

Research Article

**The Role Of Public Relations In Enhancing Community Organizing Campaigns
Kuala Lumpur Sea Games (Kl 2017) Management Case Study**

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Abstract

The Role Of Public Relations In Enhancing Community Sports Promotion Campaigns Cannot Be Denied. Based On New Media Contributions And Public Relations To The Country, It Has Been A Key Driver Of The Country's Sports Promotion Campaign. However, Less Research Has Been Conducted On New Media And The Role Of Public Relations In Malaysia, Especially In The Role Of Public Relations In Enhancing Sports Promotion Campaigns Among Communities. The Purpose Of The Research Is To Study The Role Of Public Relations In Sports Campaigns Among Communities. The Main Objectives Are To Identify The Role Of Public Relations In Public Awareness Campaigns In Sports Organization, To Study The Challenges, Weaknesses And Strengths Of Public Relations Functions And To Identify The Effectiveness Of The Public Relations Approach Among Public Relations Practitioners. The Purpose Of This Case Study Is To Determine Public Relations In Developing Sports Public Awareness Campaigns Among Communities. Through Some Reference, We Will Be Able To Search Into Relevant Public Relations Through Qualitative Research Methods With Content Analysis And Observations. The Results Of This Article Are A Benchmark For Studies Related To The Role Of Public Relations In Sports Awareness Campaigns In Our Country. In Practice, This Article Can Provide Input To The Ministry Of Youth And Sports (Kbs) Malaysia In Providing The Best Services For Sports Development In Malaysia As Well As Enhancing The Image And Professionalism Of Kbs Malaysia Employees.

Keywords: New Media, Public Relation, Community

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Introduction

In Malaysia, Public Relations (Pr) Has Become An Important Role Especially In The Large-Scale Business Field To Communicate With External And Internal Observers. There Are Several Methods Of Public Relations Used To Disseminate Information On Any Product Or Service, Image, Employees, Stakeholders And Suppliers. There Are Also Some Definitions Discussed By Scholars And One Of Its Functions Is An Important Tool For Delivering Awareness Programs To The Public.

Key Goals Of Public Relations Are To Create, Maintain And Protect The Reputation Of The Organization, Besides In Enhance The Prestige Of The Organization And Present A Strong Image. Effectiveness Of Public Relations Requires Knowledge, Based On Analysis And Understanding, Of All The Factors That Influence Society's Attitude Towards The Organization. According To (Kontny, 2017), "Generally We Knew Public Relations Is A Job Of Building A Brand, Developing A Message, Generating Leads And As A Communication Commando". But To Expand Our Knowledge Of The Role Of Public Relations, The Importance Of Public Relations Especially In Improving Sports Among The Community Need To Be Acknowledged. We May Not Realize That Public Relations Play An Important Role In Spreading The Message To The Public And How It Can Change The Minds Or Behaviors Of A Positive Audience. Public Relations Can Be A 'True' Job If All Parties Involved Are United And Committed In Balancing Public Relations Practices That Are Standard And Universal". That Is Why Public Relations Is A Practical And Measurable Method That Involves The Basic Laws Of Communication In Delivering On How Important Of The Message Is, How It Should Be Conveyed And How It Will Respond By The Recipient (Fensterseifer, 2014).

The Importance Of The Role Of Public Relations In Improving Sports Among The Community

Public Relations In Improving Sports Among The Community May Involve The Studies To Identify All Relevant Public Relations Roles To Gain An Understanding Of The Various Key Factors Influencing Public Perception. The Establishment Of An Overall Policy With Respect To The Campaign Involves The Determination Of The Desired Goals And Outcomes, As Well As The Constraints By Which The Campaign Will Operate To Create The Overall Success Of The Campaign.

There Are Six Types Of Campaigns Such As Public Awareness, Information Awareness, Public Education, Strengthening Attitudes And Behaviour Changes. Public Relations Role Approaches May Differ Depending On Key Objectives. In Public Education, The General Style Of Approaching The Audience Is Directly To The Audience As To Highlight The Feedback And Response Of The Audience. By Outlining The Strategies And Tactics Using The Knowledge Of The Target Audience And Its Structured Basis, Organizations Can Develop Specialized Programs To Achieve The Desired Goals (Mut Camacho, 2019).

In This Article, The Main Goal Is To Achieve And Explore The Role Of Public Relations And Its Challenges In The Future. Research Findings Will Be Able To Provide Current And Different Views On The Importance Of Public Relations Strategies In Disseminating Information To Create Effective Public Awareness Campaigns. This Research Will Benefit Those Involved In Public Relations And Research To Explore Public Relations Activities To Raise Public Awareness.

Problem Statement

Public Relations Play An Important Role In Conducting Awareness Programs Or Activities. It Will

Show How The Role Of Public Relations Can Help The Implementation Process To Build The Image Of The Company And What The Role Of Public Relations Is During And After The Campaign. Publicity Is The Dissemination Of Information To Gain Public Awareness In The Form Of Products, Services And So On. Audiences' Target Of The Basic Technique Used In Public Relations Is To Identify The Target Audience, And Tailor Each Message To Appeal To That Audience. All Viewers Are Stakeholders But Not All Stakeholders Are Spectators.

The Role Of Public Relations Is To Develop Various Solution Measures To The Organization In Encouraging Cognitive Use Involving The Process Of Reasoning, Concept Building, Evaluation And Problem Solving. In Addition, The Task Of Public Relations In Proposing Policies To Top Management To Establish Good Relations For The Organization And Also For The Public Involved (Rinaldi, 2015). Although Public Relations Practitioners Have Mastered Various Skills To Operate Public Relations Programs, They Will Fail Even If Their Public Relations Practices Are Not Based On Public Interest Or Social Responsibility In Terms Of Long-Term Goals. Generally, The Community Relations Programs Of An Organization Involve Several Departments Or Units Within The Organization. Of Course, The Public Relations Department Will Play An Important Role In Carrying Out The Duties And Responsibilities Given For The Success Of These Programs (Batta & Iwokwagh, 2015). Therefore, In This Article, The Researcher Wants To Observe And Investigate What Exactly The Role Played By Public Relations In The Community Relations Programs Of An Organization. Although The Role Of Public Relations Has Been Extensively Studied By Scholars, There Are Few Studies Have Investigated The Role Of Public Relations In Sports Campaigns.

Research Question

The Research Questions Are Based On The Objectives Of The Study As Stated Below;

Rq1: What Is The Role Of Public Relations In Sports Awareness Campaigns?

Rq2: What Are The Challenges, Weaknesses And Strengths Of The Public Relations Function?

Rq3: What Is The Effectiveness Of The Public Relations Approach Among Public Relations Practitioners?

Research Objective

The Purpose Of The Research Is To Examine The Role Of Public Relations In Sports Campaigns Among The Community. The Main Objectives Are As Follows:

- To Identify The Role Of Public Relations In Sports Awareness Campaigns.
- To Assess The Challenges, Weaknesses And Strengths Of The Public Relations Function
- To Identify The Effectiveness Of Public Relations Approach Among Public Relations Practitioners.

Scope Of The Study

The Purpose Of This Case Study Is To Determine The Role Of Public Relations In Developing Sports Campaigns Among The Community. By Referring To Some Reference Studies We Will Be Able To Explore In Depth The Relevant Public Relations Activities Through Qualitative Research Methods With In-Depth Content Analysis And Observation.

Significance Of The Study

The Results Of The Study As A Benchmark Of The Studies Related To The Role Of Public Relations And Sports Awareness Campaigns In Our Country. In Terms Of Practice, This Study Can Provide

Input To The Ministry Of Youth And Sports (Kbs) Malaysia In Providing The Best Services As Sports Development In Malaysia As Well As To Improve The Image And Professionalism Of Kbs Malaysia Staff. Apart From That, It Can Provide An Overview Of Public Relations As Described By The Ministry Of Youth And Sports (Kbs) Malaysia. The Limitation Of This Study Is That The Findings Only Cover The Role Of Public Relations Implemented In The Ministry Of Youth And Sports (Kbs) Malaysia And May Not Represent Other Organizations. Public Relations Policies May Differ From Other Organizations.

Background Of The Study

This Article Is Based On The Case Study On The Management Of The Kuala Lumpur 2017 Sea Games Championship. After 16 Years, Malaysia Has Once Again Been Selected To Host The 29th Sea Games And The 9th Asean Para Games. The Management Committee Of Malaysia (Masoc) Kl 2017 Has Worked Hard To Ensure That All Preparations Run Smoothly. Throughout The Sports Tournament, Many Issues Were Arising And Being Highlighted As This Tournament Is Internationally Held. This Is Crucial As Every Step Of The Management Will Get Attention And Will Easily Be Raised And Announced On Social Media If There Are Unwanted Mistakes. This Can Be Seen On How Masoc Handles The Situation, The Effectiveness Of The Strategies Used, The Role Of The Media And How To Deal With The Target Audience. An Example Is The Issue Of The Inverted Indonesian Flag And The Emblem Of The Brunei Flag. Issues Raised In The Media Have Tarnished The Image And Reputation Of Masoc.

The Public Relations' Campaign In Improving Sports Among The Community Requires Some Additional Dimensions That Posses A Good Strategy To Increase Public Interest In The Kuala Lumpur 2017sea Games And Asean Para Games. Basically, All The Affairs Of The Games From The Beginning To The End, In Terms Of Sports Opening And Closing As Well As Media Management Is Done By The Organizing Committee Of Malaysia (Masoc). The Role Of Public Relations Has Expanded To Many Areas, Making It's As One Of The Important Strategies In Helping The Business Industry To Establish Strong Relationships With Customers. However, In Disseminating The Sports Activities Carried Out To The Community Require A Public Relations Approach And Effective Strategies To Achieve Its Goals. Besides, To Determine The Role Of Public Relations In Informing The Public, Specific Research Is Needed. Many Scholars Of Public Relations Emphasize On The Importance Of Professionalism In Public Relations. Unfortunately, This Is Contrast In The General Perception Of Public Relations Is To Handle Media Relations Such As Managing Press Conferences And Writing Press Releases. Sometimes It Is A Persuasive Tool To Provide Mixed Marketing Promotion Or Publicity In Addition To Manage Reputation Or Developing An Image" (Reddy & N, 2019).

Research Design

This Research Methodology Will Present On The Research Techniques That Will Be Conducted To Investigate The Arising Issues On The Role Of Pr In The Management Of The Kuala Lumpur 2017 Sea Championship Games Tournament. This Is To Comply With Research Objectives And Research Questions. Among The Discussions Included Research Philosophy, Strategies, Approaches And Research Design, Methods, Instruments, Sampling And Implementation Of Research Surveys. This Research Is More Practical Qualitative Case Study Approach In Analyzing The Role Of Pr In Campaigns. According To J. Creswell (2002), "Data Collection In A Case Study Occurs Over "A Lasting Period Of Time". A Case Study Is An Analysis Of A Person, Event, Decision, Period, Project, Policy, Institution, Or Other System That Is Holistically Studied With One Or More Methods. The Case Is The Subject Of The Investigation Will Be An Example Of A Class Of Phenomena Providing Analytical Framework Of An Object In Which The Study Is Conducted And In Which Case Is Illuminates And Explains. " This Study Will Focus On The Role Of Pr In Organizing Kuala Lumpur 2017 Sea Games Championship Tournament Management Lead By Masoc. The Subject Of The Study Will Analyze The Role Of Pr In The Management Tournament Of

Kuala Lumpur 2017 Sea Games By Ministry Of Youth And Sport's Staff. The Case Study Involved Of The Informants Among The Staff Of The Ministry Of Youth And Sports To Identify Pr Policies Other Than Documentation Related To The Department. This Study Will Hold An In-Depth Interview Session With Staff For More Information.

In-Depth Interview

Interviews Methods Will Be Used In This Research Studies To Obtain Information From Pr Practitioners And Top Management. The Information To Be Explored Is How Pr's Role Is To Develop, Implement And Maintain Their Management Campaign For The Kuala Lumpur 2017 Sea Games. The Objective Of In-Depth Interviews Is To Explore The Opinions Of Informants. It Will Study The Aspects Of Communication, Knowledge And Interpersonal Behaviour. Somehow, Changing Of Ideas Between Researchers And Participants Will Meet Expectations. It Will Be Advisable In A Few Informants To Develop A Reliable Focus And Results From The Interview. It Is An Intensive Process In Identifying Relationships In Research. Position Classification For Eight (8) Informants Are Four (4) People Of Management Officers From Kbs Sports Development Division, Kbs Youth Development Division, Malaysian Sports Commissioner And Youth And Sports Of Kuala Lumpur And Four (4) People Of Operating Officers From Kuala Lumpur 2017 Secretariat.

Findings And Discussions

The Results Of The Study Show The Finding Of Research On The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Games, Sports Challenges And Competencies Among Kbs And Masoc Members As Stated In The Research Objectives. Perhaps The Results Of These Findings Can Explain In A Broader Scope The Role Of Pr. This Study Is Compiled Around Three Main Themes Which Are Main Theme 1 "The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Sports Tournament". Key Theme 2: Challenges, Strengths And Weaknesses Of The Role Of Pr. Key Theme 3: The Efficiency Of Pr's Role In The Management Campaign For Kuala Lumpur 2017 Sea Games.

Key Theme 1: The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament

Most Informants Have Interpreted That Pr Is Defined As Core Value Of An Organization In Representing A Good Organizational Image.

"I Can Say That Pr Is The Core Value Of The Organization Where It Represents The Good Image And Goodwill Of The Organization. Pr Is An Important Tool That Is Also Used To Promote The Branding Of The Company And Strengthen The Relationship With Its Customers Or Customers." (Informant A1)

Response To Pr's Role In The Organization Quoted By Other Informants:

"Pr Represents The Front Page Of The Organization. Its Role Is To Encompass The Good Image Of The Organization And Society. The Role Of Pr Is To Develop Various Relationships With The Public And Its Audience". (Informant A2)

The Informant Basically Emphasizes That The Key Role Of Pr Planning In Developing Specific Relationships With The Public. Pr Practitioners Are Important People In Producing Information.

"The Main Role Of Pr Practitioners Is To Plan And Implement Strategies To Build Specific Relationships Between Organizations And Stakeholders. Pr Practitioners Are The People Responsible For Producing Valuable Information For The Audience." (Informant A3) "

Based On The Pr Issue, Some Members Have Repeatedly Emphasized The Importance Of Pr's Role In The Management Of The Kuala Lumpur Sea 2017 Games Tournament. Excerpts As Below:

"It Is Very Important Because You May Need An Effective Approach To Influence The Behavior Of The Community And Cultivate Their Understanding Of Environmental Issues. It Is Not An Easy Task. The Role Of Pr Not Only Seems As An Educator But Sometimes Plays A Role As A Promoter "(Informant A4)

In Another Session, One Of The Staff Understood The Relationship Between Pr And The Organization. This Can Be Seen In The Quotation Of A Certain Staff As Follows:

"Pr Is Actually A Medium For Developing Mutual Understanding With Organizations. These Organizations Will Rely On Pr Strategies To Enable Them To Develop Social Interactions And Obligations. You Can See How Important It Is When You Really Need It." (Informant A5)

The Function Of Pr In Developing Environmental Awareness Campaigns. One Of The Informants Is Mentioned Below:

"Basically, We Organize Awareness Campaigns Such As School Speaking Programs To Attract Students, Exhibitions, And Many Other Programs. This Can Be Done In Many Places Such As Industry, Government Offices And Public Areas And Others." (Informant A6)

Informants Have Given Their Eyes On Pr Tools To Run Awareness Campaigns. It Quotes That:

"Among The Pr Tools Used In Running The Campaign Are Brochures, Brochures Materials, Exhibitions And Materials, Advertisements, Press Releases And Articles. Nowadays, We Need More Sophisticated Tools To Enhance The Campaign Such As Using Social Media, Websites And Multimedia ". (Informant A5)

Pr Also Builds Relationships With The Audience. Among The Informants Mentioned That

"In These Campaigns, We Usually Have Our Target Group And We Develop A Special Network With Them. For School Programs, We Need To Work Closely With The State Education Department (Ppd) And The State Youth And Sports Department To Mobilize Activities And Have A Synergistic Effect To Improve The Campaign. We Need To Form Specific Groups And Committees To Increase Activities And Increase Support From Other Agencies And Corporate Companies ". (Informant A1)

Key Theme 2: Methods, Barriers And Problems

Pr Manages This Strategy Mainly Involving Public Participation In The Campaign. The Informant Is Referred To As:

"To Develop A Pr Strategy, Long-Term Planning Is The First Things We Need To Do. What We Will Achieve In The Future. Of Course There Will Be An Immediate Progress Along The Way But At The Same Time We Must Continue To Campaign In Gaining Support Of The Activity. More Importantly, Pr's Strategy Is To Win The Battle To Ensure The Campaign Succeeds. " (Informant A3)

The Informant Has Explained More About How Pr Affects Public Campaigns.

"Those Who Are Able To Utilize Pr Strategies Can Influence The Public. Let's Say We Need To Reach Out To Students At School, The Campaign Method Must Be Flexible And Reliable To Capture Their Interest. We Must Continue To Update Information Using Multimedia Support, Exhibitions And Briefings. Pr Characters Especially Our Personal Experiences And Abilities Can Help Convey All The Messages To The Audience ". (Informant A5)

Audience Is The Main Target For This Campaign. The Informant Quoted It:

"There Are Many Campaign Target Groups. For Sports Activities, We Focus On Higher Schools And Institutions Because They Are The Most Active Group. That Is Why In The Long Term, We Need Their Support To Jointly Support The Inaugural Sports Activities Which Was Held For The First Time. In Addition, Other Target Groups Are The Community And Industry ". (Informant A4)

Main Challenge Of Pr Role. The Informant Replied That:

"The Main Challenge In The Role Of Pr Is To Convey The Message To The Community Using The Right Media. How Will We Influence The People To Change Their Minds And Behavior?. This Is One Of The Biggest Challenges In The Role Of Pr Especially When Facing Unexpected Issues. The Media Used Is Very Important To Ensure In Convincing Them Effectively. For Example, What Kind Of Communication Methods Are Usually Practical To Provide Accurate Information To The Public?. There Are Many Pr Tools That Can Be Used Such As Through Press Releases, Web Announcements And Social Media ". (Informant A2)

The Weakness Of Pr Role Is Also Mentioned. It Is Stated That:

"The Downside Of Pr Role Is We Cannot Rely To Only One Strategy In Conveying The Message. Sometimes We Have To Use A Lot Of Pr Strategies To Influence The Audience Or The Public. Public Acceptance Is Very Important To Mark The Success Of The Campaign". (Informant A2)

The Informant Also Cited The Strength Of Pr's Role:

"The Strength Of Pr's Role Is That We Can Develop Verbal And Non-Verbal Interactions With The Public And Variety Of Options And It Depends On How We Combine Strategies". (Informant A4)

Problems Regarding The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament.

"The Problem In Running Awareness Campaigns Is Incentive Support Which Can Sometimes Help In Organizing Such Campaigns. Especially When In School, Incentives Or Special Gifts Can Motivate The Audience In Making The Campaign More Lively, Cheerful And Fun. So Far We Have No Problem In Getting Volunteers Considering The Organization Of This Sport In Addition To Getting Incentives They Can Also Get Valuable Experience ". (Informant A1)

Pr Spreads Messages Of Campaign To Key Target Audiences. The Informant Replied That:

"There Are Many Options Giving Opportunity In Choosing To Convey The Message. But The Most Concern Is The Extent To Which The Media Is Effective. We Want To Develop Relationships With The Public In The Long Run. The Messages Must Not Only Be Delivered Verbally But Also As Practical Methods To Instilling Culture. For Example In Talk Sessions, We Also Hold Running Programs (Marathon) To Engage Their Interest In Sports Culture ". (Informant A4)

Pr Role By Coordinators, Educators, And Professionals In Campaigns. Informants' View That:

"All Of Them Are Very Important People Who Support The Campaign. Their Role Can Change In Many Ways And Can Be Used In Their Own Field. Professionals Have Their Own Strategies To Develop Awareness Campaigns. All Parties Must Work Together To Achieve Campaign Goals." (Informant A3)

Key Theme 3: The Efficiency Of Pr's Role In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament

Factors Of Critical Success In The Role Of Pr Practitioners Described By The Informants Are:

"An Important Factor For The Role Of Pr Is To Communicate Using Practical Tools To Convey The Message. The Application Will Depend On The Experience Gained From Frequent Awareness Campaigns. We Will Not Be Able To Deliver Effectively If We Do Not Face The Real Situation Before. This Session Can Be Handled With Smoothly If We Do The Initial Preparations And Know How To Deal With This Situation ". (Informant A2)

In Requiring The Feedback From Awareness Campaigns, Respondent Have Their Views On The Matter:

"Usually, We Can Get Immediate Reactions From The Audience. Unless, Different Methods Need To Be Used In Reaching Out The Public. For Example, We Can Use Of Static Exhibitions Or Distributing Posters And Browsers. Unfortunately, This Methods Will Take Longer To Get Feedback." (Informant A2)

An Important Tool That Can Make A Big Impact Towards The Pr Approach, The Informant Replied That:

"The Most Important Tool That Can Have A Good Impact Is To Use A Public Speaking Approach. Why?. This Is Because The Impact And Immediate Response From The Audience Can Be Observed. When We Say Something About Awareness Campaigns, We Need Some Kind Of Motivator Reaction To Optimize Opportunities When Meet The Audience Or The Public ". (Informant A4)

In Creating More Impact On Audience Attitudes, Beliefs, Values, And Behaviors Intended In Communication Campaigns, Informants Cite That:

"Multiple Promotional Tools Need To Be Used. To Gain Real Situation We Need To Use Some Audio Visual For More Understanding Of The Message Content. This Is To Change The Attitudes, Beliefs And Values And Behaviors In Question. The Most Important Thing Is That We Need A Practical Approach And Campaigning More Successful ". (Informant A3)

Differences In The Role Of Pr In The Organization Described By The Informant:

"The Role Of Pr In The Organization Is Its Main Goal. The Role Of Pr In The Industry Works In Promotion And Advertising. Meanwhile, The Non-Governmental Community Works To Educate Its People". (Informant A5)

The Importance Of The Role Of Pr In The Organization Is Perceived By The Informants:

"The Role Of Pr Is To Protect The Image Of The Organization. The Role Of Pr Can Actually Build A Broader Relationship With The Outside World. It Can Analogy As A Changing Agent." (A4 Informant)

The Role Of Pr In The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament Is Mentioned As:

"The Role Of Pr In The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament Is Actually To Increase Public Support, Change Of Mind, Change In

Character's Behavior, Psychology And Motivation". (Informant A5)

Reasons To Organize The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament As Quoted By The Informant:

"We Are Organizing The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament Because We Need To Cultivate The Understanding, Promote Sea Sports, The Rimau Mascot And Inspire The Spirit Of" Rise Together ". (Informant A1)

Suitable Time To Organize The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament.

"Awareness Campaigns Usually Depend On The Event Organizer To Determine Suitable Date To Organize The Campaign. For Schools, They Prefer During Curriculum Days Or School Periods And As For Community Programs They Usually Prefer Weekends." (Informant A1)

Participation In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament, The Informant Reflected That:

"During The Campaign, There Is No Limitation Of People Involvement. They Consists Of Organizers, Exhibitors, Political Staff And Residential Associations Ranging Ages From Young People To Old Age". (Informant A4)

Pr Tools Use In Environmental Awareness Campaigns As Described By Informants:

"An Important Tool In The Campaign Is Through Various Strategies; Talk Programs, Briefings, Competitions, Exhibitions, Etc." (Informant A3)

Discussions

Pr Is Defined As Core Value Of An Organization In Representing Good Image And Goodwill Of An Organization. Pr Is An Important Tool To Promote The Branding Of A Company And Strengthen Relationships With Its Customers Or Clients. Main Role Of Pr Practitioners Is To Plan And Implement Strategies To Develop Specific Relationships Between The Organization And Its Stakeholders. Pr Practitioners Are The People Responsible For Producing Information To The Audience. The Role Of Pr Is Important In The Management Of The Kuala Lumpur 2017 Sea Games Tournament Management Campaign As You May Need An Effective Approach To Influence Public Behavior And Foster Their Understanding Of The Arise Issues. Besides, The Role Of Pr Is Not Only Seen As An Educator But Sometimes Plays A Role As A Motivator, Organizer Or Moderator. Pr And Organizations Have A Close Relationship. Pr Is Actually A Medium To Develop Mutual Understanding With Organizations That Rely On Pr Strategies To Enable Them To Develop Social Interactions And Obligations (Holzhacker, Wittek, & Woltjer, 2015). Pr Plays A Role In Developing Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament By Using Specific Approaches Such As School Discussion Programs To Educate Students, Exhibitions, Demonstrations, Competitions, And Many Other Programs. This Can Be Done In Many Places Such As Industry, Government Offices And Public Areas.

Methods, Obstacles And Problems

Pr Strategies Mainly Involve Public Participation In Campaigns. To Develop A Pr Strategy, Long-Term Planning Is Needed. We Need To Think In The Aspect Of What We Will Achieve In The Future. Of Course There Will Be An Immediate Progress Along The Way But At The Same Time, We Must Continue To Support The Activity. The Most Important Things In Pr's Strategy Is To Win The Battle To Ensure The Campaign Will Be Successful. Pr Influences Public Campaigns Using The Best Pr Strategies To Influence The Public. Flexible And Reliable Of Public Approach For Campaign Methods To Capture Their Interest. Update Information Using Multimedia Support, Exhibitions And Briefings. Personal Experiences And Abilities Can Help Convey All The Messages To The Audience. Audience Is The Main Target For This

Campaign. For Sports Activities, We Can Focus On The Most Active Group Among All. We Need Their Support To Adopt The Environment In The Future. In Addition, Community And Industry Among The Target Groups. Main Challenges, Weaknesses And Strengths Of The Pr Role. The Main Challenge In The Role Of Pr Is To Convey The Message To The Public Using The Right Medium. The Media Used Is Very Important To Ensure That It Can Convince Them Effectively (A.L., K., A., & S.B., 2017). For Example, Type Of Communication Method To Explain The Issue Of Inverted Flags And Inverted Logos. There Are Many Kinds Of Pr Tools That Can Be Used Such As Press Releases, Interviews And Through Social Media. The Disadvantages In The Role Of Pr Is That We Cannot Rely Solely On One Strategy In Conveying The Message. Sometimes We Have To Use A Lot Of Pr Strategies To Influence The Audience Or General Public. Public Acceptance Is Very Important To Mark Our Success In Providing Accurate Information To The Audience On Issues That Arise (Jerde, 2017). The Strength Of Pr's Role Is Able To Develop Verbal And Non-Verbal Interactions With The Public And Left Us Varied Of Choices And Depends On How We Incorporate The Strategies. Fortunately, Incentive Support Might Be One Of A Kind Of Problem Solver While Running Awareness Campaign. Especially When At School, Incentives Or Special Gifts Can Motivate The Audience To Make The Campaign More Lively, Cheerful And Fun. The Organizers Did Not Face Any Major Problems In Making The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament Through Volunteers Appointed Because The Applications Received As Volunteers Are Very Encouraging.

Efficiency Of Pr Role With Kbs And Masoc

One Important Success Factor For The Role Of Pr Is To Communicate Using The Right Tools To Convey The Message. How Precisely These Tools Will Depending On The Amount Of Experience To Gain Rather Than Running An Awareness Campaign. Without Experience, We Cannot Act Effectively Because We Have Never Faced A Real Situation Before. For Example, You May Find That In Conveying A Message, There Are Many Obstacles And Errors That Come During The Promotion Process. This Session Can Be Handle Smoothly If We Prepare Ourselves In Advance And Know How To Deal With This Situation. Apart From That, Immediate Reaction Can Be Gain From The Audience Unless We Use Different Methods Of Approaching The Public. For Example, By Using Static Exhibits Or Distributing Posters And Browsers. This Will Take Longer To Get Feedback. The Role Of Pr In The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament Is Something That Extends The Role Of Pr, Especially Involving Educators And Motivating The Community – In Schools. Communicate Messages, Promote Awareness, Interact Directly With The Public, Share Innovative Ideas, Organize Campaigns To Clean Up And Recycle The Public And Convince Households.

The Strength Of Pr's Role Is Actually Flexible In Terms Organization Of Activities. Whether The Program Is Large Or Small, Not Only Is It Limited In Schools But We Can Expand It To Other Groups Of People. Some Awareness Campaigns Do Not Rely Too Much On Budget Allocation. By Using The Power Of Pr Influence, We Can Actually Convince Corporate Companies To Contribute Or Support The Event. Role Of Pr In Kbs And Masoc In The Campaign Management Of The Kuala Lumpur 2017 Sea Games Tournament Involves Not Only Planning And Implementing Sports Campaigns But Also Handling Event Management And Media Relations. This Is One Of The Roles Need To Be Fulfil By Kbs And Masoc Corporate Communications Staff.

Summary Of Findings

The Management Campaign Of Kuala Lumpur 2017 Sea Game Tournament Was Held In Need To Educate The Community And Increase The Involvement And Participation Of Spectators Or Publicity In Various Activities Towards. There Are Many Strategies To Run The Management Campaign For The Kuala Lumpur 2017 Sea Games Tournament. Besides In Schools, Industries, Offices, Shopping

Complexes, Public Places And Residential Areas. This Campaign Can Be Any Form Of Activity Related To Promoting Sea Sports Organized With Target Audience Such As Competitions And Runs. The Success Of The Awareness Campaign Depends On The Organizers Of The Campaign. Usually During The Campaign, Participations Were Among The Organizers, Exhibitors, Political Staff And Residential Associations. There Are Actually Many Types Of Campaigns But Somehow Usually Work Closely With Local Authorities And Others. The Campaign Tools Are Through A Variety Of Strategies; Talk Programs, Briefings, Competitions, Exhibitions, And So On.

Pr Represents Front Liner Of The Organization. Its' Role Become Reflection Of A Good Organizational And Community Image (Bengtsson, 2018). The Role Of Pr Is To Develop Various Relationships With The Public And Its Audience. The Various Roles Of Pr In The Organization Are Its Main Goal. The Role Of Pr In The Business Industry Works Progressively In Promotions And Advertising Tools. Meanwhile, For Pr Non-Governmental Organizations (Ngos) They Focus On Educating Their Community. The Importance Of Pr Role Is To Protect The Image Of The Organization. The Role Of Pr Can Actually Build Extensive Relationships With The Outside World. Somehow, It Actually Acts As A Changing Agent. The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament Is Actually To Increase Public Alertness, Change Of Mind, Changes In Character Behavior, Psychology And Motivation.

The Role Of Pr In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament Is Able To Extend Knowledge About The Existing Role Of Pr In Educating And Motivating The Audience. The First Objectives Is The Role Of Pr And Aims To Find Out On How Elements Of Professionalism Are Built Among Pr Practitioners. Most Informants Responded By Saying That Pr Is Very Important To Get Public Feedback And Build Relationships With The Community As Well As Influence Public Behavior. The Second Objectives Focuses On The Challenges, Obstacles And Problems In Practicing Pr. The Informant Says That The Biggest Hurdle Is How To Determine The Target Audience And The Best Method Used So That The Campaign Program Conducted Directly To The Target Audience Especially In Explaining The Issues That Arise. In The Third Objectives, It Is Related To The Efficiency Of Pr's Role In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament. According To The Informant, The Success Factor Of A Pr Practitioner Is To Get Positive Feedback From The Community Through A Very Effective Pr Tool.

Conclusion

The Scope Of The Study Can Be Expanded To Investigate The Role Of Pr In The Campaign Management Practice Of The Kuala Lumpur 2017 Sea Games Tournament By Other Prs In Malaysia. Research On The Role Of Pr, The Challenges And Importance Of Pr Strategies In Disseminating Information On The Management Of The Kuala Lumpur 2017 Sea Games Tournament Management Campaign Deserves To Be Introduced. The Effectiveness Of Pr's Role In The Management Campaign Of The Kuala Lumpur 2017 Sea Games Tournament Can Be Obtained From The Target Audience Using Quantitative Research Style.

The Strength Of Pr's Role In Kbs And Masoc Is In Fact Flexible In Using The Power Of Pr's Influence. Pr Practitioners At Kbs And Masoc Must Be Experienced In Delivering Messages To The Public. The Effect Of The Pr Approach On Kbs And Masoc Is The Frequency Of Success.

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