

## PUBLIC RELATIONS STRATEGY OF PT ANGKASA PURA II (PERSERO) IN SOCIALIZING THE SMART AIRPORT DEVELOPMENT PROGRAM

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### ABSTRACT

*Now on technology has a significant role in human life. The development of science and modern technology has changed human performance. Digital Era has transform the world at once human thought in communicating. Changes in the digital era affects the communication lines of the company, for the example is in Public Relations World. One of the challenges as a public relations is to face changes in digital era. With the developments in digital era, one of the State-Owned enterprises engaged in the airport services and airport related services in Western part of Indonesia as known as PT AngkasaPura II (Persero) have a development program called 'Smart Airport'. Smart airport it self is a program to respond the challenges in digital era. However, there is a lot of public who does not know about the development program smart airport it self. This is where as public relations in AngkasaPura II have to work hard to socialize the development program. Division of public relations in AngkasaPura II have to work hard to socialize the development program to the public to avoid misunderstandings or different perception between the purpose and goals from the development program Smart Airport it self. The purpose of this research is to know what strategy that division of public relations in AngkasaPura II used to socialize the development program Smart Airport. The theory that researcher used is POAC theory. The method of this research is qualitative and tend to the descriptive research. The data collection is done in two ways, primary data in depth interviews and secondary data is obtained by the results study of literature and written sources that already exist. The result of this research is shown that the strategy in division of public relations AngkasaPura II has done socialize the development program quite well. Their socializing the development program through social media and conventional media to spread the informations regarding to the development program Smart Airport.*

**Key Words :** *Strategy, Public Relations, Socialization, POAC Theory.*

### Introduction

In this dynamic global era, technology has played an increasingly significant role in human life. The development of modern science and technology will certainly have an impact on the emergence of various changes in human performance. Almost all aspects of life today are all digital. This is the answer to unlimited knowledge. Where every tool generated gave birth to innovation better than the previous generation. The development of technology will certainly bring a good impact in the future or bad impact.

The digital age has devastated the world as well as human thinking in communicating. Changes in the digital era this impact on the lines of communication made by the company, one of which is the world Public Relations. Profession as public relations (PR) or public relations (public relations) is plural sound ears many people. Almost all activities, whether related to individuals, organizations, or companies, the role of public relations is needed to support the smoothness to the success of the program activities.

One of the challenges of public relations at this time is to face changes in the digital age. Therefore, public relations practitioners should be able to perform various innovations related to public relations activities. Public relations fore clearly not just launching, media gathering activation, and others, but in every program that is done must have added value that can be directly utilized as well as felt by the public.

One of the State-Owned Enterprises namely PT AngkasaPura II (Persero) engaged in airport service business and airport-related services in the area of West Indonesia Indonesia is certainly trying

to follow the changes and follow the development in this digital era. In responding to the challenges in this digital era, public relations practitioners AngkasaPura II must have a well-planned, long-term and short-term program that is carefully planned and carefully so that it will get tangible results and the program is also related to the objectives company.

To realize the Smart Airport development program themed "Airport Go Digital" is certainly very necessary role of public relations division in socializing Smart Airport program is. This socialization activity is very important because if a program conducted by a company does not implement a socialization, then the program can not run as expected. Of course, reliable public relations strategies are needed to make the airport smart program work properly and in line with the company's expectations. These strategies are aimed at working on stakeholder perceptions to achieve the goals set by the organization or company. With the right target strategy (Karpagam.R 2016), the company can make the efficiency of funds and energy and can realize the goals that have been set.

Currently Smart Airport development program is still a lot of parties who do not know more about the purpose of the Smart Airport development program.

This is where the public relations role AngkasaPura II work as closely as possible to socialize the Smart Airport development program. AngkasaPura II public relations division should be able to socialize this program to the public so as not to misunderstand the perception between the intent and purpose of this Smart Airport development program. It has become a function of the public relations division as a bridge to the public.

Based on the above problems, the researcher is interested to examine and observe how public relations strategy of PT AngkasaPura II (Persero) in socializing a program, so that the researcher take the title of research with title "Public Relations Strategy of PT AngkasaPura II (Persero) in socializing development program Smart Airport "

The purpose of this research is to know how public relations strategy AngkasaPura II in socializing Smart Airport development program. This research is expected to provide benefits to academic studies and theoretical development, as well as provide practical benefits of PT AngkasaPura II (Persero) in running a public relations strategy to socialize a company program.

## **Literature Review**

### **Public Relations**

"All planned forms of communication, whether in and out, between an organization and all its audiences in order to achieve specific goals based on mutual understanding". (Yadin, 2003).

According to the (British) Institute of Public Relations (IPR) the definition of "Public Relations is the overall effort made in a planned and sustainable in order to create goodwill and mutual understanding between an organization with all its consequences .

Public relations as a liaison organization or institution in achieving its goals requires a systematic planning. Systematic planning is done to create positive mutual understanding and public understanding.

In essence, public relations is a management function in which the function supports the existence of good relations and cooperation between organizations with the public. (Harlow, 2012) states that:

Public relations is a management function that will support the fostering and maintenance of shared pathways between the organization and its public regarding communication, understanding, acceptance, and cooperation involving management in problems or issues helping management to know public opinion, establishing and emphasizing responsibilities.

Various the development of public relations understanding there are several equations that are summarized in the keyword. (Wicoy, Ault and Age, 2002), from various definitions of public relations a number of keyword reminder definitions that include:

#### **Deliberate**

Public relations activities are essentially deliberate or intentional activities. It is intentionally done to influence increase understanding, provision of information, and obtain feedback.

#### **Planning**

Public relations activities are organized or organized. So he must be systematic, done through careful analysis with the help of research.

#### **Performance**

Effective public relations should be based on real policies and performance. There is no effective public relations activity without basing itself on the organization's responsiveness to the public interest.

#### **Public Interest**

The fundamental reason of a public relations activity is to meet the needs of the public. Not solely to help the organization to increase profits as much as possible. Ideally public relations activities should be able to balance the company's profits with market advantage.

#### **Two Way Communications**

In many definitions of public relations it is simply interpreted as a communication activity in the form of information dissemination. Basically public relations activities must be returned to the real meaning of communication, that is sharing information.

#### **Management Function**

Public relations will be effective if it becomes part of the decision-making process within an organization's management. public relations involves counseling attitudes on other parties. So public relations not only spread the release or just take care of company's operating procedure or even just a receptionist.

Based on several definitions of public relations above, it can be concluded that public relations is the whole activities undertaken by a company / institution in order to organize and communicate everything in order to achieve mutual understanding between the organization and the intended public so that it can bring benefits for the organization or institution concerned.

1. The essential elements in the definition of Public Relations
2. Judging from the definitions of public relations include the following elements:
3. Conduct a planned and sustainable program as part of organizational management.
4. Handles relationships between the organization and its stakeholder public.
5. Monitor awareness, opinion, and behavior inside and outside the organization.
6. Analyze the impact of policies, procedures, and actions on public stakeholders.
7. Identify policies, procedures, and actions that conflict with public interest and organizational survival.
8. Advise management on new policy formations, new procedures, and new actions that are equally beneficial to the organization and the public.
9. Establish and maintain two-way communication between the organization and its public.

Create measurable changes in awareness, opinions, attitudes, and behaviors within and outside the organization, Produce new or permanent relationships between the organization and the public.

The above nine elements show the correlation or functional relationship of public relations with management in an effort to achieve the goals and objectives of the organization in which public relations and management is a continuous process. Based on the above description, the researcher explains that a public relations person must know and understand about everything that exists on the external public.

### **Objectives of Public Relations**

1. Public relations is basically activities which aims to obtain goodwill, beliefs, mutual understanding and the image of a good from public or general public. Other purposes is the development of public opinion fun of a social institutions, economy, or political. public opinion is not a form of the form and the nature of real, but is a collection of belief, illusion, and view rational describing the attitude of individual - individual that make up the public, which is a group of people with the interests of the same have a same opinion of a problem that lead to a conflict or is controversial. in addition, the activities of public relations also aims to form a tolerance each other cooperation (mutual understanding), and respectful (mutual appreciation) and obtain public opinion that favorable, image, right based on the principle - The principle of a harmonious relationship good relationship into (internal relations) and the relationship out (external relations). in the concept, functions public relations when run task of operation, both as communicator, mediator, organizers, are as follows (Onong, 2015) :
2. To support management activities in achieving organizational goals. relationship harmony between the organization with public internal and public external.
3. Creating a two-way communication with the spread the information of the organization to the public and channel public opinion to the organization. serve pulik and advise the leadership of the organization for the public interest.
4. Operational and organizations public relations is how to build a harmonious relationship between organization with the public, to prevent psychological barriers, both arising from the organization and from the public.

### **Role and Functions of Public Relation**

According to Ruslan a major role of public relations are as follows:

1. Public Relation is a mean of communicator or link between the organization or institution is represented by the public.
2. To build a positive relationship and mutually beneficial to the public. role back up management, ie, as support in the management functions organization or company.
3. Public Relation is a form of corporate image, the meaning role of public relations trying to create the image for the organization or institutions.

If described in detail, four major role of public relations (communicator, relationship, back up management, and corporate image) is as follows.

First, the Act as communicator in communication activities in the organization of the company, the process takes place in the two-way reciprocal (two way traffic reciprocal communication). in this activity is the one hand perform functions communication in the form of the delivery of information, on the other hand communication take place in the form of messages and creating the public opinion (public relations).

Second, build or relationship (relationship) positive and well with the public as target, that the public internal and external, especially in creating mutual trust (mutually understanding) and mutual

benefit together (mutually symbiosis) between the institutions / organization of the company and the public.

Third, the role of the back up management that as a supporter of the management function organization or company.in the management science (Ruslan, 2005: 9), the term function shows a stage of the work a clear and can be distinguished, even separate from the stage with other work. It is similarly function of public relations described in section next. So that the function of public relations attached also in the management functions.to achieve the goal of the management functions, according to the theory that management process through phases of the famous, stands for planning, organizing, actuating (intensification), and controlling. Management functions of the next followed other elements involved in the process of doing two-way communication to support activities of other departments involving company's strategy.

### Strategic Public Relations

Strategic public relations define strategy as a way to achieve a final result. The final results concerning the goals and objectives the organization. There are strategy broad for the entire organization and competitive strategy for each - each activity (Oliver, 2002)..

Meanwhile, strategy functional directly competitive strategy. Strategy was described as the direction selected organization for followed in achieving its mission. Proposed strategy is essentially planning and the management to achieve a purpose. While according to Robbins quoted in introduction of public relations strategy to the public relations professional define a strategy for the determination of long-term goal company and determined direction of action and get the source - source necessary to achieve the goal. Researchers can take the conclusion that, strategy is an important factor in the launch of a program that will run, if the strategy of both the result will good (Effendi, 2003).

#### 1. Steps in Developing Strategy

- a. Strategy also perform various stages in the process, outline strategy through three stages, namely: the formulation of strategy first step is done is formulate a strategy that will be conducted. has referred to in it is the development goals, on opportunities and external threats, set the strength and weaknesses internally, set a objectivity, producing strategy alternative and chose a strategy for implemented. in the strategy also defined an attitude to decide, expand, avoid, and make a decision in the process of activities.

- b. Implementation

After we formulate and choose the targeted strategy set, then the next step is implement strategies set it. in the implementation phase strategy selected in desperate need of commitment and cooperation in the implementation strategy, if not then the formulation and analysis strategy will only be a dream far from the fact. Implementation strategy relies on the allocation and organization of the resources are placed through the determination of organizational structure and the mechanism of leadership run with culture and the organization.

- c. Strategy Evaluation

Last stage of the strategy is the evaluation of the implementation strategy. evaluation strategy is required for the success of which can be achieved can be measured to set the next destination. evaluation of a benchmark for strategy that will be held back by an organization and evaluation is necessary to ensure the target stated has been achieved. there are three kinds of basic steps to evaluate the strategy, namely:

- 1) To review the factors external and internal the basic strategy. As for the changes that there would be the obstacles in achieving goals, similarly internal factors that among them are that strategy is not effective or the results of the implementation of a bad can result in a bad also for the results will be achieved.

- 2) To measure the achievement (compare the expected results with the fact). Process can be done to investigate the storage of the plan, evaluate the performance of individual, and listen to observe progress towards the delivery of the target stated. The criteria to evaluate the strategy should be able to measured and easy evidenced, criteria predict the more important than the criteria revealed that occur.

- 3) To establish the corrective action to ensure that the achievement in accordance with the plan. in this case do not necessarily strategy that there is left or have to formulate brand new strategy. corrective action required when action or results not in accordance with the imaginable original or achievement expected.

### *Public Relations*

Strategy is a broad-based formula of how businesses compete: what goals to achieve and what policies are needed to achieve those goals. While Adnanputra public relations expert said that strategy is part of a plan, while the plan is a product of a planning, which in the end planning is one of the basic functions of the management process. Referring to the pattern of public relations strategy, then according to Ahmad S. Adnanputra provides limits of understanding about the strategy of Public Relations, among others "the optimal alternative chosen to be taken to achieve the goal of Public Relations within the framework of a public relations plan (public relations plan)" (Robson , 2003).

A public relations strategy is how a public relations officer can analyze the environment, strategy, implement the strategy, control the strategy. Wheelen and Hunger state that public relations strategy is an activity process by scanning the environment, strategic formulation, strategy implementation, evaluation, and control (Lubis, 2002).

Public relations provides a management function that communicates to generate understanding and acceptance. Public relations in the purpose of strategy, namely to read the obstacles that arise from the outside and can overcome in order to achieve corporate objectives.

Public relations contributes enormously to the company by developing harmonious relationships with its aims.

Developed the steps of Public Relations strategy as follows (Kasali, 2002):

1. Determining the company's mission. Includes general statements about the intentions of establishment, corporate philosophy and objectives.
2. Develop a company profile that reflects the company's internal conditions and company's capabilities.
3. Assessment of the company's external environment, both in terms of competitive spirit and in general.
4. Analyze the opportunities available to the environment.
5. Identify the desired option that can not be completed to meet the demands of the company's mission.
6. Selection of strategies on long-term objectives and outline strategies needed to achieve specific objectives.
7. Annual objectives and short-term plans that are aligned with long-term objectives and an outline of the objectives.
8. Implementation of the above by using the resources listed on the budget and marrying the plan with human resources, technology structure and possible remuneration system.
9. Review and evaluate the things that have been achieved in each short term as input for future decision making.

Socialization

#### **1. Socialization**

Socialization can be interpreted as an individual learning process to recognize and appreciate the norms and social values so that the formation of attitudes to behave in accordance with the demands or behavior of the community. According to Big Indonesian Dictionary, socialization is an attempt to socialize something so that it becomes known, understood and lived by the community. Understanding socialization according to social theories also states that socialization is a two-way

process. In this case, society is not only a target of socialization, but also an active agent to influence the content and results of the process.

Socialization in a policy itself means giving information to the community about a policy. According to Narwoko and Suyanto as quoted SukmawatiHerlina (2009: 3), "socialization can be interpreted as an activity of dissemination of information by certain institutions to the community". Socialization can be done through face to face directly and through the media. Socialization is also a process that is of great significance for the continuity of the orderly state of society.

Socialization is a social process in which individual individuals get the formation of attitudes to behave in accordance with the behavior of people in the group. Socialization can also be defined as a social process that occurs when an individual experiences and implements the norms of the group in which he lives so that he will be part of his group (Soekanto, Dhoiri, et al, 2007: 79). Based on some understanding of socialization above that basically socialization is a process of recognition or dissemination of information about something that exist within the scope of society that can affect the formation of attitudes and behavior of a person. Socialization also allows individuals to adapt to the customs and norms that exist in a society.

### **Social Media**

Media socialization is instrumental in the formation of an individual's personality as revealed that the existing socialization media include the following (Dhoiri, et al, 2007).

#### 1) Family

The family is the initial media of a socialization process. Once the baby is born, it has to do with both his parents, his brothers, and perhaps with his closest relatives.

#### 2) Play Group

In terms of sociology, play groups are also called peer groups. At the age of the children the play group includes friends, neighbors, family, and relatives. In adolescence, the game group develops into a wider group of friendships.

#### 3) School Environment

In the school environment, a person learns new things they have never found, either in the family environment or in play groups. Formal education prepares a child to master new roles in the future, when they are no longer dependent on their parents.

#### 4) Work Environment

The work environment also has a great influence on the formation of one's personality. The influence of the working environment is generally settled in a person and difficult to change, especially if the concerned long enough to work in the environment.

#### 5) Mass Media

Mass media consisting of printed media (newspapers and magazines) as well as electronics (radio, television, and internet) is a communication tool that can reach the wider community. Mass media is identified as a socialization media that affect the behavior of the audience. Messages delivered through electronic mass media can lead audiences toward prosocial or antisocial behavior.

Based on the above opinion it can be concluded that, socialization activities will not be separated from the media as a distributor and supporting the flow of information. Media as a distributor of information either directly or indirectly is a container / place to conduct socialization activities. Direct socialization media is the dissemination of the flow of information that is done directly with face to face to the audience through the environment either family, group or work environment. While



indirect media socialization is the dissemination of information through intermediaries such as electronic media or mass media. Both support each other to create public understanding.

#### Forms of Socialization

Socialization activities are the main thing before the policy is implemented. Socialization is needed as a medium of information delivery to the public. Implementation of socialization can be implemented in various forms and activities. Socialization is divided into two types namely primary socialization and secondary socialization (Berger and Luckman, Dhoiri, et al., 2007)

##### 1) Primary Socialization

Primary socialization is the first socialization experienced by individuals as a child. At this stage, the child begins to recognize his family, and takes place before the child enters a wider environment such as the school environment.

##### 2) Secondary Socialization

Secondary socialization is the next stage after primary socialization. In this stage known the process of desocialization, which is the process of lifting the old identity and followed by resocialization, namely the provision of new identity obtained through social interaction.

The form of socialization is distinguished by its goals and objectives. Primary socialization is the first run socialization as a function of formation. Furthermore, secondary socialization is the next process of primary socialization which serves to introduce. (Ihromi, 2004), the stage of socialization that is:

1) Primary socialization, as the first socialization undertaken by the individual as a child, where he became a member of the community. In this stage, primary socialization shapes one's personality into the common world and the family that acts as a socialization agent.

2) Secondary socialization, as the next process that introduces individuals who have been socialized into a new environment or world in society. The process of socialization at this stage leads to the realization of the attitude of professionalism and adaptation to the wider environment.

From some of the above opinion it can be concluded that, the forms of socialization are distinguished two based on the objectives and the goal of socialization of primary and secondary target. Primary socialization as the first stage serves to form personal or introduce to the small scope of the family.

Furthermore, secondary socialization is a stage of sustainability that serves to introduce and put someone into the wider environment as one part of society.

## 2. Government Policy Socialization

A policy should ideally go through several stages before being implemented or implemented in the community. It aims to make the policy that made the right target and in the implementation also can run well and smoothly. A policy implementation can work effectively required the program standards and objectives used by the parties involved and responsible for the achievement of the policy objectives. Therefore, in the early stages, prior to implementation, socialization becomes important to do.

According to Saefullah as quoted by Aripin and David (2014: 1163) which states that "the first step in the implementation of the policy is socialization, so that the relevant policy is known, understood, and accepted by all parties concerned". In that sense it is illustrated that any implementation of the policy to be implemented in order to be understood by the public or the public needs to be socialized first.

In the public administration and academic circles, before being implemented, public policy must be socialized, tried, improved, applied, and evaluated later. In disseminating a policy, it is better that

the party giving the socialization (public administrator) is supported with adequate capability because it influences the achievement or failure of a program. In accordance with the opinion of Katz as quoted by Tachjan (2006: 74) that "instability in the implementation of the policy is caused because government officials do not have sufficient knowledge and ability" (Riant, 2008).

Based on several opinions and understanding of the concept of socialization and some understanding of government policies / programs it can be concluded that the socialization of government policy is an activity undertaken to make the process of introduction or dissemination of information to the public as stakeholders about a policy derived from a public policy that can utilizing socialization media as its intermediary. The socialization of government policy aims to provide understanding to the public regarding government policy.

### **Research Methodology**

This research uses qualitative method by descriptive analysis, that is based on the data - data obtained and written sources on the subject of research that will be discussed then used a qualitative approach, with data collection techniques through interviews and documentation methods to support the process of data analysis, and come directly to PT AngkasaPura II (Persero). It is expected that this approach can produce accurate and objective data. Qualitative descriptive research is a study that only describes the situation or phenomena, this research does not seek or explain the relationship, not testing the hypothesis or make predictions (Rachmat, 2002). In addition qualitative descriptive research aims to: (1) Collect actual information in detail that describes the existing symptoms; (2) Identify problems or check the conditions of prevailing practices; (3) Make a comparison or evaluation; (4) Determine what others do in the face of the same problem and learn from their experiences to set future plans and decisions (Rachmat, 2002).

In this research, the subject of research is PT AngkasaPura II (Persero). While the object of research is public relations strategy in socializing Smart Airport development program. And data collection techniques used are interviews as a process of obtaining information for the purpose of research by way of answering while face to face. This conversation was conducted by two parties, the interviewer who asked the question and the interviewee who provided answers to the interviewer's questions; and documentation of data obtained from documents relating to what is being studied, and from the internet media that is opening sites related to the research.

### **Results and Discussion**

#### **Results**

From the results of interviews with researchers from resource persons from public relations division officer PT AngkasaPura II about public relations strategy in socializing this smart airport development program.

The previous writer asked what was behind AngkasaPura II in making Smart Airport program, this program was made due to management change, where in the position of director of AngkasaPura II which was replaced by the new director who came from Indonesian telecommunication company. With the change of the new president, he analyzed for about a week after taking office, he saw the shortcomings and advantages in the field and from the evaluation of the advantages and disadvantages he concluded that it needs to be done additions and digital applications that can be implemented in the field.

"In making the smart airport program in AngkasaPura II its baseline is due to change from its own management, because our director is occupied by the director who came from Indonesian telecommunication company. And he sees the opportunity to develop infrastructure as well as services in the airport itself more to the digitalization of services. Therefore, he announced to be able to make the airport managed space pura II more contemporary and more can be linked with all applications or digital functions that are currently developing in Indonesia "said public relations officerAngkasaPura II.

Then the way of public relations division of AngkasaPura II in socializing smart airport development program can be seen from public relations division AngkasaPura II which actively participate in informing the latest news that happened at Soekarno-Hatta Airport related to smart airport development program.

"The role of PR here is seen in our continuous manner at least once every two weeks we inform you that there is a new one in terms of services related to the digitalization of the airport in Soekarno-Hatta, why Soekarno-Hatta because Soekarno-Hatta is the project head of the smart airport own. When the implementation of the smart airport program has been well realized in Soekarno-Hatta, then later can switch to other airports, such as in Bandung, in the field, and others "continued public relations officer AngkasaPura II. This form of information every two weeks is a form of information such as a brief (short report) or a press release containing something new at Soekarno-Hatta Airport in connection with the smart airport program, such as information from the parking side at Soekarno-Hatta Airport which is already digital or presence of digital sign board, digital banner that will be installed on arrival and departure at Terminal 3.

"So we give some kind of information such as a brief or a press release that essentially is we are telling something new in Soekarno-Hatta. What's new? Well, this concept of digitalization of the airport for example from the side of the parking is digital than before that is not too digital or conventional, then that already for example for digital sign board it will also be implemented, then also for digital banner will be installed on arrival and departure at Terminal 3 itself. Because why terminal 3, because the new terminal 3 and still many can be explored from the digital side "added public relations officer AngkasaPura II.

The media used in socializing this smart airport development program, public relations division AngkasaPura II using conventional media such as print media in newspapers and electronic media on television. Not only the conventional media, the AngkasaPura II also uses online media in socializing the smart airport development program such as the official website of AngkasaPura II, then the AngkasaPura II also uses social media which in this social media is now more actively used because it is faster to can be delivered and also more interesting and facilitate public relations division AngkasaPura II in view of feedback from airport service users. Social media used public relations division AngkasaPura II is Facebook, twitter, and Instagram.

"Surely we play in the first two channels of conventional media that we know ourselves printed and TV, then we also play in social media, social media itself is now more often used because it leih faster to be delivered and also more interesting and we try to be able to create content - content that is still related to the concept of smart airport itself. So through social media we create content that how we highlight the service side and also we can capture how people respond when they have terminal 3 from the side of enjoying the service itself, "said public relations officer AngkasaPura II.

"AngkasaPura II is now active on Facebook same twitter, Instagram yes but not as active on Facebook and twitter" added public relations officer AngkasaPura II.

Until now, the obstacles faced by public relations division AngkasaPura II in socializing the smart airport development program has not encountered significant obstacles. Until now the smart airport program is still running well and still growing every time.

"I can say this, so far as if a service given AngkasaPura II to the users of his services was good, then we will not encounter any obstacles. And to date from the smart airport program itself, until now has not encountered significant obstacles "said public relations officer AngkasaPura II.

The party responsible for this smart airport development program covers all divisions of AngkasaPura II. Because without any participation between the divisions in AngkasaPura II then this program can not run smoothly. The smart airport development program is a long-term space program Pura II in developing smart airport, but for the short term of this smart airport program is six months. And until now the evaluation and monitoring on the smart airport development program is still done regularly by public relations division AngkasaPura II in order to find out what is still lacking and knowing whether or not the smart airport program implemented by AngkasaPura II.

## Discussion

Here the author outlines the strategy that has been done division public relations officer AngkasaPura II by focusing on POAC theory:

### POAC Theory

#### 1. Planning (planning)

Planning can be defined as first determination of what to do. In the planning involved the determination element which means that in the planning is implied decision-making. Therefore, planning can be seen as a process within a framework for making decisions and preparing a series of future actions in the future. A good plan will define what goals and objectives to achieve. Planning is a collection of decisions. Planning is a process for determining the plan (plan).

From the interviews between the authors and the speakers from the public relations officer division of AngkasaPura II, it can be seen that the Smart Airport development program before it was implemented and notified to the public, the new president director AngkasaPura II analyzed for approximately one week after taking office, he saw the shortcomings and advantages in the field and from the evaluation results of the advantages and disadvantages he concluded that the necessary addition - addition of infrastructure more towards digitalization. He held a planning meeting with the AngkasaPura II divisions on the smart airport development program.

#### 2. Organizing (organization)

The purpose of organizing is to classify the activities of human resources and other resources owned so that the implementation of a plan can be achieved effectively and economically. According Handoko, organizing is the arrangement of working together financial resources, physical and human in the organization. Organizing is the organization of organizational structure in accordance with the goals of the organization, its resources, and the environment that surrounds it.

In this smart airport development program, Divisions in AngkasaPura II have their respective duties in implementing smart airport development program. Where in the public relations division itself is more focused on disseminating this program to the public. Then the Accounting Division, for example, focuses on spending money to be spent to run the smart airport development program.

#### 3. Actuating (execution / movement)

The problem of moving is closely related to humans and most difficult to perform from all management functions. Moving people is the most difficult thing, because the working man is a living being that has self-esteem. Different feelings and goals. This moving function is like a car key, the car will only be able to move if the stater key has functioned. George R. Terry gives actuating definition is to make all group members willing to work together and work sincerely and passionately to achieve according to planning and organizing efforts.

Implementation in the Smart Airport development program is already running quite well, for example one of the smart airport program that has been running well is from the parking side in Terminal 3 is already digital, where in this parking section every rider who wants to park his car to know where he will parking because on the ticket has been told where we will part our car, so the car drivers do not need to bother looking for an empty parking because it has been facilitated with digital parking.

#### 4. Controlling (supervision)

Oversight is the process of monitoring, assessing and reporting the plan for the achievement of the objectives set for corrective action for further refinement. The supervision is not only to look for errors, but to avoid mistakes and correct them in case of mistakes. Thus, supervision is done before the process, during processing, and after process, ie until the final result is known.

And until now the evaluation and monitoring on the smart airport development program is still done regularly by public relations division AngkasaPura II in order to find out what is still lacking and knowing whether or not the smart airport program implemented by AngkasaPura II.

### Conclusion

From this study can be seen from the planning of this program was formed because of the development in the era of globalization where all done with technology. With the digital era, AngkasaPura II also participated in the digital era where AngkasaPura II made the smart airport program. Divisions in AngkasaPura II have their respective duties in implementing the smart airport development program. Where in the public relations division itself is more focused on disseminating this program to the public. Then the accounting division for example focuses on spending money to be spent to run the smart airport development program. The result of the smart airport development program is already visible for example from the parking area at Terminal 3 which is already digital, where in this parking section every rider who wants to park his car to know where the car driver will park because the ticket has been told where the driver will render his car , so the car drivers do not have to bother looking for an empty parking because it has been facilitated with digital parking. And until now the evaluation and monitoring on the smart airport development program is still done regularly by public relations division AngkasaPura II in order to find out what is still lacking and knowing whether or not the smart airport program implemented by AngkasaPura II.

From this research, it can be concluded that the strategy of public relations division of Angkasa II in socializing Smart Airport development program is good enough, although there are still some parties who still do not know about this smart airport program because they are not active in using social media. AngkasaPura II public relations division is more active in socializing this program in social media Because according to them by using social media this can facilitate them in informing information that happened at airport and can see feedback from airport service user. But this can be an input to the public relations division of AngkasaPura II in order to socialize a program it is better not to focus on one online media only, but conventional media must also be more active in order to socialization on the smart airport program can be understood by the public as a whole.

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