COMMUNICATION BASED ON LOCAL WISDOMS TO CREATE TWO-WAY SYMMETRICAL PUBLIC RELATIONS

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Abstract  
Most of Public Relations research adopt Grunig's model which divided Public Relations practices into four types; press agentry, public information, two-way asymmetrical, and two-way symmetrical model. The history shown the practices has been stressed on the types of press agentry and public information at the beginning until it emerged the two-way communication which is considered to be more effective. Cultural approach on Public Relations has been deliberated since 1992 through Hofstede's values and Excellence Theory of communication. Culture as an environment for Public Relations affects and is affected by Public Relations practices. Some studies on the effect of culture on Public Relations practices are found in specific countries. This paper convinces the chances of local wisdoms as a part of culture to create symmetrical Public Relations. Local wisdoms acquired and passed down from generation to generation can be observed through cultural approach which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits of human as a member of society. The methodology used is literature reviews and exposure to the practices in some cases in Indonesia. It is expected that this study can motivate scholar to do empirical evidence and build a database of more types of local wisdoms in order to help practitioners (in corporations, governments and non-profits) reach out to their relevant publics.

Key words: local wisdoms, communication, Public Relations

BACKGROUND  
Indonesia has tremendous ethnics and cultures well-known all over the world. According to M. Yunus Melalatoa on his book "Ensiklopedi Suku Bangsa", it is listed and identified at least 497 Indonesia's tribes scattered throughout the archipelago. Each region with its own cultures develops various local wisdoms based on lofty values and norms in the local community obtained and passed on from generation to generation, it could be proverb, customs, habit, etc.

On World Conference on Science, Education and Cultural in 2010 it aimed to explore the types of local wisdoms all over the world to solve existing gap problems in countries, including the values of local knowledge in Indonesia which are very diverse and potential to be one of solutions to the problems. The chance for local wisdoms approach to solve social problems in the society has been considered for example to support the management and utilization of biological resources of nature, to overcome poverty, or its relation to create a peaceful General Election, including its potential in field of public relations.

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