

Strategic Use of English in Public Relations: A Case Study of PT NGW Global

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ABSTRACT

This research examines the strategic role of English as a key element in the public relations (PR) strategy of PT. NGW Global. As the company engages with international stakeholders and audiences, English functions not only as a communication tool but also as a bridge for building trust and promoting the company's global reputation. The study aims to examine how English is applied in press releases, digital platforms, media interactions, and internal communication to strengthen the company's professional presence. Using a qualitative approach, data were gathered through interviews and document analysis. Findings indicate that English is used to ensure clarity in media messaging, build audience trust across cultural boundaries, and enhance collaboration with global partners. Specifically, PR staff emphasized the importance of adapting tone and terminology to suit international audiences and reported that proficiency in English enhances not only message delivery but also intercultural negotiation and brand positioning. Challenges such as inconsistent fluency were addressed through targeted language training and collaborative content development. The study concludes that English proficiency and cultural competence are central to executing effective PR strategies in a globalized business environment.

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1. INTRODUCTION

In today's globalized world, effective communication has become a central pillar of organizational success, particularly for companies operating in international markets. One key factor influencing communication effectiveness is the use of English as the dominant language in global business contexts. English has emerged not only as a lingua franca but also as a strategic tool that enables organizations to build strong relationships with international stakeholders, media, clients, and the public. In the contemporary landscape of organizational management, public relation (PR) has evolved into a critical strategic function that shapes institutional reputation, stakeholder trust, and sustainable business growth (Ghorzang, 2021; Bajaj, 2023; Shamsan & Otieno, 2015). PR is not merely a promotional tool, but a multidimensional process involving relationship-building, brand positioning, and corporate identity management (Prihatin et al., 2023; McKie & Sriramesh, 2017). In the field of public relations (PR), where language serves both symbolic and practical purposes, English plays a vital role in shaping public perception, constructing corporate identity, and delivering messages with clarity and consistency. Public relations practitioners are required to communicate clearly, concisely, and persuasively to maintain a credible public image (Lazarus et al., 2022). As the global business environment becomes more interconnected, PR strategies must adapt to address cross-cultural nuances, linguistic diversity, and global communication standards (Nurrachmah, 2024). This is particularly relevant for companies in emerging economies that are expanding their market reach internationally. The ability to communicate in English allows PR professionals to engage broader audiences, collaborate with foreign media, and manage crises effectively. Thus, the use of English in public relations is not merely a linguistic preference but a strategic necessity.

PT NGW Global, a company engaged in international trade and services, serves as a relevant case study for examining how English is strategically utilized in corporate communication. Operating in a linguistically and culturally diverse environment, the company interacts with clients and partners from a wide range of backgrounds. In this context, English serves as a unifying communication channel (Riwayatiningasih et al., 2021). The company's public relations department is responsible for producing press releases, digital content, internal memos, and international reports that are not only informative but also persuasive and culturally appropriate. These tasks require a high level of English proficiency as well as strategic communication planning. In addition, in the digital era, PR functions extend beyond traditional media to encompass social media, websites, podcasts, and live-streaming platforms—most of which predominantly use English to attract international audiences and align with global marketing trends.

The effective use of English across these platforms is crucial for communicating with global audiences, maintaining reputation, and responding to public issues in real time. English proficiency also enables PR staff to monitor international media trends, assess public sentiment, and adopt global best practices in communication management. Research has shown that organizations that incorporate English into their strategic communication planning tend to achieve higher credibility, better brand recognition, and greater stakeholder trust (Lazarus et al., 2022). This is particularly vital in crisis communication, where clarity, tone, and message consistency are critical to organizational survival. Miscommunication in a multilingual context may result in reputational damage, legal risks, and public distrust.

To address these challenges, many organizations, including PT NGW Global, have invested in improving the English skills of their PR teams through language training and the recruitment of bilingual professionals. English is also instrumental in internal communication, where staff from different departments and cultural backgrounds use it to share knowledge, coordinate projects, and collaborate on international tasks. As noted by Purnamaningwulan et al. (2021), effective internal communication—often facilitated by a common language—is a foundational element for successful external messaging.

From a theoretical perspective, the use of English in PR can be examined through the lens of strategic communication theory. Strategic communication is a purposeful use of communication by an organization to fulfill its mission. English, in this context, becomes a vehicle for executing strategic goals, especially in contexts involving cross-border interactions, media negotiations, brand positioning, and crisis management. However, the cultural implications of using English must also be considered. While it promotes unified messaging, English communication requires sensitivity to local norms and expectations. PR strategies must therefore be culturally adaptive while retaining the professionalism and clarity typically associated with English in international contexts (Riwayatningsih et al., 2021). This dual responsibility—communicating clearly in English while respecting cultural diversity—presents both challenges and opportunities for public relations practitioners.

Given these dynamics, this research aims to analyze the strategic role of English as a key communication element in the public relations strategy of PT NGW Global. Specifically, it explores the use of English in various PR activities including media relations, digital engagement, internal communication, and crisis response (Budiman, 2012). It also assesses the English proficiency of PR practitioners and its influence on communication effectiveness. The motivation for this research stems from the increasing importance of English in global public relations and the pressing need for Indonesian companies to align with international communication standards. While English is widely taught across the country, its strategic application in corporate settings remains uneven. Through the case study of PT NGW Global, this study aims to identify best practices and offer recommendations for enhancing PR strategies through the effective use of English.

2. RESEARCH METHOD

2.1 Research Design

This research employs a descriptive qualitative approach with a focus on content analysis. The methodological considerations for this study align with previous qualitative approaches used in PR research, such as purposive sampling and semi-structured interviews to capture nuanced professional insights (Koswara et al., 2023; Nuji et al., 2023). These approaches underscore the value of context-specific inquiry in understanding the PR function in diverse organizational cultures. The study is conceptually framed using the Public Relations work model developed by Cutlip, Center, and Brown (2006), known as the RACE model—Research, Action, Communication, and Evaluation. This model enables a systematic examination of how the Public Relations team at PT NGW Global designs and executes its international communication strategies. Within this framework, English is analyzed as the primary communication medium used to convey messages to cross-cultural audiences and global stakeholders. The RACE model, as shown in Figure 1, breaks PR practices into four key stages, which allows the researcher to investigate the strategic role of English in each phase of the process—from identifying target audiences to message planning, dissemination, and impact evaluation.

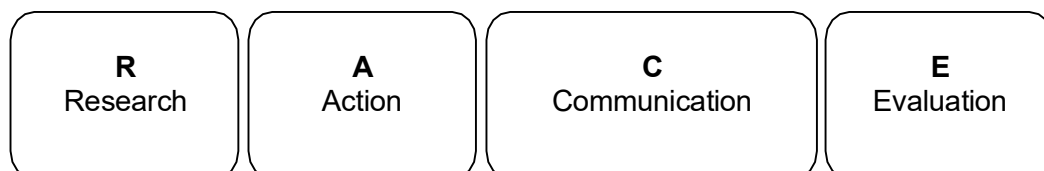


Figure 1. RACE Model (Cutlip, Center, and Broom, 2013)

2.2 Participants

The participants in this study consisted of key personnel from the Public Relations and Corporate Communications division of PT NGW Global. These included PR managers, media specialists, digital communication officers, and public affairs staff. A purposive sampling technique was employed to select individuals who are directly involved in the planning and execution of communication strategies, especially those who engage regularly with English-language content and interact with international audiences. This sampling approach ensured that the participants possessed both the expertise and practical experience relevant to the study's objectives, thereby enhancing the validity of the data collected (Oviyanti, 2016).

2.3 Instruments

Three primary instruments were utilized in this study to gather qualitative data: semi-structured interviews, document analysis, and online observation. Semi-structured interviews were conducted with selected participants from the PR division to explore their perceptions and practices regarding the use of English in both internal and external communication. These interviews addressed topics such as campaign planning, media engagement, digital outreach, and crisis response. The semi-structured format allowed for flexibility in probing deeper into participant experiences while maintaining a focus on the research objectives. Document analysis was carried out to review various corporate communication artifacts produced in English. These included press releases, website content, internal memos, newsletters, and social media posts. The analysis of these documents provided tangible evidence of how English is applied in actual PR practices and enabled triangulation of data from the interviews.

In addition, observation was conducted through the company's online platforms, such as its official website and LinkedIn page. The purpose of this observation was to assess the tone, structure, and effectiveness of English communication in public-facing content. These instruments were collectively designed to extract both explicit information—such as language use in formal communication—and implicit insights related to the strategic intent behind language choices. All interviews were recorded with participant consent, transcribed verbatim, and prepared for thematic analysis.

2.4 Data Analysis Procedures

The data were analyzed using thematic content analysis, a method suitable for identifying patterns and meanings within qualitative data. The analytical process began with data familiarization, where the researcher repeatedly read through interview transcripts and communication documents to gain a deep understanding of the content. This was followed by a coding phase, in which significant terms, phrases, and instances relating to English usage were highlighted. The codes were then organized into thematic categories, which were aligned with the stages of the RACE model: Research (e.g., identifying audience needs), Action (e.g., campaign formulation), Communication (e.g., message dissemination), and Evaluation (e.g., feedback interpretation and response).

Finally, the researcher engaged in interpretive analysis to draw conclusions about the strategic use of English in PT NGW Global's PR activities. This included examining how English contributes to message clarity, audience engagement, and the company's broader communication effectiveness in an international context. The combination of methods ensured both depth and breadth in understanding the role of English in the company's PR strategy.

3. FINDINGS AND DISCUSSION

3.1 Research: Identifying Global Communication Needs

PR's strategic capacity is increasingly recognized as foundational to identifying communication needs across global contexts (McKie & Sriramesh, 2017). Studies reveal that effective PR hinges on understanding stakeholder perception, both internal and external, as critical to communication diagnostics (Kriyantono & Anggraini, 2020). In the initial phase of the RACE model—Research—the Public Relations team at PT NGW Global places strong emphasis on understanding the communication needs of its international audiences. Operating within a global business environment, the company is acutely aware that communication missteps can have significant reputational and operational consequences. Thus, research becomes the foundation upon which effective communication strategies are built.

Interviews revealed that the PR team regularly engages in audience analysis to map out the demographics, linguistic backgrounds, and cultural expectations of their stakeholders. This research is not limited to statistical data but extends to qualitative insights, such as the preferred tone of communication in different regions, the cultural sensitivity of visual and verbal messaging, and the expectations of formality across various business contexts (Gilbert, Ryanry & Albashori, Muhammad, 2024). One PR officer emphasized that "using English allows us to communicate with partners from Asia, Europe, and America without language barriers." This statement highlights how language choice is grounded in the pragmatic need for inclusivity and clarity in transnational interactions. PR's strategic capacity is increasingly recognized as foundational to identifying communication needs across global contexts (McKie & Sriramesh, 2017). Studies reveal that effective PR hinges on understanding stakeholder perception, both internal and external, as critical to communication diagnostics (Kriyantono & Anggraini, 2020).

English, therefore, is not chosen arbitrarily. It functions as a strategic medium—a deliberate selection rooted in the company's understanding of audience needs. The team views English as a "neutral" linguistic space where no single culture dominates the interaction, allowing for more balanced, diplomatic exchanges. This choice also signals professionalism and positions the company as globally competent, especially in sectors where international credibility is paramount. Document analysis further supports these findings. Company press releases, public announcements, and investor communications are consistently issued in English, indicating a standardized practice aligned with the outcomes of internal research. These materials reflect a tailored approach—where vocabulary, structure, and tone are adapted to suit international readerships, yet remain coherent and accessible. Such adaptation underscores the company's commitment to ensuring that their messages are not only understood but also resonate with diverse stakeholders.

In sum, the research phase in PT NGW Global's communication strategy illustrates a proactive and audience-centric approach. The use of English emerges as a product of informed decision-making, reflecting both practical considerations and strategic foresight. Through continuous analysis of global communication needs, the company positions itself to engage effectively across linguistic and cultural boundaries.

3.2 Action: Strategic Planning of Communication

In the second phase of the RACE model—Action—PT NGW Global demonstrates a systematic integration of English into its strategic communication planning processes. Strategic planning in PR reflects deliberate efforts to align organizational values with stakeholder expectations. Strategic thinking at the executive level influences the design of communication protocols aimed at performance outcomes (Shamsan & Otieno, 2015; Nuji et al., 2023). The findings reveal that English is not only a medium for external outreach but also a foundational element within internal documentation that guides public relations (PR) initiatives. Key planning documents such as campaign briefs, stakeholder risk assessments, and interdepartmental communication guidelines are all drafted and maintained in English.

This standardized linguistic approach facilitates consistency across departments and ensures coherence when coordinating with international partners, investors, and media outlets. Strategic planning in this context goes beyond mere linguistic choice. Strategic planning in PR reflects deliberate efforts to align organizational values with stakeholder expectations. Strategic thinking at the executive level influences the design of communication protocols aimed at performance outcomes (Shamsan & Otieno, 2015; Nuji et al., 2023). The use of English serves as a unifying operational standard, allowing cross-functional teams—including marketing, finance, and corporate social responsibility (CSR) units—to work within the same communicative framework. This practice enhances efficiency, reduces misinterpretation, and supports collaborative decision-making processes across linguistically and culturally diverse teams. As one interviewee noted, “having all planning documents in English helps avoid confusion when we’re working with different country offices or external consultants.”

Moreover, the company demonstrates foresight in ensuring that its key public relations instruments—such as media kits, crisis communication protocols, CSR reports, and stakeholder briefings—are continuously updated and disseminated in English. These documents are developed in accordance with internationally recognized PR standards, suggesting that the use of English is not incidental but rather indicative of a broader effort to align with global expectations of professionalism and transparency.

The professional tone, clarity, and precision characteristic of these English-language documents reflect the organization’s awareness of its global reputation. English is used here not merely for functional communication but as a strategic asset that enhances the credibility and reliability of the company in the eyes of global stakeholders. This is particularly significant in sensitive scenarios such as crisis management, where the clarity and immediacy of communication are critical to maintaining public trust and stakeholder confidence. Supporting literature confirms the relevance of this approach. According to Rahmat, Syah, and Putra (2024), strategic planning in public relations must prioritize both message clarity and audience accessibility, especially when the target audiences are international and multicultural. PT NGW Global’s practice of embedding English in all strategic PR planning aligns with this framework, enabling the company to manage risks, articulate values, and advocate for corporate initiatives with precision. In essence, the action phase reveals the company’s commitment to linguistic consistency and strategic foresight. By embedding English into the very architecture of its planning processes, PT. NGW Global not only ensures operational coherence but also strengthens its positioning as a globally literate and professionally competent entity.

3.3 Communication: Message Delivery and Media Engagement

The increase of digital platforms has amplified PR’s role in curating media messages and enabling two-way communication with the public (Nuji et al., 2023). Communication practitioners now operate as mediators of internal values and external image, ensuring coherence across media channels (Koswara et al., 2023). The communication phase is where the strategic use of English becomes most visible in the public relations practices of PT NGW Global. This stage involves the execution of planned communication activities through various media channels. The data show that English functions not only as a medium of information delivery but also as a key element in shaping the company’s professional image and facilitating international engagement.

PT NGW Global produces and disseminates a wide array of content in English, including press releases, annual reports, investor briefings, product brochures, and website content. These materials are crafted to meet international expectations of business communication. For instance, their LinkedIn and Twitter accounts are curated with high-quality English content that consistently upholds the company’s branding as a competent and globally engaged enterprise (Manullang et al., 2023). The style and tone of communication reflect a clear intention to resonate with global stakeholders, using professional diction, structured messaging, and persuasive yet neutral expressions.

The content analysis reveals a consistent use of inclusive language and culturally sensitive phrasing, especially when addressing multinational audiences. For example, announcements of new partnerships avoid colloquial expressions or culture-specific idioms, opting instead for globally recognizable terminology such as “strategic alliance,” “innovation-driven collaboration,” or “shared corporate vision.” This linguistic choice enhances message clarity across diverse cultural contexts and minimizes the risk of misinterpretation. Moreover, the company’s use of business English registers—characterized by precise vocabulary, passive constructions for formality, and hedging language for diplomatic tone—further demonstrates an awareness of global communication norms. This aligns with the PR team’s strategic intent to position PT NGW Global as an authoritative and trustworthy player in the international arena.

Another notable finding is that English plays a role in enhancing media engagement. By publishing news in English, the company ensures accessibility for international journalists, industry analysts, and stakeholders. The interview data confirm that this approach results in greater media coverage and cross-border visibility, particularly during major announcements such as product launches or corporate social responsibility (CSR) campaigns. This phase also reveals a dynamic interplay between language and media strategy. The PR team tailors messages based on platform-specific conventions—short, impactful phrasing for X (formerly known as Twitter), professional summaries for LinkedIn, and elaborated narratives for press releases. Across all platforms, the intentional use of English facilitates message coherence, enhances global audience reach, and strengthens corporate credibility in the eyes of international publics. In summary, the communication phase underscores that the company’s use of English is not a mere translation of content, but a deliberate strategic choice to align with global standards, maintain brand professionalism, and foster effective cross-cultural engagement.

3.4 Evaluation: Feedback and Continuous Improvement

Ongoing evaluation mechanisms allow PR professionals to assess the impact of their strategies and improve performance through feedback loops. Tools such as press releases, conferences, and internal communication audits have been identified as essential for iterative improvement (Bajaj, 2023; Ghorzang, 2021). The evaluation phase in the RACE model emphasizes the importance of assessing the effectiveness of communication efforts. At PT NGW Global, this process is not merely a post-campaign formality but a systematic and ongoing effort to ensure alignment with international standards and stakeholder expectations. English plays a pivotal role in this phase, particularly in gathering, interpreting, and responding to feedback from global audiences.

Data from interviews and document analysis reveal that the company utilizes a range of digital tools such as Google Analytics, Hootsuite Insights, and media monitoring platforms to evaluate communication performance. These tools track various engagement metrics including click-through rates, social media interactions, audience demographics, and sentiment analysis—all primarily captured and analyzed in English. This not only streamlines reporting processes across departments but also ensures uniformity in interpreting the data among multinational team members and partners. Feedback collection is conducted through both qualitative and quantitative means. The Public Relations team administers surveys and feedback forms in English to stakeholders, clients, and media representatives worldwide. Additionally, they monitor open comment sections on digital platforms and analyze direct communications such as emails and direct messages (DMs) from global clients. Importantly, the language of communication—English—ensures that responses are accessible and interpretable by all relevant divisions, particularly those handling international affairs.

One team leader highlighted during the interview: *“We take feedback from global clients seriously, especially on how our messages are understood in different regions.”* This underscores the role of English as more than a mere medium for message dissemination—it becomes a bridge for intercultural understanding and continuous refinement. The evaluation process is not only about measuring reach or visibility but also about assessing the *perception* and *reception* of the message across diverse cultural contexts.

The PR team uses this feedback to adjust various elements of their communication strategy. For example, if a particular campaign receives comments indicating that certain idioms or references were unclear to non-native audiences, the team responds by modifying the language in future campaigns to be more culturally neutral and globally comprehensible. This iterative process enhances the clarity, professionalism, and effectiveness of the company's communication strategies over time. Furthermore, by incorporating English-language feedback into strategic decisions, PT NGW Global demonstrates a commitment to international responsiveness and adaptability. It positions English not only as a tool for outward communication but as a medium for internal reflection, learning, and performance enhancement. Ultimately, the evaluation phase showcases how English serves as both a diagnostic and a developmental asset in sustaining effective cross-cultural public relations practices.

3.5 Discussion: English as a Strategic PR Asset

In multilingual contexts, English functions as a strategic linguistic asset, enhancing message clarity, cross-border communication, and professional credibility. Previous studies on PR perception suggest that linguistic competence is seen as an indicator of professionalism and trustworthiness in communication (Kriyantono & Anggraini, 2020; McKie & Sriramesh, 2017). The findings across the four phases of the RACE model consistently highlight the centrality of English in PT NGW Global's public relations practices. Rather than functioning solely as a tool for message delivery, English emerges as a deliberate and strategic asset embedded in both planning and execution. This reflects a sophisticated awareness of the demands of international communication and the need for linguistic coherence when engaging global stakeholders.

At the research stage, English is not only chosen for its neutrality and accessibility but also for its role in enabling the accurate interpretation of global audience data. This choice facilitates a unified approach to understanding market demographics and preferences. In the action phase, the integration of English into planning documents reflects an institutional commitment to cross-departmental consistency, reducing the risk of miscommunication and enhancing alignment with international standards.

The communication phase demonstrates the company's conscious effort to build a global image. By delivering professionally written content across digital platforms, English becomes a medium for brand positioning, audience engagement, and stakeholder trust-building. The attention to tone, terminology, and inclusivity suggests a level of communicative maturity that strengthens the company's reputation abroad. Meanwhile, the evaluation phase shows how English contributes to continuous improvement through feedback mechanisms. The company's responsiveness to input from English-speaking stakeholders illustrates an iterative, audience-centered approach that is critical for maintaining relevance in diverse markets. Smith (2020) acknowledges the role of language as a bridge in global public relations, suggesting that linguistic fluency, particularly in English, enhances clarity, credibility, and stakeholder trust in international contexts. In addition, Tench and Yeomans (2017) note that English proficiency remains central to international PR, as it facilitates cross-border communication, media access, and professional networking in global industries.

Taken together, these findings illustrate that English is deeply embedded not only in outward-facing communication but also in internal processes of decision-making, reflection, and development. It functions as a strategic resource that supports coherence, cultural adaptability, and operational efficiency. In this sense, English enables the organization to maintain professional credibility, foster cross-border relationships, and project an internationally resonant brand identity. It is this integrative function that confirms English as an indispensable element in the realization of globally effective public relations at PT NGW Global.

4. CONCLUSION

This study concludes that English serves as a vital communication tool in the global public relations strategy of PT NGW Global. Through the lens of the RACE model, the research found that English is systematically integrated into each phase of PR activities: from audience research, strategic planning, message execution, to evaluation. English plays a strategic role in public relations, serving not merely as a tool for communication but as a critical asset that enhances clarity, consistency, and professionalism, particularly in cross-cultural interactions. Within international companies, the use of English improves both internal and external communication efficiency by facilitating coordination with international stakeholders, engaging foreign media, and managing multilingual digital platforms.

To support this function, companies often invest in developing the business English proficiency of their public relations staff. This investment contributes to the effectiveness of corporate messaging and strengthens the organization's overall image. The advantages of using English in PR include its ability to expand outreach, build trust in the global brand, and ensure that internal communications meet international standards of clarity and professionalism. However, there are also challenges associated with this approach. English-centric communication may reduce the effectiveness of localized messaging, lead to potential misinterpretations in non-native markets, and create a reliance on staff with high levels of language competence. To address these challenges and build on current practices, further research could examine how international audiences receive English-language content or compare English usage across various multinational companies to evaluate cultural responsiveness in global public relations strategies.

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