender?" To realize the problems that have been raised, then the purpose of this study was to determine, assess, describe and analyze the Knowledge and Skills of Public Relations Profession in the Context of Gender.

Regarding to the formulation of the problem and research objectives that have been raised, then the researchers team has decided to use qualitative method. "In qualitative research the researcher concerned to understand the world in which the experiences undertaken from the perspective of the people who live and interact in it" (Daymon and Holloway, 2002: 18). In this qualitative research, the researchers have an interest with the subjective reality, whether the meaning of events, objects, and others for people. This research has a research procedure that produces descriptive data in written or spoken of people and their behaviors that can be observed.

The research approach which used in this study is a phenomenological approach, where phenomenology is a study in philosophy that studies the human being as a phenomenon. Through this approach is expected the description of the phenomenon which is based on his experiences, which can then be interpreted in the context of meaning and in depth contents.

The object of this research is Bandung Islamic University, particularly the field of Public Relations (Public Relations Officers in some previous periods). In general, the main informant of this study is research subjects, meaning active agents studied to obtain primary data sources. Subjects were selected purposively based on their activities and their ability to explore and to articulate their experiences consciously. The research samples which the researcher set are 6 (six) experienced people in managing the program of Public Relations at the Islamic University of Bandung, which consists of three men and three women.

## **2. Concepts of Knowledge, Skills, Public Relations, and Gender**

### **2.1. Concepts of Knowledge**

Science has a different understanding with knowledge (common sense). To underpin the study of the results of this study, the team of researcher cite some relevant expert opinion.

The concept of knowledge according to Notoatmodjo is: "human sensing results or outcomes to know a person against an object through its senses (eyes, nose, ears, etc.)" (Notoatmodjo, 2005: 50). Meanwhile, in the Big Indonesian Dictionary (KBBI) knowledge is "everything that is known; cleverness or everything that is known about this respect (subjects) ". Furthermore Engel, et al. defines knowledge as follows: "the information stored in the memory so that the level of knowledge can be defined as how much information is stored in the memory when a person receives information, whether high, medium or low" (Engel, et al. 1994: 337).

Based on these opinions, then knowledge is something that is known to anyone through the introduction of resources of information, ideas previously acquired either formally or informally. Furthermore, about the level of knowledge, the following was stated by Notoatmodjo (2007: 122-123), there are six levels of knowledge achieved in the cognitive domains, namely:

1. know, be interpreted as considering a material that has been studied previously. Knowledge of this level is recall back again something specific of all the materials studied or stimuli that have been received. 2. Comprehension, defined as an ability to explain properly about the object known and can interpret the material correctly, people who have understand about object or material must be able to explain, cite examples, infer, predict, and so forth of the object being studied. 3. Application, defined as the ability to use a material that has been studied in a situation or condition of the truth. 4. Analysis, is an ability to describe the material or an object into components but still within an organizational structure and still something to do with one another. 5. Synthesis, is an ability to draw up the new formation of

the informations there is for example able to compile, can use, can summarize, can adapt to a theory or formula that has existed. 6. Evaluation, related to the ability to conduct an assessment or the justification on the material or object (Notoatmodjo, 2007: 122-123).

## 2.2. Concepts of Skills

Saputra and Rudyanto (2005: 7) put forward about the concept of skills as follows: "Skill is the child's ability to perform various activities such as motor, language, social-emotional, cognitive, and affective (moral values)". While in the Big Indonesian Dictionary (KBBI) are: "skills to complete the task". Thus skills are: a person's ability to perform various activities in their efforts to complete the task. Skills need to be trained so as to skilled and efficient in doing various activities.

Robert L. Katz argued about three categories from skills essential in the managerial context, namely:

1. *Technical skill -- the ability to perform specialized tasks.*
2. *Human skill -- the ability to work well with other people.*
3. *Conceptual skill -- the ability to analyze and solve complex problems.*

*(Schermerhorn, et al., 1994: 24)*

*A Technical skill is an ability to apply specialized knowledge or expertise to perform a job. This skill involves being highly proficient at using select methods, processes, and procedures to accomplish tasks. Examples include the work of accountants, engineers, and attorneys, whose technical skills are acquired through formal education. Most jobs have some technical skill components. Some require preparatory education, whereas others allow skills to be learned through appropriate work training and on-the-job experience.*

*Human skill is the ability to work well in cooperation with others. It emerges as a spirit of trust, enthusiasm, and genuine involvement in interpersonal relationships. A person with good human skills will have a high degree of self-awareness and a capacity for understanding or empathizing with the feeling of others. This skill is clearly essential to the manager's "networking" responsibilities we described earlier.*

*Conceptual skill is the ability to view the organization or situation as a whole and to solve problems to the benefit of everyone concerned. This ability to analyze and diagnose complex situations.*

*(Schermerhorn, et al., 1994: 24).*

Of the three essential skills above, *First*, a reference is the concept of skills that are operational technical, especially seeing the human ability to apply the procedures, techniques, and knowledge of specialized fields, such as accountants, engineers, and so forth, all of which

it has the technical skills in their respective fields. If it is associated, in the context of PR, the skills is regarding PR skills in applying technical skills related to the duties and functions PR of professionals. For example, PR should also understand and be able to operate communications equipment such as: photographic, film, create a media of organization, designing ads, carry out exhibitions, and others. *Second*, is a skill that is character of human, especially the ability to work cooperatively with others, understand, and be able to motivate others as individuals or in groups. PR need these skills in order to obtain the participation and direct the group in achieving goals. *Third*, is the skills of conceptual with the demands of their ability to contain the consequences of that are able to see the development of the organization and the situation happened to the organization. As the PR is required to be able to analyze situations that may be highly complex.

### 2.3. Concepts of Public Relations Profession

The following was stated by Cutlip, Center, and Broom (2006: 5) that in principle the concept of PR or Public Relations activities are as follows: *"Public Relations is the management function that identifies, establishes, and maintains mutually beneficial relationship between an organization and the various publics on whom its success or failure depends"*.

From these definitions, it is known that public relations has a large influence on the success or failure of a company, because public relations is responsible for maintaining good relations between the company and the public.

The next definition about public relations, ie according to Alma (2002: 145) : "Public relations is the activities of communication are intended to build a good image toward the company". Meanwhile, Jenkins defines public relations is as follows: "Public Relations is something that sums up the whole communication is planned, either in or out, between something the organization with all the public in order to achieve specific objectives that are based on mutual understanding". (Jenkins, 1999: 9). Furthermore, the definition of Public Relations according to Marston, John L. (1979: 1) is : "Public Relations is planned, persuasive communication designed to influence significant public". Yulianita (2012: 35-36) state that:

Public Relations is a management function which states, establish, and maintain mutually beneficial relationships between organizations with a wide range of public, where it can determine the success or failure of the organization (Yulianita, 2012 : 35-36).

From the definitions of the Public Relations, explained that Public Relations is the communication activities undertaken an organization with various publics. Domain of activities of public relations is communication in the form of two-way communication. On the one hand, the organization conducts information dissemination to the public. On the other hand the organization also do a search for information or to listen to what the desires of public of organization.

Public relations have a very important role in an institution or company. According to Oxley (in Iriantara, 2012: 12-13), the role of public relations is:

1. Advising the management about of all internal and external developments that might affect relations of organization with the public.

2. Researching and interpret for the benefit of the organization, the main public stance on current or anticipation of the public attitude towards the organization.
3. Work as a liaison between management and the public
4. Providing regular reports to the management about of all activities which affect public relations and organization.

Meanwhile, Rhenald Kasali (2003: 27), from different perspectives express Public Relations as a function of strategy in the management do communication to create public understanding and acceptance. Public relations role as link of communication that connects between the management of an institution or company to the public in order to know the wants and needs of both parties mutually beneficial.

## 2.4. Concepts of Gender

Gender, according Djohani a "division of roles, position and duties between men and women is considered appropriate by the norms, customs, culture, beliefs, and customs of the people" (in Djarkasi, 2008: 118). Meanwhile, Dzuhayatin and Faqih M. put forward the concept of gender is as follows:

The division of men and women was constructed are socially and culturally. Not because of differences of sex, where the tendency of men have biological anatomy of men and women have a biological anatomy of female that the function can not be exchanged. Gender is not nature, therefore not immortal and can be exchanged (in Soemandoyo, 1999: 58).

Furthermore, the concept of gender, Arifin Khairani et al (2007: 5) states that gender is: "differences in the role, position, responsibilities, and the division of labor between men and women are determined by the community based on the nature of women and men are considered appropriate according to the norms, customs, beliefs, or customs of society".

From the above definition, it is clear that gender, in principle, referring to the difference between the sexes as God's creation, cultural construction, differences in the role, position, responsibility between men and women in accordance with the norms, customs, beliefs and customs of the people.

Gender has appeared in numerous roles of human life. The work environment became one of the most frequent gender appearance and this has resulted in the division of labor between women and men. Genderisasi process that occurs in the world of work through two aspects namely, aspects of verbal communication and non-verbal communication. In addition, the communication process that takes also place the position of femininity and masculinity in the organizational structure. Berger (2005:27) revealed that:

In the dualism reflected in the dominance perspective – power and powerlessness, winners and losers, strenght and weakness, rational and irrational – women represent weakness, irrationality, powerlessness, and emotionality. Does symmetrical public

relations, or shared-power ideology, whether advocated by female or male practitioners in the dominant coalition, represent similar weakness, in the eyes of some power brokers (Berger, 2005:27).

In Public Relations, there are power relations associated with gender component. Men are the majority in the ranks of the dominant coalition that exist in most companies. The issue of gender becomes something that can not be separated from the power relationship between what is valued and who has influence.

### **3. Discussion**

#### **3.1 Skills and Knowledge Should Include PR Profession**

Please acknowledge collaborators or anyone who has helped with the paper at the end of the text.

Skills must be owned and how to develop skills such as PR. Dadi Ahmadi, answered as follows:

PR should be able to manage the information that is not good for the better, should have great leadership because PR that have a duty to establish the relationship between various stakeholders such as faculty, students and the press. For example: like a demo done by the college students, then the PR role is to bridge the interests of college students and the leaders so the demo news broadcast by the media will not damage the image of a university, but instead a positive effect. Creating a campaign strategy concept for soft campaign and hard campaign (Interview with Dadi Ahmadi, on Thursday, August 20, 2015 15:45 AM GMT).

According M.E. Fuady, skills must be owned and how to develop skills are as follows:

Background of public relations, managerial capabilities, and protocol expertise. How to develop through training and doing work that leads there, for example in using the video, film and photography, and IT. Due to the limited number of human resources, ask college students (who having job training, or from a photo lab and a TV lab) to helped (Interview with M.E. Fuady, on Thursday, May 16, 2017 At 11:00 pm).

Askur Rivai, argued about who should possess skills and how to develop these skills as follows:

Incidentally, I have skills in journalism, photos, videos and public speaking so in stints PR feeling enjoy it. How to develop the skills, that is by doing so without having to delegate work to others. It also participated in workshops related to the

profession of Public Relations (Interview with Askur Rivai, on Tuesday, August 25, 2015, 15.00).

Skill must be owned and how to develop skills such as PR, Ani Yuningsih answered as follows:

Education is already clear, S1 and S2 field of Public Relations. I was active in profession associations, writing, together with profession associations, with friends still relate to discussions about PR. In the other words, God confers to me, I am easy to get people to cooperate, negotiate, convinced, interpersonal skills so that I am very close with the staffs. I developed the skill to train people, I just to like providing training. I often send staffs to following training. When I teach, I was studying doubled (Interview with Ani Yuningsih, on Friday, August 21, 2015 At 15.30 pm).

Skill must be owned and how to develop skills such as PR, Sari Komalasari answered the as follows: "The expertise in making the letter, manage events, the MIC, relationships, promotions, publications, and presentations. Developing in a way the Graduate S2. I attending seminars, training, and comparative study"(Interview with Sari Komalasari, on Thursday, August 20, 2015 14:15 AM GMT). Meanwhile, According to Riza Hernawati, a skill that should be owned and how to develop skills such as PR is as follows:

*The First*, Public Relations Officer must have the ability and expertise in various fields, especially communication skills were good, the service communication both verbal and non-verbal so he can cover all matters relating to the company by using the art of good communication, namely by using a selection of languages right. *The Second*, is a PR must have extensive knowledge about the company. *The third*, is that is has the ability to solve problems, especially if there is a sudden task and we are required to complete. *Lastly*, Public Relations Officer must have the qualities that qualified as extensive knowledge and sociable (Interview with Riza Hernawati, on Saturday, May 16, 2015 At 13:00 pm).

Knowledge is needed and how to apply them according to Dadi Ahmadi, are as follows:

Add insight about the profession of public relations can be obtained inter alia through Perhumas (Public Relations Association) and in social relationship, PR Officer should know the ins and outs of the world of higher education since its strategy will be different from not the institutions of educational. Conduct visits to the PR institution or large company such as Telkom, Pertamina, PT Pos, etc. (Interview with Dadi Ahmadi, on Thursday, August 20, 2015 15:45 AM GMT).



According M.E. Fuady, knowledge is needed and how to apply are as follows: Must be knowledgeable in the field of communications and public relations, but also must be able to get along with the various parties through the implementation of human relations, so that can closer with various public, such with journalists, if journalists love film from Korea, so we are also happy, then it could be connected or close with them (interview with ME Fuady, on Thursday, May 16, 2015 at 11.00 pm).

Askur Rivali, argued about the knowledge required of a PR and how to apply them as follows:

Foreign languages and knowledge of public relations and journalism. Foreign language because we are often dealing with strangers. PR concerning the scientific aspects of public relations, and journalism because for public relations work according to my 60% is the work of journalists. How to apply the knowledge in practicing a profession in a way directly into the field and feel the job completely (Interview with Askur Rivali, on Tuesday, August 25, 2015, 15.00).

Knowledge is needed and how to apply them in the running as the PR profession. Ani Yuningsih answered as follows:

Depending on its scope because in every instance is different. To Unisba, know and understand the vision and mission of the university, the scope Unisba, internal, external. The term Stakeholder Mapping, not only who they are but how they character and how to approach them. Must be able to map the public. When I was stationed in PR Unisba, I find out about Unisba, foundation, how to position and functions of the Foundation and others, how the performance of the Faculty with the Rector and the Foundation. Then determine the internal political forces at work, even though we do not play politics but must know the forces that drive policy. I can map it was probably because I was taught politics also so it can be sensitive to things like that. Not to play but then we may know how to socialize the policy, when formulating policy what should be considered so that accommodated. Because there are appropriate internal public there is a public structure and internal clicks or interest groups. Precisely there sometimes PR is not sensitive so as missteps. Still need to know the political theories of Steven Robins who mentions various types of political character in the office, it is important the knowledge know or even that we have the right strategic. I coordinate my staff who have different potential. I read staff's characters I divided up into sections that correspond to its potential then trained unshared. All supported so that it develops, besides outsourcing (Interview with Ani Yuningsih, on Friday, August 21, 2015 At 15.30 pm).

Knowledge is needed and how to apply them in carrying out his profession as a PR. Sari Komalasari answered as follows:

Internal knowledge must be many, the scope of internal, business partners need to know because we will build relationships. Must know the habits, workines culture of our

colleagues, and know the products of our institutions. How we can market and bring good name if we do not know exactly the products our institutions, purpose, vision, mission, history, and the motto of our institutions. In this case in Unisba, such as 3M (Mujahid, Mujtahid, Mujaddid) should know. We must apply that knowledge, the characteristics of Islam indicated both in terms of clothing, photographs, or to support the exhibition media. In forming the activities held, competitions tailored to the label and the principle of vision-mission Unisba. That product is used for promotions, for example for a new student, and others (Interview with Sari Komalasari, on Thursday, August 20, 2015 14:15 AM GMT).

### **3.2 Skill and Knowledge Professions PR (in view of Male and Female)**

#### **1) The views PR Male**

Some opinions about skills and how to develop it a must-have officials PR men stated that in general how to develop skills are strongly influenced by educational background and perspectives of their own is that an official PR should be able to have the skills to manage the information that is lacking good be better, should have great leadership because PR that have a duty to establish the relationship between various stakeholders such as faculty, students and the press. PR role is to bridge the interests of students and leaders, able to build relationships with the media so that it can give rise to positive effects. Making the concept of campaign promotion strategy for soft and hard campaign. In addition, the public relation officer should have the managerial capabilities, and protocols expertise.

How to develop the skills that is by doing so without having to delegate work to others. It also participated in workshops related to the PR profession, through training and doing work that is relevant to the skill needs to have such expertise in the management of photos, videos and public speaking so that in performing the task of public relations, public relations officials can do it properly and optimally.

Knowledge of PR Officer needed to add knowledge about the profession of public relations that can be obtained, among others, through association with various parties through the implementation of human relations that could be close to a variety of parties, including the neighborhood association or with journalist so that communication may be disconnected or closer. PR Officer should know the ins and outs of the world of higher education since its strategy will be different from not the institutions of educational. Conduct visits to PR institutions or large corporations including government, state enterprises, and private enterprises.

To increase knowledge and insight maximum all officials can increase their knowledge in the field of foreign languages and knowledge of public relations and journalism. As PR Officer should be able to relate to various circles both nationally and internationally. Effort or how to apply such knowledge in running the PR profession is to go directly to the field and feel the job completely.

## 2) The views PR Female

Skill minimum that must be owned and how to develop skills as PR is to follow the S1 and S2 field of Public Relations, active in profession associations, writing, together with professional associations, held a discussion on PR. Able to negotiate and reassured. In other words, the necessary interpersonal skills so as to close and able to foster relationships with various parties. It is required in the smooth variety of tasks and programs that have been designed, like managing the event, making presentations, publicity, and promotion.

Based on these descriptions, to become a PR required expertise in the art of communicating and providing services as well, both verbal and nonverbal, either orally or in writing.

Skill development efforts carried out by attending various seminars, attend trainings, and by conducting comparative studies. It could also provide training, because somebody has to learn independently.

In connection with the required knowledge, Ani Yuningsih, in an interview stated: "know and understand the vision and mission of the university, the scope Unisba, internal, external. The term Stakeholder Mapping, not only who they are but how they character and how to approach them. Must be able to map the public" (Interview with Ani Yuningsih, on Friday, August 21, 2015 At 15.30 pm).

Knowledge is required, including knowledge and understanding of the scope of the internal through Stakeholder Mapping, the public is able to map the internal - external, understand: vision, mission, objectives, and product organizations, functions and positioning of foundations, scope Unisba, the scope of the external. Understanding the map, kind of internal political character, the performance of the faculty and the rector, and the forces that drive policy. Thus, in pursuing a strategy, formulate policy and make a program could be accommodated. Here the necessary sensitivity as a PR, so that does not happen one step in making a decision or policy. Must know the habits, culture of partner to facilitate the efforts of establish a good relationship.

All aspects of the knowledge, applied in the implementation of activities. In doing presentations, the characteristics of Islam indiana both in terms of clothing - photographs, or to support the exhibition media. In designing the activities held, competition is tailored to the label and the principle of vision-mission Unisba. Islamic products are also used for promotional activities, for new student activities, and for other activities.

The View of PR of men and women at the top, there is corresponding with the views of the representatives of informers H. Asep Ramdan said that Knowledge needed by a PR is:

The first, an insight into what is happening in the field. The second, the scientific PR so that he acted professionally. He must understand the behavior, he also knows the science about the character of people, know that he can be flexible for facing the stuff.

He must know the stakeholders character so he can adjust. Although his knowledge in psychology, should be understood. There were studied in the psychology of communication. So that, Public Affairs is not rigid in the face of the people must be different each character (Interview with H. Asep Ramdan, on Wednesday, August 12, 2015 At 15:00 pm).

Meanwhile, Hilwati Hindersah said as follows:

PR must have knowledge of media and communication technologies and able to communicate well. It must also find detailed information including a new student recruitment, and how education, especially outside (external) universities. Once there was an incident where there are students who asked about mining techniques, by publicist even thrown into the engineering faculty, the case should be handled by PR. (Interview with Hilawati Hindersah, On Friday, August 14, 2015 At 11:30 to 12:15 GMT).

#### 4. Conclusion

Skill Official's PR male in general should be able to manage information, leadership, and relationships. PR profession must have insights gained through interaction and application of human relations, finding out, visits to other PR agencies and directly to the field. A PR Officer needs to have foreign language skills spoken and written, presentation, public speaking, human relations, the use of audiovisual equipment, IT governance, social media, photography, videography, and journalism.

Skill Official's PR female is generally minimal S1 and S2 even in the field of PR. PR needs to Knowledge about the scope of PR, Stakeholder Mapping, understand the vision, mission, goals, and product knowledge. PR must have skills and abilities of oral and written communication, protocol, manage event, web, and social media.

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