

“Analysis of Public Relations Code of Ethics in the Film Air (2023)”

By: Dea Armawati

Supervisor: Ainur Rohmaniah, M.Si

Communication Science Program, Muhammadiyah
University of Sidoarjo

Background of the Study

The background of this research focuses on how the film *Air* (2023) represents ethical values in Public Relations practice through the framework of the PRSA (Public Relations Society of America) Code of Ethics. Film, as a mass communication medium, has the ability to influence audiences' ways of thinking through complex audio-visual elements, so that messages can be conveyed both explicitly and implicitly. This study aims to analyze how the six principles of PRSA—advocacy, honesty, expertise, independence, loyalty, and fairness—are represented in the narrative of the film. *Air* (2023) is relevant because it portrays Nike's business and communication strategies in recruiting Michael Jordan as a brand ambassador, which had a significant impact on the company's image and reputation.

Research Question & Objective

Research Question:

How are the PRSA Code of Ethics principles represented in *Air* (2023)?

Objective:

To analyze six PRSA principles: Advocacy, Honesty, Expertise, Independence, Loyalty, Fairness

Research Method

- Approach: Qualitative descriptive
- Techniques: Non-participant observation, literature review
- Object: Film *Air* (2023)

Research steps:

- 1) Data collection
- 1) Data reduction (group scenes by 6 PRSA principles)
- 2) Data presentation (narrative & interpretation)
- 3) Data analysis (linking theory & scenes)
- 4) Verification (triangulation of sources)

Theoretical Framework

PRSA Code of Ethics:

1. Advocacy
2. Honesty
3. Expertise
4. Independence
5. Loyalty
6. Fairness

Results and Discussion

1. Advokasi (Advocacy) The principle of advocacy is shown when Sonny Vaccaro insists that Nike should recruit Michael Jordan. He courageously voices his vision despite opposition from management, acting as an internal advocate who ethically defends the organization's best interests.

2. Kejujuran (Honesty)

Honesty is reflected when Sonny speaks directly to Deloris Jordan. He openly admits that Nike was not the leading brand but offers a long-term vision instead. This transparency builds trust and strengthens credibility.

3. Keahlian (Expertise)

Expertise is demonstrated through the process of designing the Air Jordan shoes by Nike's team. They combine aesthetics, culture, and NBA regulations to create a communication strategy that is both innovative and professional.

Results and Discussion

4. Independensi (Independence) Independence appears in Deloris Jordan's negotiation of royalties. She remains firm, objective, and not intimidated by Nike, showing integrity in making decisions independently.

5. Loyalitas (Loyalty)

Loyalty is portrayed by Sonny, who continues to believe in his vision about Jordan even when others doubt him. He is willing to risk his career to support what he believes is the best step for Nike's future.

6. Keadilan (Fairness)

Fairness is evident during the negotiation when Deloris demands royalties for Michael Jordan. This request represents proportional recognition of contribution, and Nike's decision to agree marked a milestone in the sports industry.

Conclusion

The film *Air* (2023) demonstrates that the six PRSA principles—advocacy, honesty, expertise, independence, loyalty, and fairness—are applied in practice. PR ethics prove to be a foundation for building strategic communication, reputation, and long-term public trust.

Referensi

REFERENCES

- [1] S. M. Cutlip, *Effective public relations*. Pearson Education India, 1962.
- [2] S. Mulhall, *On film*. Routledge, 2015.
- [3] M. F. Akbar, Y. Evadianti, and I. Asniar, *Public relations*. Ikatan Guru Indonesia, 2021.
- [4] A. Gregory, *Public relations Dlm Praktek*. Esensi, 2005.
- [5] C. C. Triana, A. Yulianti, L. A. Nuraeni, and A. S. Sayyidah, "Pengaruh kepercayaan diri seorang public relation dalam berkomunikasi," *Cebong J.*, vol. 1, no. 2, pp. 34–40, 2022.
- [6] Ms. Poppy Ruliana, A. B. Umbara, and S. Sos, "THE ROLE OF PUBLIC RELATIONS IN ORGANIZATIONS," in *PROCEEDING ABSTRACT*, 2017, p. 250.
- [7] D. W. Susyanti, "Media internal sebagai jembatan komunikasi di dalam perusahaan," *Epigram*, vol. 10, no. 2, 2013.
- [8] S. Natawilaga, "Peran Etika Dalam Meningkatkan Efektivitas Pelaksanaan Public Relations," *Wacana J. Ilm. Ilmu Komun.*, vol. 17, no. 1, pp. 64–71, 2018.
- [9] D. Harmawan, "An Analysis of Consumerism and Populism in the Film Air (2023)," *Cinematology J. Anthol. Film Telev. Stud.*, vol. 5, no. 2, pp. 71–84.
- [10] E. Rumui, "Analisis Isi mengenai Pelanggaran Kode Etik Profesi Public Relations dalam Film Thank You for Smoking." Petra Christian University, 2016.
- [11] A. Alvin Albadru Ashari, "ANALISIS ISI ETIKA PUBLIC RELATIONS DALAM VIDEO DEBAT PUBLIK PASANGAN CALON BUPATI DAN WAKIL BUPATI BENGKALIS PERIODE 2021-2026." Universitas Islam Negeri Sultan Syarif Kasim Riau, 2022.
- [12] D. Aldita, "Analisis isi film wag the dog tentang pelanggaran-pelanggaran kode etik humas," *Ejournal Ilmu Komun. Univ. Mulawarman*, vol. 2, no. 4, pp. 75–87, 2014.
- [13] N. Kurniawati, I. Fathurrohman, and M. Roysa, "Analisis Semiotika Budaya Jawa Tengah pada Film Mangkujiwo Karya Azhar Kinoi Lubis," *Bul. Ilm. Pendidik.*, vol. 1, no. 1, pp. 45–54, 2022.
- [14] A. J. Weed and L. Nye, "Tag Archives: Public Relations Student Society of America".
- [15] R. I. Hartley and P. Sturm, "Triangulation," *Comput. Vis. image Underst.*, vol. 68, no. 2, pp. 146–157, 1997.
- [16] N. I. Sembiring, "SOSIALISASI MENJADI HUMAS YANG HANDAL," *J. Abdimas Mutiara*, vol. 2, no. 2, pp. 499–502, 2021.

