

# Public Relations Management of Universities in Yasni Institute of Islamic Religion Muara Bungo

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## ABSTRACT

This qualitative study aims to find out the duties, functions, and responsibilities of higher education institutions require interaction with the public as clients and partners, so that universities need to make internal improvements, among others through improved communication between the academic community to produce efficiency and effectiveness of higher education management. Public relation is an effort that consciously motivates people to be affected, especially through communication. It is necessary to formulate education management and marketing strategies for the community to maintain the image of the college, therefore it takes good planning, organizing, implementation, and control to achieve the desired goal.

## INTRODUCTION

The world of education at this time is facing the tough challenges in maintaining existence, superiority, quality, and expanding the market in a fairly tight competitive. The future problems are very complex even sometimes unpredictable in knowledge and technology. Now we facing the unpredictable era called VUCA era (the era of Volatility, Uncertainty, Complexity and Ambiguity). Volatility is to describe rapid change, Uncertainty is the uncertainty of the future, Complexity is a dynamic and interdependent environmental factor, and Ambiguity is unusual and out of expectation state, and one state is interconnected with each other (Puspitasari & Darwin, 2021).

Traditional strategies in winning the competition can no longer simply rely on the advantages of technology, products, or prices. These factors are very easily emulated by competitors or even by new entrants. The best way is that institutions must be able to create a competitive advantage and quickly learn and be flexible in the face of every change. All components must strive to continuously find solutions to all problems that arise. Boldly create new disruptions or develop existing innovations (Charles Darwin,

2020). Education should be oriented towards the improvement, strengthening, and refinement of all human potential. In addition the boundaries between work, learning, and social activities for knowledge workers have blurred in today's digital world, making switching between activities easier than ever (Romero, 2015). That is, education is not limited to space and time.

Educational institutions or schools are formal social institutions where the educational process occurs. The school is an organization. Each social institution or social organization has its structure, function, leadership (Vestheim, 2018). Overall a social organization can only function if it answers the needs expected by the community (Tilaar, 2005). Thus, education must create sustainable excellence and seek solutions and breakthroughs to increase selling value and competitiveness. The need is how to create a rapid response to any changes in customer needs and future uncertainties. In the face of any changes, educational institutions usually face obstacles in terms of resources, especially technology and human resources. Besides targeting quantity but on the other hand, does not ignore the quality aspect. As (Mayes, Natividad, & Spector, 2015), revealed that the Chinese has started to respond to the development of globalization towards education. China designed a

new curriculum to develop creativity and independence in thinking for students.

In daily life education is a topic of conversation that never ends. There is always an effort to improve in every problem. Some succeed, but not a few fail in trying to solve the problem of education, especially higher education, it takes efforts that can design and improve both the learning system and the curriculum. especially from the initial thought or perception of the meaning and meaning of education itself. Even if it is necessary to implement education reform because education reform itself according to Hellen Connell is not only an event but is a process, which has a context with a history of the past and a part of the flow of future development, to succeed in education reformers must recognize the context in which the reform was placed or tried (Connell, 1998).

Education is a pillar of the nation's standing; Through education, the nation will be able to maintain dignity. In Law 20/2003 on The National Education System, Article 3, stated that "National education serves to develop the ability and form the character and civilization of a dignified nation to educate the life of the nation, aiming to develop the potential of learners to become human beings who believe and fear to Almighty God, noble, healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens. When referring to the function of education, then the implementation of education in this country, in general, is far from a good predicate. We can see there are still many students who learn every day just to pursue the value, the hedonistic lifestyle of the students must also be handled well because it is the college that creates the mentality of the nation's next generation.

Therefore, the management of the education development system must be designed and implemented in an integrated manner and directed at improving access to services as wide as possible for the community, with priority on quality, effectiveness, and efficiency. Moreover, today's employers are looking for students with the necessary information and abilities to be effective and productive in the job (Silvia & Beatriz, 2012). Management must create a conducive climate and environment and deregulate rules that can be an obstacle, therefore every layer of management is expected to be quick in decision making based on their information and proximity to customers and it should be based on customer needs. The implementation of the duties, functions, and responsibilities of higher education institutions requires interaction with the public as clients and

partners so that universities need to make internal improvements, among others through improved communication between the academic community to produce efficiency and effectiveness of higher education management (Ruslan, 2017).

However, although it is considered effective in disseminating information using social media and the internet and educational institutions also need prudence and always pay attention to the development and condition of the institution (Lei & Zhou, 2012). Do not let the information submitted is not by the expectations of the audience. Let's take, for example, many of us see a high-level website displaying all the infrastructure and complete facilities through the media, but that reality is as a puller, or not under reality. Based on the problems contained in the background of the research above, the writer raised the title of this research "Public Relations Management of Universities in Yasni Institute of Islamic Religion Muara Bungo".

This research will provide information in order to answer the problems that occur in managing the relationship between universities and the community. The results of the research can be used as a reference or reference when determining the university management strategy. In addition, the researcher personally hopes to be able to enrich the theories of higher education management in relation to managing and fostering relationships with the community.

## METHOD

In this research, the researcher uses a qualitative research method with a case study at college of IAI Yusni Muara Bungo (Sugiyono, 2019). To find out the practice on campus, researcher also used data analysis, both primary and supporting data. Researchers will look at implementing public relations as an effort to improve the image of campuses in the community. The procedures in this study will be divided into three stages. That is, pre-field, field, and post-field. According to Ferdinand (Muhammad Darwin & Umam, 2020), research is not said to be scientific if obtaining it is subjective and cannot make room for public debate to develop the objectivity of research data. So to present scientific and objective research, the examination of trustworthiness (trustworthiness) data in this study is conducted with four criteria. Each is a degree of (1) credibility, (2) transferability, (3) dependability, and (4) confirmability. To increase the degree of trust in the acquisition data, it is done by techniques: (1) extension of participation, (2) perseverance of observation, (3) triangulation, (4) peer examination, (5) referential adequacy, and (6)

other data checks. In qualitative research, data collection is conducted in natural settings, primary data sources, and more data collection techniques on participating observations, in-depth interviews, and documentation. This data analysis technique uses descriptive methods of analysis, namely drawing the actual state without any engineering and manipulation of data, after obtaining planning.

## RESULTS AND DISCUSSION

The researcher examines further about the program and management of the relationship between universities and the community, both internal (campus) and external (public at large). From the researcher's perspective, the relations management of university-community at the campus of IAI YASNI Muara Bungo is basically almost the same as other universities. In public relations theory, the management of university-community relations requires a plan or concept and program, then it is carried out continuously in order to build strong reciprocal relationships, the goal is to establish communication between universities and the community.

The Institute of Islamic Religion Yasni is one of the private higher education institutions in Bungo Regency which should be an option for prospective students to pursue higher education with the provision of religious knowledge, general knowledge and Islamic-based technology. The IAI which is under the auspices of the Nurul Iman Foundation based on the wishes and needs of the community for a quality and independent Islamic higher education institution.

In order to build a young generation that has quality, character, and piety, IAI formulates strategies for managing and marketing education for the community so that the image of the university that is built is maintained; therefore good planning, organizing, implementing, and controlling are needed to achieve a desired goal.

### 1. Public Relation Planning

According to the Head of Public Relations IAI, planning is the initial foundation that is needed in the implementation of a program, including public relations programs, because without planning, the performance of an organizational field will not run well and directed. Planning is part of the function of managing the relationship of universities with the community.

Public relation planners in building an image in IAI include what you want to achieve, how to achieve it, how long it takes, how many people are needed, what areas are involved either directly or indirectly, and how much it costs. At this stage the IAI Public Relation field divides into three stages of fieldwork:

1. Short-term planning, short-term planning begins in the first week when the field of public relations formulates.
2. Medium-term planning, this is done every month
3. Long-term planning, long-term planning is carried out every four years which in every one year always evaluates the achievement of the planned objectives. Similarly, monthly planning is also carried out as such, because it will facilitate evaluation.

For more details, we can see the planning flow in the table below.

**Table 1**  
**Planning Flow**

Category	Activities
<b>Planning Steps</b>	1. Create development team
	2. Comprehensive needs analysis such as: budget, teamwork, tools, time, place and others.
	3. Program deliberation and analysis studies
	4. Implementation of the program of activities
<b>Develop an Activity Program</b>	1. Short-term Planning Program
	2. Medium-term planning
	3. Long-term planning

### 2. Public Relation Organizing

Organizing is the division of tasks to people involved in public relations programs. This organizing function aims to determine who will carry out the task in accordance with management principles. Organizing includes the division of duties to each party, forming a part of delegating, establishing authority and responsibility, communication systems, and coordinating the work of each member.

**Table 2**  
**Organizing Flow**

Category	Activities
Head of Field	<ol style="list-style-type: none"> <li>1. Formulate and manage programs</li> <li>2. Assign tasks and information to subordinates. As well as being responsible for achieving the objectives of the</li> <li>3. Provide regular reports to the leaders of universities. As well as consulting with college leaders</li> </ol>
Attitude in Organizing	<ol style="list-style-type: none"> <li>1. Discipline</li> <li>2. Responsible</li> <li>3. Hard work</li> <li>4. Professional</li> </ol>

### 3. Public Relation Actuating

Action is very necessary for the implementation of fieldwork programs, especially *public relations*, this is done so that the team or members who have been appointed can move and perform the tasks that have been set, then the goals to be achieved can be carried out effectively and efficiently. Mobilization of field members should be carried out continuously. Example: making an advertisement or announcement intended to the public either through print or electronic media then mobilize members to maximize the dissemination of such information such as the installation of banners, banners, posters, the dissemination of brochures, making news in online media, such as web, blogs, and other social media such as Instagram, WhatsApp, Facebook, email and others. so that the information that wants to be conveyed reaches the public (Cabyova, 2017).

The Director of IAI also said that for the implementation of public relations programs to be realized properly, correctly, and quality, a joint understanding between the various elements of the organizers involved in the implementation and management is required. Therefore, the program must be organized systematically and then disseminated to all academic communities and society.

### 4. Public Relation Controlling

The author observes the supervision activities directly conducted by the IAI Public Relations field. In building the image of the college and in the framework of the implementation of public relations programs supervision on the performance of members continues to be carried out. For example, when there are criticisms and suggestions submitted by the community, that the promotion of campus should be done with the right target to the community. As conveyed by the parents of prospective students from Bungo Dani Subdistrict, that they get information about

student registration only from neighbors, then they ask directly to the campus. The suggestion by the public relations field was immediately responded to, evaluated, and acted upon.

In the interview of the co-author of information and public relations publication IAI explained that supervision of a work program is very important so that we can conduct evaluation and control, supervision not only sees the results that have been and will be achieved but the point of the pressure of supervision is more to the ongoing process. This is what we do so that the public relations program is delivered to the goals and objectives.

### 5. Public Relation Strategy

In the development of imagery, especially the target issue of public relations activities focus more on the external environment, which is the external public environment here that is a public environment that is outside the organization or institutions that must be given information to be able to foster good relations between institutions and their communities.

Brand or brand is an important part of educational institutions because the brand will give an image to the institution, the brand has strong potential if it has a clear meaning and philosophical and purpose. In the explanation of the Director of IAI when interviewed by the author, branding IAI is to be an Islamic campus and uphold religious values oriented to the faith and taqwa and berakhlakul karimah. This is in line with my vision and mission as the head of this college.

The position of the institution can target certain segmentation (targets) by the targeted objectives, this will make it easier to measure internal capabilities and show the purpose and direction of the institution itself in front of the community by first paying attention to the initial conditions and explaining how important it is to build the image of the campus in the eyes of the internal community and its externals.

IAI also fosters several villages in medium- and long-term work programs, because universities must comply and uphold the tri daarma of universities, namely, education, research, and community service. Because the community is a laboratory of the world of education, from the community and will return to the community later when the student has completed his studies.

A college institution must have an advantage, this advantage becomes a differentiator between other universities. This advantage will make it easier to provide information and identity to the audience or in other words put the position of this institution in the community. The author sees that its goal of becoming an Islamic university in the future is not only as empty rhetoric or writing on paper, but so far IAI has shown evidence that they can develop themselves from high school to institute. In line with this vision and mission, IAI has high hopes to become a locomotive of quality, advanced and independent Islamic higher education in Bungo Regency.

It is needed to provide positive value to educational institutions, this image is also a response from IAI stakeholders who have felt the benefits of the establishment of this college. Based on the results of the author's interview with the public about the image of IAI on Wednesday, August 21, 2019, that one of the reasons people make IAI an option for college is that it has been proven to be able to produce qualified and Islamic scholars. According to them many of the IAI graduates who have graduated, returned to their respective regions then became ustadz and filled the studies in various Mosques and Ta'lim Assembly, this is certainly felt directly by the community and also a strong motivation for parents of prospective students to put their daughter's son into IAI.

## 6. Research Findings

From the findings of the researchers that the development of imaging in IAI Yasni Muara Bungo is entirely based on management principles both in terms of planning, organizing, implementation, and control. This planning is divided into three stages, namely: short-term planning, medium-term planning, long-term planning. According to Therefore in (Hafizah, Nur & Sabri, 2012), to ensure a successful project, the project manager must not only have the technical skills such as planning, scheduling, budget preparation, monitoring, and control of project management processes but must also

have the skills to manage human, who is responsible motivate and develop employees to the success of the project (Garrido-Lopez, Hillon, Cagle, & Wright, 2018).

Meanwhile, in organizing conducted by IAI Yasni provides information and division of tasks to members of the public relations field about activities or agendas that will be carried out thoroughly and systematically, by always controlling the activities and stages carried out every day, so that the process runs under *the Ganchart* that has been compiled.

The implementation of public relations conducted by IAI Muara Bungo is directing, guiding, and ensuring if there is an activity both in the collection of documentation and information, news writing, and publication has been determined who is working and before the activity is carried out in advance preparing the tools of publication.

IAI Yasni Muara Bungo in marketing universities does not necessarily make advertisements both in the form of print media and online media, but first there are studies and analyses so that something marketed reaches and reaches the community because today the community has started to sort and choose universities not only see the physical factors of universities but more to it, starting from the input of the process and output and the role of the college in the community.

In addition to the way that the author has mentioned above, the campus also markets universities through media, both print media such as campus tabloids, newspapers, banners, leaflets, pamphlets, and electronic media such as Websites, Facebook, Instagram, and so on. This method utilizes technology as a forum for news or advertising universities that can be read directly by the community.

Supervision conducted by IAI is guiding and cooperating in conducting and implementing the planned program so that its implementation goes according to plan. In the implementation of managerial principles are always put forward to streamline the achievement of goals. Public relations strategy in building the image of IAI based on the findings of researchers that the public relations strategy is required a controller in the implementation of activities, namely by using three strategic steps, the presence of a brand, position, and excellence or uniqueness of the campus, then can understand about what to achieve, for example in providing an understanding of the image of IAI to the public,



first understand yourself with the situation by analyzing environmental conditions, determine a target that will be achieved one of them by using a good communication system between communicators and communion.

The image of IAI in the Community in the findings of researchers and according to the conditions in the field is good it can be seen from some indicators of achievement that the author has explained above starting from what activities are carried out, already under what is planned. IAI Yasni Muara Bungo which is a well-known university in Bungo Regency with the status of Islamic Institute that has been accredited "B" in BAN-PT, IAI Yasni Muara Bungo has proven its quality and existence as an Islamic university that has given birth to qualified graduates and has worked in various government and private institutions. IAI Yasni Muara Bungo is also supported by lecturers and faculty who are mostly educated S3 who are certainly very experienced, professional, and competent in their fields, it was revealed by the Rector of IAI Yasni Muara Bungo Muhammad Solihin, M.Pd.I.

Then the image of IAI is good in public's perspectives, it can be seen through the communication between IAI and its stakeholders, as well as services in providing all the information needed by the community. Then judging from the achievements of the campus and its academic achievements, complete infrastructure, and cooperation/ MOU with various universities or other educational institutions IAI also continues to increase. Alumni are also one of the images of IAI in the community. This is where an image can be seen in real terms by the whole community.

For the bungo community, IAI which was originally named STAI Yasni is a religious-based college, because it has given birth to many graduates who can be directly felt the benefits of the community. Indirectly, this includes a strategy to market universities appropriately to the community. The news that came out of the mouth made the public interested to know more about this campus.

Although initially, the presence of new universities in the region of Bungo district gave a significant impact on the development of IAI Yasni, especially in attracting prospective students to enter IAI Yasni Muara Bungo. With the number of new universities that stand automatically, there is a fairly tight competition for IAI Yasni to acquire students, but the

management and marketing of a well-managed campus are precisely IAI Yasni able to compete.

## CONCLUSION

The summary or the result of this research show the strategy applied by public relations in building the image of the college must be professional management of the public relations field, solid and consistent teamwork. If not managed properly and professional public relations field only runs in place and does not have a significant effect on the progress of the college.

In building the image of the institution, the quality of human resources owned by the institution is also very decisive in achieving these goals, because in its implementation ahead of the field is an influential and decisive figure, managing the implementation of work, and moving the resources.

In the process of creating a good image and can be trusted and recognized by the public/community and realize the vision and mission owned by the college, public relations must have a strategy. This strategy is one of the alternatives used to achieve public relations goals.

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