

Media Relations Activities in Shaping Image Group Nasyid Raihan

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ABSTRACT

Entertainment business players, including the Nasyid Raihan group, carry out various strategies and ways to develop excellence and maintain the image of the name it carries through communication with both internal and external parties. The purpose of this study was to analyze: 1) Media relations activities carried out by Public Relations in forming the image of the Nasyid Raihan Group, 2) The image formation process carried out by Public Relations in forming the image of the Nasyid Raihan Group. 3) Supporting and inhibiting factors in carrying out media relations activities in shaping the image of the Nasyid Raihan Group. The theory used is public relations, media relations and image. While the qualitative research method with 3 key informants and 5 triangulation informants. The results obtained by public relations as executor of media relations activities have made various efforts to carry out their duties and functions and roles. Media relations activities carried out by the Nasyid Raihan Group in the form of press releases, press conferences, interviews, visits have been carried out every time there is an activity or event that will invite journalists in the context of publication to strengthen the image of the Nasyid Raihan Group; 1) The image formed by the Nasyid Raihan Group consists of perceptions, motivation, stimulants and attitudes that get positive impressions from the public, both internal and external. This is proven, every album or single Raihan always gets a positive response from listeners or the public; 2) Supporters of the Nasyid Raihan Group are well targeted publics. The inhibiting factor, the public realtions of the Raihan group attached to the head of personnel, did not become a barrier because the Nasyid Raihan Group already had its own public.

INTRODUCTION

Media is a means of publication to build an image and reputation (Keifer, 2014). Mass media/press (Shintia Ira Claudia & Sa'diyah El Adawiyah, 2024) has the power to influence public opinion and create a positive/negative image of the parties it reports. Mass media has the potential to raise awareness, change attitudes and behaviors, and encourage public action. Mass media can also be used by public relations to introduce institutions and products produced by institutions to the public. Like the launch of Raihan's album. Media relations is a legal obligation for public relations because the benefits of establishing relationships with the media can have an impact on increasing Brand image (image), which leads to an increase in the products or services offered by institutions/institutions to consumers or the market (Nurudin, 2008: 37).

The importance of establishing relationships with the media (Student et al., 2021) Because the mass media is able to influence people's views. Given that the media has the power to transfer information to influence the public agenda, when journalists or media report on what is conveyed by the organization, the public will consider it as important. In fact, this condition can place journalists and media as "third parties" from institutions/institutions that have a higher level of trust than the public relations of the institution/institute itself (Farihanto, 2014; Nurjanah, et al. 2015; Puspitasari, 2016).

Every institution needs to optimize its functions and roles Public Relations in fostering good relations with the mass media, so that it is not the target of mass media shooting but is able to utilize the mass media to build its reputation. Through various planned public relations activities, good relations with the mass media will be well established and benefit both parties. Image is a reputation and achievement to be achieved for Raihan and the entertainment business in general. Citra Raihan has been formed as a nasyid with Islamic poetry that is very thick, polite and not patronizing. Image is a reality that cannot be engineered to be formed by itself from various efforts made through communication and well-established relationships to produce a positive image also for institutions/institutions. For this reason, public relations and Marketing The Nasyid Raihan Group carries out effective and appropriate activities through good media relations in an effort to form the image of the Nasyid Raihan Group which may be exposed to issues or negative news circulating. Based on the description above, the author is interested in conducting a research with the title "Media Relations Activities in Forming the Image of Nasyid Raihan Group". Based on the background that has been described earlier, the formulation of the problem in this study is: "How is the activity Media relations in shaping the image of the Nasyid Raihan Group?".

RESEARCH METHODOLOGY

Research Approach

The approach of this research is a qualitative approach that focuses on social phenomena and on giving voice to the feelings and perceptions of the

participants under study. It is based on the belief that knowledge is generated from Setting and that the understanding of social knowledge is a legitimate scientific process (legitimate),(Creswell & Creswell, 2007). The qualitative approach is expected to be able to produce an in-depth description of the speech, writings and behaviors that can be observed from a certain individual, group, society, organization in a context Setting that is studied from a whole, comprehensive and holistic (Boyle et al., 2008) (Bogdan and Taylor, 1992:22 in Rosady Ruslan 2013:215). The informants who will be the source of information in this study are: there are 3 people, namely CheAmran Idris, Amran Bin Ibrahim, Abu Bakar Muhammad Yatim.

Data Collection Techniques

The first stage is data collection, there is primary data and secondary data. Primary data was obtained by observing the object to be studied by conducting in-depth interviews. Observation is observation, but it is certainly different between observation in the everyday sense and scientific research (Atwar Bajari, 2017:97). Meanwhile, secondary data is obtained from literature studies from books, journals, articles and internet sources.

Data Validity Test

In this study, the test of the credibility of the research data was carried out by: Triangulation was carried out by means of triangulation techniques and triangulation, including: Khairul from Media TV3 Malaysia, Seracak from Media Radio Radio Hot FM and Samsul Azree from Media Print Berita Harian Malaysia, and Media Relations Expert Figure, Rini Sudarmanti.

RESEARCH DISCUSSION

Based on the results of research and interviews with informants, there are a number of activities carried out by Raihan in building relationships with the mass media. This can be seen from the close relationship that has been established with journalists/mass media. Some of the activities carried out by Raihan are through press conferences, press releases, involving journalists, both print and electronic, in various Raihan activities. The relationship between Raihan and the press is very good and close and even tends to support Raihan's activities. Even so, there are challenges and obstacles faced by Raihan but they can be overcome well.

Sam Black and Melvin L. Sharpe (Wilcox et al., 2016) that media relations activities are more about two-way communication between the organization and the media, be it print media, electronic media, or online media(A Hattikar & S Bagi, 2024). Communication is a two-way communication process so that the relationship between the two must be balanced because public relations and journalists/media have a sense of mutual need. Media relations activities carried out by Public relations Raihan are indeed aimed at establishing understanding, realizing good relations with press personnel so that they can carry out balanced publications in the mass media. Based on the organizational structure, Raihan's public relations position under Raihan's management is not only technical but

also managerial. This happened, because the chairman of Raihan's management is the chairman of the Raihan group, namely Che Amran. So that decisions can be taken quickly and precisely because they are based on discussions among Raihan members.

Activity or activities Media relations What is done Public Relations Achievements made in accordance with the Cutlip Centre(Nabilah Puteri Azzahra et al., 2024) which states that public relations is not only an image maker, but is also empowered in management and used to assess public attitudes, identify policies and procedures of a person or organization for the public interest, and carry out a program of activities to gain public support. Public relations forms a media relations strategy to be able to be close to the media which can ultimately convince and gain the support and sympathy of the public/fans.

Based on the statement delivered by Che Amran, who is Raihan's public relations, every media relations activity carried out by the Public relations and management/marketing team is an activity that never stops but is sustainable even though Raihan is not a company, but the activities of the Raihan Group have a management team that does planning (Strategic Planning for Public Relations, n.d.)every year. The activity was carried out in order to foster togetherness, mutual understanding, sympathy and support from the media and the public in building the image of Raihan.

For example, every time there is an event program such as a concert, album launch, road show, it is writing and sending releases to a number of media. The role of public relations(Al-Muqsith et al., 2024) what Che Amran did was managerial, namely Expert Prescriber Communications every activity that has been carried out will be evaluated and used as input to improve the formation of Raihan. The role of public relations of the Raihan Group is located between the internal public and the external public, namely as a communication technician who is the implementer of communication techniques itself. It can be seen that the public relations of the Raihan group helps carry out communication activities with the media such as press releases, press conferences, banquets, and media visits. All of these activities were prepared by the public relations of the Raihan group together with Raihan's management. Public relations prepares all needs in relation to the media. Public relations of the Raihan Group in carrying out its roles, functions and duties applies a two-way symcentric model. This model, according to Grunig, is a two-way communication pattern that aims to obtain mutual understanding.

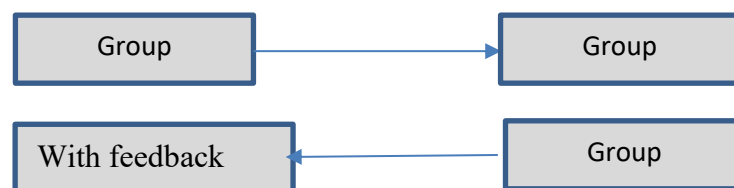


Figure '1 : Two Way Symmertic Model

Media Relations Activities Achieved in Shaping the Image of the Raihan Group Jhon Ledigham (in Ardianto, 2016:119) stated that the process of relations between the internal public and the external public is the mass media. The mass media's relationship with Raihan involves the active participation of journalists. Media relations activities can be divided into two parts according to statements from sources and expert informants, namely first, conventional media relations such as press conferences, press releases, media visits, press tours that help in promoting (Student et al., 2021)(Bivins, 2011)The Raihan group is mainly launching new albums. Conventional media is an activity that does not require a lot of money (low budget) but has a considerable impact (high impact). However, conventional media activities do not have obstacles or obstacles. Every media will have obstacles for public relations, namely first, the budget used by conventional media is very cheap but has a high impact because the media publishes every activity carried out by the Raihan Group. So, public relations must be ready to make news. The second obstacle is that the burden of public relations is getting heavier. At the beginning of the career journey, the Raihan Group did have its own Public relations team that managed professionally. But often the passage of time, public relations are on Che Am. Not only as a singer, but also management and public relations, although assisted by several others in every activity. Different educational backgrounds are obstacles in managing media relations better.

Media relations is a form of communication and information services to the media that can be carried out with various media relations activities according to Aceng Abdullah (Nova, 2012:212), namely: a). Dissemination of Press Releases; b). Press Conference or Press Conference c). Press Visits; d) press reception; e). Activity Coverage f) press interviews. The Raihan Group has conducted media relations through management and public relations.

Dissemination of press releases

The dissemination of press releases is usually in the form of news release sheets that are distributed to journalists or the intended mass media. Press releases have the same function as mass media. The activity of making and disseminating press releases is the most efficient press relations activity. Delivery of press releases because it is cheap (Nurjanah et al. 2015; 46), free of charge as it can be done via email or whatsapp. So that the news can be published in the afternoon or the next day. Press release according to Peter Henshall and David Ingram (Wardhani, 2008:80) is a story written by press or public relations personnel and sent to every newspaper and broadcasting station. So that when sending a press release, it must be accurate, according to reality and obey journalistic rules. A press release does not only contain writing but can also be in the form of photos of activities and captions that are unique and have value to be broadcast by the mass media. Press releases are made with the formula 5W+1 H, namely (Who, What, When, Where, Why, and How) by highlighting strong news (Suryadi, 2007:101).

Public relations duties or activities are not only to make press releases, but also other activities, namely conducting press conferences and are usually attended by journalists/media and distributing press releases and giving a banquet before or after the event. Usually, in press conferences and banquets, there is a dialogue between the management team, including public relations, and media crews/journalists. So that there is communication of personal relationships with a sense of empathy, humanity and mutual respect because both parties need each other. The assumption that is built up is advertising telling people you're good, public relations convincing them you're good". Mass media is a tool to create good and bad opinions about an institution.

Press conference

A meeting organized by an organization or individual by inviting the media/journalists to convey certain messages, namely news, album launches, concerts, case clarifications, sad news and likes. The press conference was held to support publication activities and the introduction of the Raihan brand to become better known as conveyed by expert informants. Press conference activities are held before the event or after the event. Usually, journalists are given a prior understanding of the purpose, purpose of holding the event as well as the expected output and outcome of the event.



Picture 2 : Press Conference Concert The Spirit Of Ramadhan

Showbiz: Joi#ning forces for charity

By [Tahir Alhamzah](#) - November 1, 2019 @ 8:52pm

An example of a press conference conducted by public relations Raihan in the The Spirit of Ramadan event. Various media were invited to attend and carry out a series of media relations activities during the press conference, there were also interviews and dinners (iftar together) and gave Goodie Bags to journalists who attended the event.

Press Visit

A press visit or can be called a press tour is to invite journalists to visit a location, both in their neighborhood and to a location that is closely related to the work of related institutions or institutions.



Figure 3 : Photo of Raihan and Alif Satar

Alif Satar and nasyid group Raihan will stage a charity concert next February.

NSTP/MUSTAFA KAMAL.

AFTER their collaboration on *Sesungguhnya* 2019, which was released earlier this year, popular TV host and singer Alif Satar and nasyid group Raihan are planning more projects together. This was spurred by the success of the single, with its accompanying video having been viewed more than 1.3 million times on YouTube since its release on May 11. "We hope to release a duet during the fasting month next year," said Abu Bakar Md Yatim, one third of the popular nasyid group formed in 1996. Raihan was formed with five members but is now a trio, with Che Amran Idris and Amran Ibrahim making up the other two members.

DREAM COME TRUE

"Working with Raihan is like a dream come true. The group evokes childhood memories," shared Alif, 29.

"I was living in the United Kingdom when my father was furthering his studies there. My parents brought along Raihan's debut album *Puji-Pujian*. It was the only music album from Malaysia which we listened to there," said Alif.

At his recent showcase at Hard Rock Cafe in Kuala Lumpur, the group joined him onstage to sing along to its single *Iman Mutiara* and Maher Zain's *Thank You Allah*.

"Beginning with *Actually* 2019, the opportunity for us to collaborate just fell into place," added Alif.

While they did not divulge further details on the duet, they excitedly shared their next project – Alif Satar & Raihan's "Countless Blessing" Charity Concert.

The two-hour concert is scheduled to take place on Feb 22 next year at Pusat Budaya, International Islamic University of Malaysia in Gombak.

Co-organised by Maha Philandure and Komited Malaysia, the charity concert is organised in conjunction with the Live A Life 2019 campaign.

DO GOOD

The concert, part of the Fun.Race.Sing initiative, is specially created for the organisers' partners such as Sekolah Islam Al Huda, Mercy Malaysia, Persatuan Pemulihan Kesan Sociale Malaysia, International Islamic University's Centre For Community Engagement And Services and Malaysia Young Shariah Scholars Association.

Abu Bakar said this is a good initiative by the organisers to bring together a pop star and a group well known for spiritual songs.

"In life, we're always given the opportunities to do good, in whatever field, show business included.

"We're excited at the opportunity to share the stage with the new generation of multi-talented artistes like Alif," added Abu Bakar.

Alif added: "You get the best of two music genres for the price of one. I'm excited as the concert is not just for entertainment's sake but also serves a purpose for the community."

Alif has a lot on his plate. Besides TV hosting and concert rehearsals, he had to train for Ironman Malaysia, a triathlon event he took part in recently.

At the concert, Alif will be backed by his band The Locos, made up of a guitarist, bassist, drummer, keyboardist and two backup singers.

Press Reception

A Press Reception is inviting mass media personnel to a reception or special event held for news hunters. The event can be in the form of a banquet, then continued with entertainment.

Raihan nasyid group enlivens Yemen's charity night

Saturday, July 6, 2019 19:17 WIB



Figure 4: Raihan's performance with three of his personnel, namely Che Amran Idris, Abu Bakar Md Yatim, and Amran Ibrahim at Bin Hamid Café and Bistro, Banda Aceh, Friday (5/7) night. Photo: ACT Aceh

Banda Aceh (ANTARA) - Aksi Cepat Tanggap Aceh said that the legendary nasyid group Raihan participated in decorating and enlivening a charity night themed Happy Yemen on Eid al-Adha "Let's Make Sure Our Brothers Eat Qurban" at Bin Hamid Café and Bistro, Banda Aceh, Friday (5/7) night. The head of ACT Aceh, Husaini Ismail in Banda Aceh, Saturday said that his party was very grateful for the presence of the nasyid group from neighboring Malaysia at ACT's charity night. He said that the condition of hunger in Yemen today is very severe. As a Muslim, he continued, we should help overcome the problems faced by one of the countries in the Arabian Peninsula." Hopefully what we got last night, can benefit our brothers and sisters in Yemen," he said. He admitted that it is a humanitarian institution in the country that has gone global. "ACT has also opened a branch office in Kuala Lumpur to facilitate services to benefactors," he said. The nasyid group Raihan presented the rhythm of music, and the chanting of verses that hypnotized hundreds of visitors at the Yemeni charity night held by ACT Aceh from 21.20 to 22.00 WIB. Raihan appeared with three personnel, namely Che Amran Idris, Abu Bakar Md Yatim, and Amran Ibrahim. They performed four religious songs titled, namely Phai-phalan, Iman Mutiara, Thank You Allah, and Truly. On the sidelines of their performance, Raihan, who was dressed in all black complete with peci, invited hundreds of spectators to help the starving Yemeni people. "The donated property is the real property that he has, because it can be taken to the hereafter," said Raihan's personnel, Abu Bakar. As is known, Raihan was formed in the 1990s and is widely known in Indonesia. They have received various awards including being named the 500 most influential Muslims or known as "The Muslim 500: The World's Most Influential Muslims" nine times in a row.

"No matter how big our donation is, it will still be valuable in the eyes of Allah. People who give alms will never lose," added Abu Bakar. Mujiburrisal, the host of the event, said that visitors were invited to perform qurbani for Yemen so that brothers and sisters in other parts of the world could enjoy qurbani meat on Eid al-Adha this year. On this charity night, there was also an auction of a number of paintings signed by the nasyid group. The event, which was interspersed with the screening of videos of the current condition of Yemen, and the ACT program in one of the Arabian Peninsula countries, supported by the Indonesian Volunteer Society (MRI), Bin Hamid Café and Bistro, and Musafir Tour and Travel was lively and smooth.

Narrator: Muhammad Said

Editor: Muhammad Yusuf COPYRIGHT © ANTARA 2019

Activity Coverage

Coverage of activities is the most recognizable among other press activities. Activity coverage is carried out when institutions hold certain activities, especially those that have news value. The mass media is invited to cover.

1. Coverage of activities (Daily News / BH.com.my)

Raihan's da'wah struggle is not over yet



By [Farihad Shalla Mahmud](#) - September 23, 2019 @ 1:47pm

farihad@bh.com.my



Figure 5 : Photo of Raihan Receiving a Lifetime Award

RAIHAN with the Lifetime Achievement Award trophy received at the ABPBH 32 summit last night. Photo by Halimatun Saadiah Sulaiman KUALA LUMPUR: Raihan's efforts to bring the mission of da'wah across borders through music were appreciated when they received the Lifetime Achievement Award at the culmination of the 32nd Anugerah Bintang Popular (ABPBH) last night. More than two decades of their struggle, the group consisting of Che Amran Idris, Abu Bakar Md Yatim and Amran Ibrahim said Raihan's efforts to spread the message of da'wah through songs have not stopped. For Che Amran, as long as the kudrat is still left, they will continue to carry out their preaching mission until their breath stops.

"Alhamdulillah, we are grateful for the award given. The trophy is not just an ordinary award, but rather we consider it as a gift from our own country." Apart from acknowledging all the sacrifices, sweat and tears that flowed, it became a morale burner for us to continue to carry out preaching activities through songs.

"We still don't want to retire because Raihan's struggle is not over. Insha-Allah, at the end of this year, we will go out of the country to perform.

"As long as it is needed, we never tire of sowing devotion by providing entertainment, at the same time, spreading Islamic sharia," he said. Sharing the recipe for success in conquering the international market, Che Am is grateful, different images and music make it easier for them to be accepted.

"Raihan's speciality is in terms of the music and Islamic image that we highlight. Our singing is only accompanied by drums and it is something new for outsiders." Previously, they heard a lot of heavy nasyid songs. But, when listening to Raihan's lighter and simpler music, they were attracted to follow our developments.

"The lyrics highlighted by Raihan are also diverse. There are modern and there are traditional ones such as salawat and daily prayers.

"One of our personal achievements is when Raihan's music also attracts non-Muslims to enjoy it together," he said.

Charity Concerts in Neighboring Countries

by | [0 Commentsadmin_sahabat](#) | Aug 8, 2019 | [Activities](#), [Donations](#), [Concerts](#), [SPM \(Friends of Palestine Calling\)](#)

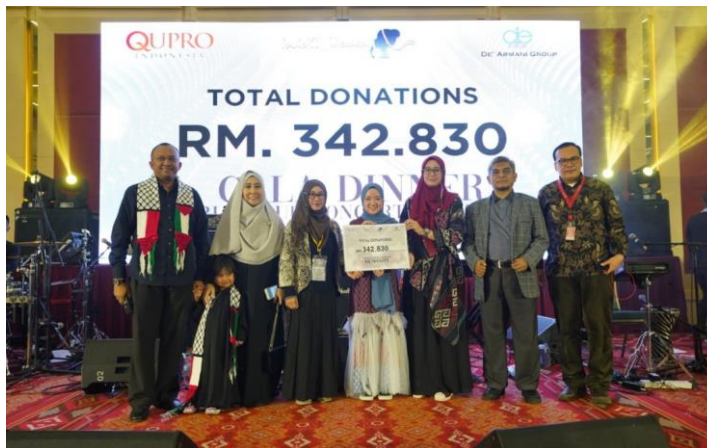


Figure 6 : Charity Concert Donation for Palestine

Press Interview

If the five activities above are initiatives from the organization, then the press interview is an initiative from the mass media. There are two types of interviews, namely prepared interviews and spontaneous interviews. Other media relations activities are press meetings or press conferences. At the time of a press conference or press conference, it is the duty and role of public relations as a communication facilitator or communication technician. The Raihan Group and its management, including public relations, invited journalists to attend the press conference room, accompany press colleagues during the press conference and continued with interviews or listening to explanations from Raihan's management through the press conference.

Achievements in carrying out press conference activities can be carried out in two forms, namely planned and unplanned press conferences. The planned press conference is usually in the form of an album launch, concert or other event related to Raihan and is planned in advance. It is hoped that journalists/media will prepare time to attend and make better broadcasts in promoting Raihan. An unplanned conference can be an unexpected event.

Analyzing the image formation process carried out by ol Public Relations in shaping the image of the Nasyid Raihan Group.

Philip Lesly (1991:7 in Nurjanah. 2015:49) stated that media relations activities are relationships with communication media to publicize or respond to media interests to organizational interests. Public relations , in this case Che AM, must prepare all the needs of the Raihan Group and also the media. Communication skills and establishing media relationships are indispensable in media relations. However, these obstacles can be overcome by conducting deliberations with the Raihan Group although in the end the decision lies with Che Am as chairman, public relations and management.

Table 1 : Media Relations Activities Achieved

No.	Activities	Implementation
1.	Press release	Frequency : 3 during 2019 Venue : Indonesia and Malaysia Destination : Concert Tour Achievement Participation : Achievement, Management Event Agenda: Message in forming a positive image: a release made by public relations regarding the activities of the Raihan group is always positive to get a positive image from the public. Release is made with 5 W+1H guideline
2.	Press Conference	Frequency : 4 times simultaneously with press meeting Venue : Indonesia and Malaysia Purpose: album launch, concert, charity night, etc Participation: Raihan Group, media, management and public relations Event Agenda: The event was opened by the Che AM management team Message in forming a positive image: there was a meeting between journalists/ media and public relations and the Raihan management team, so that communication was well established in explaining the event that was going to take place or had been completed.
3.	Press Visit	Frequency : 5 Venue : Malaysia Objective: Build a closer and closer relationship between media relations and the Raihan Group Participation : Print Media, Television and Radio Event Agenda: Siaturahim, discussion and up to date of the Raihan Program Message in forming a positive image: the media clearly knows the activities and kitchen of the Raihan group or vice versa. So that mutual understanding and mutual interest are established
4.	Press Coverage	Frequency : 8 Venue : Indonesia and Malaysia Purpose: to inform the program and activities of Raihan Participation : Raihan Group and Media Relations Event Agenda: Event Agenda on album or single promos and Raihan activities
5.	Press Reception	Frequency : 5 times simultaneously with press meeting

		Venue : Indonesia and Malaysia Purpose: album launch, concert, charity night, etc Participation: Raihan Group, media, management and public relations Event Agenda: The event was opened by the Che AM management team Messages in forming a Positive Image:
6.	Interview	Frequency : 10 times Venue : Indonesia and Malaysia Objectives: dialogue and questions will be achieved Participation : Media Relations and Raihan Event Agenda: Interview with the Raihan Group

Based on the table above, it can be seen that the Public Relations in shaping Raihan's positive image through his relationship with the media. Media relations activities, both formal and informal, are carried out by the public relations of the Raihan Group, whose implementation of activities is through communication between the Raihan management team, public relations and media crews/journalists. The informal relationship that is established makes the media a partner/colleague in every condition and situation, not only when it is needed to do publications and imagery. Public relations must take a sustainable approach (Pratiwi, et al. 2015:338).

Public relations is a bridge and spokesperson for the Raihan Group as well as providing himself to be a connector of tongues with the mass media. Although the public relations duties are held by Che Am as well as the management of the Raihan Group. Supposedly, stand-alone public relations are not held by the perpetrators. But the situation is changing now, due to a situation that is not as possible as it is with any other institution or company.

Table 2 : Public Relations Activities

No.	Activities	Categories
1.	Press release	Formal
2.	Press conference	Formal
3.	Press release	Formal
4.	Interview	Formal
5.	Banquet	Formal
6.	Press conference	Formal

The Raihan Group's various public relations activities with the media are formal but have a heavy role and many in shaping positive news because the relationship established is personal between public relations and journalists/media. According to Sumirat and Ardianto (2010:115), there are four components of image formation, including:

Perception

The perception formed based on the results of interviews with Raihan group personnel as well as Public relations as well as media crews and expert

consultants is known, the Raihan Group, Perception is part of the image that can be formed or made by individuals or institutions or companies as conveyed by Mrs. Rini and added by public relations practitioners will become a brand and even reputation. The Raihan group has acquired this positive image through Islamic songs as an Islamic message and is very liked by all circles, regardless of religion and age.

Cognition

Based on Sumirat and Ardianto's theory, cognition is an individual's self-belief in stimulus. This belief will arise if individuals must be given enough information that can affect the development of their cognition. The Raihan Group has provided stimulus through the initial perception that has been formed by its public relations. The stimulus, means that Raihan has to look at the aspects that encourage him to maintain his reputation, because Raihan is known as a singer, a religious musical. So automatically, they must include Islamic symbols. For example, wearing skullcaps and wearing cocoa clothes as a characteristic of non-verbal communication. The image that is formed must be maintained, then the attitude, for example when making video clips or performances, must still be maintained. Don't let him make any roughly opposite moves that Muslims should not do, that is actually what must be maintained to maintain the reputation of Raihan's group.

Motivation

Motive, according to Sumirat, is a state in a person's personality that encourages an individual's desire to do certain activities to achieve goals. The motivation that the Raihan Group will achieve in shaping the image (Ramadhana et al., 2026), is goala product or institution, to form a reputation image. Goals It's actually not just an image of reputation, but it should be Sustainability and participation. So actually in Raihan's contact there is also Awareness that person sings the song so that he can become a more faithful person trough.

The motivation of the Raihan Group is that da'wah itself has become a strong element that has been maintained from 1996 until now. So the Raihan Group uses Nasyid as a way of da'wah (Triantoro, 2020)(Prasetyo, 2016)to remind without patronizing about the life of friendship, the struggle for peace, faith so that is what brought Raihan to become famous (Mardiani, 2021; Triantoro, 2020)and legends such as interviews with media crews.

Attitude is not a behavior but a tendency to behave in certain ways. Attitude has a driving force or motivation attitude to determine whether people should be pro or con to something, determine what they like, expect and want. Attitudes contain evaluative aspects, meaning they contain pleasant or unpleasant values, attitudes are also taken into account or changed. The process of image formation will ultimately produce certain attitudes, opinions, responses or behaviors, to find out how the image of a company or institution in the public mind requires a research.

The public attitude, both internal and external, is very positive, not only in Malaysia but also in Indonesia, Singapore, Southeast Asia, and even all over the

world, including six continents, we have been to the UK, Africa, to Arab countries, Russia and so on. The public attitude is very positive, because it is not only providing entertainment, in fact they long for the rhythms of dhikr praising Allah and His Messenger but in this form of entertainment, which they rarely get. The attitude of the community towards the Raihan Group is extraordinarily relevant throughout the ages and does not know the age of So, Raihan has made something, illustrating the ease of approaching Islam, because through delivery it affects the audience.

Supporting Factors and Inhibiting Factors in carrying out the media relations activities of the Nasyid Raihan group. Media relations activities carried out by the Raihan group and other organizations, both private and government, and non-profit, are a strategy that does not cost too much or has a low budget and has a very high impact (high impact). Another obstacle is that the chairman of the Raihan group as well as the management and public relations are not optimal, the workload of public relations overlaps with other duties as well as the chairman and vocalist of the Raihan group. A public relations person, especially in his relationship with the media, requires a background in the ability to establish a harmonious relationship with the media, so that at least he understands communication science or has a communication education background so that it makes it easier for him to carry out his duties and functions, especially in relation to his image.

Achieve more conventional media relations activities, namely in the form of press releases, Press Conference which is usually carried out in conjunction with a press release made by Public Relations Raihan. The information conveyed in the press conference is material that will be provided during the press conference, for example, the launch of a new album or the Raihan concert. Before the press conference, a press release will be distributed and also journalists have been prepared a banquet. The banquet was adjusted to the time of the press conference and press release.

If the conference activity is held at night or during the day, the management, in this case public relations Raihan, prepares lunch or dinner consisting of heavy food and side dishes. But if it is carried out in the morning or evening, it can be in the form of coffee, tea and other snacks. Public relations Raihan also prepared a press release and ensured that the press release reached the hands of the journalists present. If anyone is unable to attend, the press release will be sent via email, whatsapp. The information conveyed through the press release is still lacking, public relations provides an opportunity for journalists to conduct more in-depth interviews.

CONCLUSION

Public relations as the implementer of media relations activities has made various efforts to carry out its duties and functions and roles. Media relations activities carried out by the Raihan Group in the form of press releases, press

conferences, interviews, visits have been carried out every time there are activities or events that will invite journalists in the context of publications to strengthen the image of the Raihan Group. The supporting factor of the Raihan Group is the image that has been formed with the support of the public relations and management team with a good perception to get positive values from the public and stakeholders towards Raihan. while the inhibiting factor, the public realtions of the Raihan group is attached to the chief of personnel, namely Che Am, so that he uses more conventional media relations. However, this inhibiting factor is not a barrier because the Raihan Group already has its own public.

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