PUBLIC RELATIONS OFFICER ON SCREEN: An Analysis of Professional Practices of Public Relations Officers in the Industry

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ABSTRACT

This study attempts to dissect the tendency to depict public relations institutions in the films produced by Warner Bros and Columbia Pictures. These two production houses are listed as the companies that most often release new films in America. Characters who have profiles as public relations institutions appear in films produced by different production houses. The research will be conducted by taking film samples in the 2010-2019 period. The selection of this year's range is based on previous studies that also used content analysis to look for trends in the depiction of the public relations profession in films in the period 1990-2000 and 2000-2009. This study uses a quantitative approach with descriptive type and uses the method of content analysis. The results show that there are differences in content on the characteristics of the PR profession, the type of campaign in The Social Network and Our Brand is Crisis films. Then on the indicators of the aspect of persuasion, there are similarities from the aspect of persuasion used in the practice of the PR profession.
Keyword : *Public Relations, Film Industry, Content Analysis*

ABSTRAK

Penelitian ini berusaha membedah kecenderungan praktik pranata humas dalam film-film yang diproduksi Warner Bros dan Columbia Pictures. Kedua production house ini tercatat sebagai perusahaan yang paling sering merilis film baru di Amerika. Karakter yang memiliki profil sebagai pranata humas muncul di film-film yang di produksi oleh production house yang berbeda-beda. Penelitian akan dilakukan dengan mengambil sampel film dalam periode tahun 2010-2019. Pemilihan rentang tahun ini dilandasi oleh penelitian-penelitian terdahulu yang juga menggunakan analisis isi untuk mencari kecenderungan penggambaran profesi humas dalam film pada periode 1990-2000 dan 2000-2009. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis deskriptif dan menggunakan metode analisis isi. Didapatkan hasil bahwa ada perbedaan konten pada karakteristik profesi PR, jenis kampanye pada film The Social Network dan Our Brand is Crisis. Kemudian pada indikator aspek persuasi ada kesamaan dari aspek persuasi yang digunakan pada praktik profesi PR.
Kata Kunci: *Pranata Humas, Industri Film, Analisis Isi*

INTRODUCTION

Everything depicted in a movie is often perceived as a real event. This is due to the closeness between the audience and the movie. Audiences often assume that they want to experience the things told in movies and assume that movies are more real than life itself (Baran, 2019). The proximity of real-life events to stories in movies is not new. Filmmakers can take inspiration from stories that are close to the lives of their audience and retell them through a movie. Filmmakers can present stories from real life with spices of drama, comedy, and others. While this is a common occurrence, movies can create a bias in reality.

Bias in films can be conveyed verbally, which according to the (Mulyana, 2014) criteria, verbal messages contained in films are said to contain cultural bias. Professions depicted in movies also experience bias. Movies also feature professions that are taken from stories close to ones found in real life. The assumption that movies are depictions of social reality makes the audience feel close to the stories shown. Referring to this statement, profession is also an option in what is shown in the movie. In this study, the profession that will be discussed further is the profession of public *relations officer*. The profession of public relations officer in the film is further researched on the grounds that film is a creative medium that can contribute many opinions from various parties. From there it can be said that the film will create signs and messages that will be constructed according to the reality that exists in society. The film industry has begun to show how the public relations profession is carried out, but it is often shown differently in each movie.

Bias in movies arises because movies reflect their makers. Cones (2012) explains that filmmakers are like *front office* workers; they project their own thoughts about something into the movie. Thus, a stereotype of certain professions depicted in the movie emerges. Such portrayals are problematic given the extraordinary closeness of the audience and the movie. This means that the audience's thoughts towards a certain profession may be influenced by the story in the movie.

With movies being so powerful in constructing reality, the issue of portraying certain figures sometimes becomes problematic. The biased reality that movies present can present false knowledge. However, the bias caused by movies is an interesting thing considering that movies have the ability to construct reality in the minds of their audience. This ability exists because of the properties of film as a mass media. Film as a mass media is able to distribute a single message to a wide audience (Baran, 2019). Thus, movies are able to encourage the creation of a shared meaning about any profession, including the public relations profession.

Hollywood as one of the largest film industries in the world presents various biases against certain groups through the films it produces (Cones, 2012). The depiction of the black race (O'Brien, 2017; Copeland, 2016), the white race (Murphy & Harris, 2018; Banjo & Jennings, 2017) contains bias because there are interests behind the film. Banjo & Jennings (2017) mentioned that the white race is often perceived as the antagonist in movies whose stories pivot on the black race; and vice versa. Not only about race, there are also biases about immigrants and their descendants from certain countries, such as China (Hanying, 2012). Not only for racial groups, Hollywood movies also stereotype professions such as doctors, lawyers, and others (Glasser & Irvine, 2017; Rosen, 2019).

Some examples of movies that have characters with PR professions are Sex and the City, Jerry Maguire, Scandal, Mad Men, Entourage, Thank You for Smoking, Hancock, West Wing, and so on. Not only in the format of movies shown on the big screen, characters with public relations professions also appear in series. In a series entitled Flack produced in 2019, the public relations profession is shown as a villain character whose only job is to manipulate the truth (Hutchinson, 2019). From these examples, it can be understood that characters who work as public relations officers appear not only in one movie. The character also repeatedly appears in films produced in different years. In addition, characters who have profiles as public relations officers appear in films produced by different production houses. This evidence can be understood as a symptom of the emergence of characters who have professions as public relations officers in Hollywood films.

Based upon the above explanation, this research seeks to dissect the tendency of depicting PR institutions in films produced by Warner Bros and Columbia Pictures. These two production houses are listed as the companies that most often release new films in America. There were 206 films produced by Warner Bros during 2010-2019. Columbia Pictures also released 109 movies in that span of years. The two companies are also the top companies that are able to release movies

in a wide range. Warner Bros and Columbia Pictures then became the companies that dominated the film industry in America.

The research will be conducted by taking a sample of films in the period 2010-2019. The selection uses content analysis to look for trends in the portrayal of the public relations profession in films in the 1990-2000 and 2000-2009 periods. The novelty offered by this research is that it focuses on *feature films* produced by Warner Bros and Columbia Pictures. Thus, the results of the study can present trends in the portrayal of public relations in films based on the companies that release them.

This research reflects on the first research topic, which is communication and multiculturalism. Film has become a monetized media product in the current era of communication and information technology. Movies are no longer a form of entertainment that must be watched in a movie theater. Movies have become monetized content by video on-demand platforms such as Netflix, Prime Videos, Viu, Iflix, Vidio, and so on. Movies have become entertainment content that can be watched anywhere and anytime. Thus, it is understandable that movie distribution is getting faster and wider, including in Indonesia.

The way filmmakers portray an event, profession, or certain groups is sometimes biased. The portrayal of the public relations profession is no different. The tendency to portray a profession in movies is the impact of information and communication production. This can trigger information disparity among the public.

The disparity of information between communities requires governments in Indonesia to use public relations services. Public relations has even become an internal division in government offices. The field of public relations in this government area is not something that is taken-for-granted, because the public relations profession in certain work areas can invite debate. In fact, the existence of public relations can also be beneficial on the other hand. Nevertheless, movies have their own reality construction of the PR profession.

RESEARCH METHODS

The content analysis method is appropriate for describing the content of messages because the content of messages can be analyzed for its characteristics (Prajarto, 2010; Eriyanto, 2011). Related to the descriptive purpose, the content analysis method in this research is used as the main method.

The unit of analysis is divided into content units and recording units (Prajarto, 2010). Since this research tries to observe the content of the movie, the content unit determined is the unity of the scene in the movie. Recording units themselves are further divided into 5, namely physical units, syntactic units, referential units, proportional units, thematic units (Eriyanto, 2011). Thus, the recording unit determined is the content of the movie. The content of the film is included in the thematic unit because this research does not observe the dialog spoken by the characters, but only the images.

This research aims to understand the tendency of portraying the character of public relations officers in films produced by Warner Bros and Columbia Pictures specifically in the period 2010-2019. The films produced by Warner Bros and Columbia Pictures in 2010-2019 totaled 315. A total of 206 films were produced by Warner Bros and the remaining 109 were produced by Columbia Pictures. The films to be analyzed in this research are The Social Network and Our Brand is Crisis.

With the help of data from IMDB, the film production data will be sorted again into films that have characters with the public relations profession. From a number of fi

lms that have been filtered, content analysis will be carried out. Each movie is then broken down into scenes. Each movie has 40-60 scenes. It is this scene that will be census.

The data collection technique is done by documenting a *scene* in the movie that has the same place and time setting. The *scenes* in the film will be categorized based on the labeling below:

Table 1

Production house	Movie number	Scene number
WB = Warner Bros CP= Columbia Pictures	1, 2, 3, etc.	1, 2, 3, etc.

Source: Processed by the Author, 2022

From the table, examples of labels to use are WB-1-1, WB-1-2, or CP- 2-15.

The scene data collected is then processed using a coding sheet. The coding process will be carried out by 3 people with reference to the coding book. Before the research is conducted, the coding sheet will be tested for reliability using inter-coder reliability. The results of the data as a whole are then also tested again for reliability. The acceptable reliability percentage is 0.7 or 70%.

Describe the methodology you used. Explain in detail the research instruments used, the data collection process carried out, the data analysis process / hypothesis testing process and the data presentation process.

RESULTS AND DISCUSSION

Reliability tests are important in content analysis research to see the level of consistency in the data produced. Reliable means that the measuring instrument used is stable or invariable, reliable and consistent (Kriyantono, 2014: 145).

In this study, coding was carried out on 123 scenes taken as research units, from the movie The Social Network as many as 47 scenes and from the movie Our Brand is Crisis as many as 76 scenes. The reliability test was conducted using the Holsti formula as follows:

$$CR= \frac{2M}{N1+N2}$$

Description:
CR : Reliability Coefficient
M : Number of statements that judges and researchers agree on
N1&N2: Number of codings done by judges and researchers

The minimum tolerable reliability test result is 0.7 or 70% to get a condition called reliable. If this minimum value can be obtained, the test tool used is said to be stable, reliable and consistent.

There are 3 indicators used in this research on each of the selected research subjects, namely characteristics of the PR profession, types of campaigns and aspects of persuasion. Reliability tests were carried out on the characteristics indicator of the PR profession, which contains 7 elements in it, namely Ditzy, obedient, Cynical, Manipulative, Rethinking, Remote and Ulung. Then for the campaign type indicator, there are 3 elements tested, namely Product Oriented Campaigns, Candidate Oriented Campaigns and Ideologically or cause oriented campaigns. The last indicator related to persuasion aspects has 4 elements tested, namely systematic, gradual, dramatic and media power. The following are the results of the reliability test calculation:

Table 2
Reliability test results of "The Social Network" researcher with coder B

Indicator	M	N		The Social Network Movie	Description
		N1	N2		
Characteristics	47	47	47	1	Reliable

of the PR Profession				
Campaign Type	47	43	43	0,91	Reliable
Aspects of Persuasion	47	43	43	0,91	Reliable

Source: Processed by the Author, 2022

From the reliability test that has been carried out between researchers and intercoder B that for the movie The Social Network on the indicators of PR Professional Characteristics, Campaign Types and Persuasion Aspects, the results are reliable. It is said to be reliable based on the coefficient reliability number in the Holsti formula, that the number obtained is equal to or more than 0.7, so it can be said to be reliable. Each indicator has been tested and obtained a value of more than 0.7, namely for the characteristics of the PR profession getting a value of 1, the type of campaign getting a value of 0.91 and the persuasion aspect getting a value of 0.91.

This study also conducted a reliability test for the second subject, namely the movie "Our Brand is Crisis". The following is a table of reliability test results between researchers and intercoder B:

Table 3
The results of the "Our Brand is Crisis" reliability test with coder B

Indicator	M	N		Our Brand is Crisis Movie	Description
		N1	N2		
Characteristics of the PR Profession	76	76	76	1	Reliable
Campaign Type	76	72	72	0,95	Reliable
Aspects of Persuasion	76	72	72	0,95	Reliable

Source: Processed by the Author, 2022

From the reliability test that has been carried out between researchers and intercoder B that for the film "Our Brand is Crisis" on the indicators of PR Professional Characteristics, Campaign Types and Persuasion Aspects, the results are reliable. It is said to be reliable based on the coefficient reliability number in the Holsti formula, that the number obtained is equal to or more than 0.7, so it can be said to be reliable. Each indicator has been tested and obtained a value of more than 0.7, namely for the characteristics of the PR profession getting a value of 1, the type of campaign getting a value of 0.95 and the persuasion aspect getting a value of 0.95.

This reliability test is carried out to ensure that the data tested is stable, reliable and consistent, so this study uses 2 intercoders and has qualified as a research judge. Below are the results of the reliability test between the researcher and intercoder C:

Table 4
Reliability test results of "The Social Network" researcher with coder C

Indicator	M	N		The Social Network Movie	Description
		N1	N2		
Characteristics of the PR Profession	47	47	47	1	Reliable
Campaign Type	47	42	42	0,89	Reliable
Aspects of Persuasion	47	45	45	0,96	Reliable

Source: Processed by the Author, 2022

From the reliability test that has been carried out between researchers that for the movie "The Social Network" on the indicators of PR Professional Characteristics, Campaign Types and Persuasion Aspects, the results are reliable. It is said to be reliable based on the coefficient reliability number in the Holsti formula, that the number obtained is equal to or more than 0.7, so it can be said to be reliable. Each indicator has been tested and obtained a value of more than 0.7, namely for the characteristics of the PR profession getting a value of 1, the type of campaign getting a value of 0.89 and the persuasion aspect getting a value of 0.96.

This study also conducted a reliability test for the second subject, namely the movie "Our Brand is Crisis". The following is a table of reliability test results between researchers and intercoder C:

Table 5
"Our Brand is Crisis" reliability test results with coder C

Indicator	M	N		Our Brand is Crisis Movie	Description
		N1	N2		
Characteristics of the PR Profession	76	76	76	1	Reliable
Campaign Type	76	72	72	0,95	Reliable
Aspects of Persuasion	76	67	67	0,88	Reliable

Source: Processed by the Author, 2022

From the reliability test that has been carried out between researchers and intercoder C, that for the film "Our Brand is Crisis" on the indicators of PR Professional Characteristics, Campaign Types and Persuasion Aspects, the results are reliable. It is said to be reliable based on the coefficient reliability number in the Holsti formula, that the number obtained is equal to or more than 0.7, so it can be said to be reliable. Each indicator has been tested and obtained a value of more than 0.7, namely for the characteristics of the PR profession getting a value of 1, the type of campaign getting a value of 0.95 and the persuasion aspect getting a value of 0.88.

This research has 2 research subjects to be studied, namely the film "The Social Network" and the film "Our Brand is Crisis" to find out how Public Relations practices are delivered in the film industry. The two films were obtained by researchers from a subscription-based streaming service, Netflix.

Table 6
Frequency Table of The Social Network and Our Brand is Crisis Movies

Source	Frequency	Percentage
The Social Network Movie	47	38,21%
Our Brand is Crisis Movie	76	61,79%
TOTAL	**123**	**100%**

Source: Processed by the Author, 2022

The two films above have a different number of scenes, the scenes taken are based on the suitability of the thematic analysis unit, which looks at a theme or topic of discussion of a text. This unit talks about what a text talks about or about what, as well as seeing the tendencies, attitudes, beliefs of a Holsti text. (Eriyanto, 2015: 63 - 84). In the movie "The Social Network", a total of 47 scenes were obtained with a percentage of 38.21% while the movie "Our Brand is Crisis" obtained a total of 76 scenes with a percentage of 61.79%. So that the total scenes containing elements of Public Relations practices from the 2 films are 123 scenes.

In the book Effective Public Relations (2006), after knowing the forces of the organization, socio-economic and political society, the number of practitioners began to increase and began to change the role and status of a PR practitioner. The practice of Public Relations is also seen in the film industry which highlights how Public Relations practices are carried out, especially in the context of social and political society. There are 3 indicators used in this study on each of the

selected research subjects, namely the characteristics of the PR profession, the type of campaign and aspects of persuasion. The reliability test was conducted on the indicator of the characteristics of the PR profession, which contains 7 elements in it, namely Ditzy, obedient, Cynical, Manipulative, Rethinking, Remote and Ulung. Then for the campaign type indicator, there are 3 elements tested, namely Product Oriented Campaigns, Candidate Oriented Campaigns and Ideologically or cause oriented campaigns. The last indicator related to persuasion aspects has 4 elements that are tested, namely systematic, gradual, dramatic and media power.

RESULTS AND DISCUSSION
• Characteristics of the Public Relations Profession

Several debates have arisen in regards to the practice of the Public Relations profession, often considered the same as marketing or publicity practices. Many also think that PR is not a profession, but a job that in its application does not need specific expertise or academic background such as communication or public relations. As a profession, of course, the practice of PR requires the knowledge possessed by its workers. There are several patterns of basic characteristics of a PR practitioner that can be in the movie, among others: (Miller, 1999)

a. Ditzy. The bad guys are shallow but fun - their work is not intellectually stimulating at all. Ditzy people, according to the text, are effervescent, carefree, lively, light and cheerful.
b. Compliant. Compliant or obedient characters do whatever is necessary to please their bosses; they have no principles but are guided by whatever they think will satisfy their employers. These characters are not popular; other characters refer to obedient practitioners in unflattering terms such as clowns, chicken lickers, and prat boys.
c. Cynical. According to the text, cynics are sarcastic, uptight, angry, insulting and driven.
d. Manipulative. Manipulative practitioners are wheeler-dealers with a supple conscience - ruthless, deceptive and predatory sharks or snakes. These practitioners lie and cheat both for personal career advancement and on behalf of their clients.
e. Money-minded. Money-minded practitioners think of their work only from a financial point of view; they are smart, cheap, and have a commercial mind. Many times, these money-minded practitioners provide comic relief.
f. Isolated. Isolated practitioners cannot get along with co-workers. These practitioners are portrayed as unsettled, naive, pathetic
g. Accomplished. Confident, prepared, capable, responsible, intelligent, reliable, efficient, imaginative, readable, personable, and trustworthy - accomplished practitioners are good at their jobs and love what they do. Accomplished practitioners are knowledgeable and respected.
h. Unfulfilled. Unfulfilled practitioners are skilled at what they do but unhappy with their work; they are gloomy, hacks, mopes, tired, and dissatisfied. The work has no rewards for these characters

The following are the results of the frequency table for the characteristics category of the PR profession obtained from the 2 films studied:

Table 7
Category table of PR Profession Characteristics

Characteristics of the PR Profession	The Social Network		Our Brand is in Crisis	
	Frequency	Percentage	Frequency	Percentage
Ditzy	0	0%	0	0%
Compliant	10	21,27%	8	10,52%
Cynical	6	12,77%	14	18,42%
Manipulative	6	12,77%	20	23,32%
Thinking money	11	23,4%	7	9,21%
Remote	5	10,64%	9	11,84%
Accomplished	9	19,15%	15	19,74%
Unfulfilled	0	0	3	3,95%
TOTAL	**47**	**100%**	**76**	**100%**

Source: Processed by the Author, 2022

From the frequency data above, it can be seen that from the 8 elements presented in Miller (1999), there are different results in each movie. In the movie The Social Network, the most prominent characteristic of the PR profession is the Money-Minded character. These characters view the work they do only from a financial point of view, they are smart, cheap and have a commercial mind. The value obtained is 11 frequencies with a percentage of 23.4%. While in the movie Our Brand is Crisis, the prominent characteristic of the PR profession is manipulative character. The most prominent manipulative character is deception, PR practitioners lie and deceive both for personal career advancement and on behalf of their clients. In this movie, PR practices with deceptive characters are used for the advancement of their clients. The value obtained is 20 frequencies with a percentage of 23.32%. In the data findings above, the movie Our Brand is Crisis was found to be more manipulative than the movie The Social Network. The message about the public relations profession that appears in the movie Our Brand is Crisis occurs when the situation is rife for political campaigns. In politics, a publicist is portrayed as manipulative and playing victims to attract public sympathy. Unlike the message highlighted in the movie The Social Network, in this movie the message highlighted by the PR profession is more about branding and promoting new digital platforms.

- **Campaign Type**

A campaign is an activity that is planned and starts from an interest or to achieve a certain goal. This campaign certainly requires a communication activity that focuses on specific goals, considers who will be the target audience and uses certain activities to help achieve goals. According to Charles U. Larson in Ruslan (2008) there are several types of campaigns that can be carried out in an activity or political campaign. These types of campaigns are divided into several parts, namely referring to the sale of products, candidates or ideas and ideas of social change.

In this research, the types of campaigns tested are Product - Oriented Campaigns, Candidate - Oriented Campaigns and Ideological or Cause - Oriented Campaigns. The following frequency data is generated on the 2 films studied:

Table 8
Campaign Type category table

Campaign Type	The Social Network		Our Brand is in Crisis	
	Frequency	Percentage	Frequency	Percentage
Product - Oriented Campaigns	28	59,57%	0	0
Candidate - Oriented Campaigns	0	0	60	78,95%
Ideological or Cause - Oriented Campaigns	19	40,42%	16	21,05%
TOTAL	47	100%	76	100%

Source: Processed by the Author, 2022

From the frequency data exposure above, it can be seen that from the 3 elements of campaign types there are different results in each film. In the movie The Social Network, the most prominent campaign type is the Product-Oriented Campaigns type. This type of campaign in its activities focuses more on products and also carries out marketing promotion activities to make goods/services products attractive to the public. This campaign activity certainly has the aim of creating a good and positive image in the minds of the public. The value obtained is 28 frequencies with a percentage of 59.57%.

Whereas in the movie Our Brand is Crisis, the type of campaign that stands out is the Candidate - Oriented Campaigns type. This type of campaign focuses on the candidate who is the client and of course contains elements of political interest in it. This type of campaign is carried out of course with the aim, in order to get or attract sympathy and force the audience to see and hear this voice. The value obtained is 60 frequencies with a percentage of 78.95%.

- **Persuation Aspect**

Every campaign activity is of course always related to the principle of persuasion, the meaning of persuasion itself is the act of influencing others through communication activities aimed at the wider community on a large scale. According to Pfau and Parrot in Antar Venus (2012: 29), there are 4 elements in persuasion campaign activities, namely Systematic, Gradual, Dramatization and Mass Media Power. In this research, these 4 elements are further examined, with the following data description

Table 9
Persuasion Aspect category table

Campaign Type	The Social Network		Our Brand is in Crisis	
	Frequency	Percentage	Frequency	Percentage
Systematic	9	19,15%	20	26,32%
Phased	20	42,55%	25	32,89%
Dramatization	0	0%	7	9,21%
Media Power	18	38,3%	24	31,58%
TOTAL	**47**	**100%**	**76**	**100%**

Source: Processed by the Author, 2022

According to the frequency data above, it can be seen that from the 4 elements of persuasion aspects, there are different results in each movie. In the movie The Social Network, the most prominent aspect of persuasion is the campaign that is carried out in several stages, starting from building public awareness of presidential candidates to inviting people to vote. The value obtained is 20 frequencies with a percentage of 42.55%.

On the other hand, in the movie Our Brand is Crisis, the aspects of persuasion that stand out are the type of gradual campaign and the power of the media. This means that the campaign takes place in several stages, starting from building public awareness of presidential candidates to inviting people to vote. The value obtained is 25 frequencies with a percentage of 32.89%. For the persuasion aspect by using the power of the media, in general, campaign activities are carried out to a specialized audience by using mass media as the dessert. The value obtained was 24 frequencies with a percentage of 31, 58%.

The practice of the PR profession in the film industry is not much different from the basic concept of the practice of the PR profession itself. From the frequency data exposure above, it is found that in the movie The Social Network, the most prominent PR professional characteristic seen is the Money Thinking character. These characters view the work they do only from a financial point of view, they are smart, cheap and have a commercial mind. Regarding the 3 elements of campaign type, there are different results in each movie. In the movie The Social Network, the most prominent campaign type is the *Product-Oriented Campaigns* type. This type of campaign in its activities focuses more on products and also carries out marketing promotion activities to make goods/services products attractive to the public. Of the 4 elements of persuasion aspects of The Social Network movie, the most prominent persuasion aspect is that the campaign takes place in several stages, starting from building public awareness of presidential candidates to inviting people to vote.

Whereas in the movie Our Brand is Crisis, the characteristic of the PR profession that stands out is the manipulative character. The most prominent manipulative character is deception, PR practitioners lie and deceive both for personal career advancement and on behalf of their clients. In this movie, PR practices with deceptive characters are used for the advancement of their clients. For the type of campaign that stands out is the *Candidate - Oriented Campaigns* type. This type of campaign focuses on the candidate who is the client and of course contains elements of political interest in it. This type of campaign is carried out of course with the aim of being able to get or attract sympathy and force the audience to see and hear this voice. Related to the aspect of persuasion that stands out is the type of gradual campaign and media power. This means that the campaign takes place in several stages, starting from building public awareness of presidential candidates to inviting them to vote. In addition, the persuasion aspect is also carried out by using the power of the media, in general, campaign activities are carried out to specialized audiences by using mass media as a dessert.

CONCLUSION

From the discussion above, it is found that there are differences in content on the characteristics of the PR profession and the type of campaign in the films The Social Network and Our Brand is Crisis. In the indicators of persuasion aspects, there are similarities in the persuasion aspects used in the practice of the PR profession. In the movie The Social Network, the most prominent characteristic of the PR profession is the Money Thinking character. These characters view the work they do only from a financial point of view, they are smart, cheap and have a commercial mind. Regarding the 3 elements of campaign types, the most prominent campaign type is the Product-Oriented Campaigns type. Of the 4 elements of persuasion aspects of The Social Network movie, the most prominent persuasion aspect is that the campaign takes place in several stages, from building public awareness of presidential candidates to inviting people to vote.

On the other hand, in the movie Our Brand is Crisis, the characteristic of the PR profession that stands out is the manipulative character. The most prominent manipulative character is deception, PR practitioners lie and deceive both for personal career advancement and on behalf of their clients. This type of campaign focuses on the candidate who is the client and of course contains elements of political interest in it. This type of campaign is carried out with the aim of obtaining or attracting sympathy and forcing the audience to see and hear this voice. In regards to the aspect of persuasion that stands out is the type of gradual campaign and the power of the media.

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