



Public Relations Management in Marketing Universities at Raden Mas Said State Islamic University Surakarta

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Abstract

Public relations have a key role to create public interest by attracting sympathy through strategies that are carried out effectively and carried out in accordance with the existing situation so as to create an attitude of sympathy for the institution. This study aims to describe public relations management in marketing universities at Raden Mas Said State Islamic University Surakarta. The method used descriptive qualitative, the place of research in UIN RMS. The subject of the study is the staff in charge of the public relations department including the head of public relations and the sections that work in the public relations sub-section. Data collection techniques can be carried out by observation, interviews, questionnaires, documentation. The data analysis technique used is an interactive model which includes data reduction, data presentation, data inference. The results showed that public relations management is divided into three (3) stages, namely planning, implementation and evaluation. The planning of this program has been supported by personnel who serve in the public relations department have a fairly high loyalty by continuing to carry out activities in accordance with the directions and policies of the leadership and have been in accordance with the plan. The second stage is the implementation of the public relations program which is carried out in two ways, namely online and offline. The evaluation stage is carried out as an effort to assess the plan and implementation along with the achievements that have been obtained. It was found that the lack of human resources both in quantity and quality and the position of public relations is currently one with a general section with the name of public relations and publications is a problem that is currently still being found.

Keywords: *Management; Public Relations; UIN Raden Mas Said Surakarta*

Introduction

Public relations has been widely practiced in many organizations, ranging from large companies to small developing organizations, non-profit companies to organizations engaged in services. Public relations practitioners are increasing year by year, especially with the number of educational institutions. Public relations science that accommodates prospective public relations practitioners in Indonesia. The essence of the public relations function in an organization or agency is divided into two, namely as a method of communication and as a state of being. Public Relations as a method of communication, namely, organizations or agencies that do not have public relations and public relations divisions but carry

out public relations functions, while public relations as a state of being is the embodiment of a communication activity that is institutionalized in the form of a bureau, section, or division. This means that there is someone who leads a public relations institution (Lattimore, 2010:10).

Public Relations has an important role both for institutions and for the external public and plays a role in providing information accurately, accurately so that it can be accepted and understood by the public. When the information received by the public can be understood, it gives rise to the assumption that the indifference of an institution can turn into an understanding of what the institution has done and is able to provide a positive image. Public relations has a key role to create public interest by attracting sympathy through strategies that are carried out effectively and carried out in accordance with the existing situation so as to create an attitude of sympathy for the institution. Cutip, Center, and Broom (1985), explains that the ideal position of public relations in organizations is placed in a position close to executive vice president. The urgency of public relations in an organization or agency can be seen from the organizational structure of the agency where the public relations division is located and how to carry out its functions and roles. The role of public relations as an opinion is quite strategic, how public relations is able to provide participation and position to answer many problems and make various program and policy designs.

Morison (2008: 6) explained that public relations management is a form of communication that applies to all types of private and public organizations, both commercial and profit-seeking. Public relations in higher education institutions plays an important role in education, both from within and from outside. Currently, there is no organization or school that does not need public relations. Public relations has two forms as internal public relations, namely a group of people working in an organization and external public relations, namely communication established with groups of people outside the organization, society and government (Aburrachman, 1995: 34). Educational institutions must be able to improve the quality and quality of graduate education. The public as users of educational services will think selectively in determining which institution is chosen. People are already smart in choosing educational institutions, will choose affordable educational institutions as well as the best and quality. Educational institutions must be able to create new programs to meet the needs of users. If you do not follow the wishes of the user, it will automatically be abandoned by the community as a user of educational institutions.

Educational institutions need to conduct market segmentation analysis, carry out good planning, implementation, and carry out control and evaluation processes. An educational institution must be able to design and establish marketing mix strategies that are capable and can convince users of educational services, such as planning activity programs by outlining the vision and mission of the educational institution, as well as carrying out the framework of activities of planned programs consistently and systematically. Public and private universities have their own ways of placing the position and position of the public relations division. This difference in position is not uncommon for university public relations whose public relations position is in low management, they have the will and hope that their position is close to the leadership. The perception of the existence of a public relations department in an organization is the good will of the leadership rather than being considered a professional need. Not infrequently there is a gap between the will of the leadership and the willingness of a publicist. The main problem is felt by a public relations practitioner, on the one hand as a staff or employee, must serve the leadership, on the other hand the public relations practitioner must serve the professional demands of a public relations profession.

Public relations activities in universities although not considered as commanders, in reality are considered to have an important role, especially in building relationships and forming a positive image of the institution. Almost every university is currently competing to show its existence, by displaying various advantages to increase the bargaining value to the community. The position of public relations in a higher education institution is influenced by how higher education institutions organize and make

breakthroughs and programs to answer various problems. The role of management to place public relations as a strategic position also depends on how higher education institutions assess the position and position of public relations. The more important the position of public relations in a higher education institution is, the public relations management and other supporting functions and facilities will continue to be improved and evaluated and program design optimally.

Management as Wibowo (2013: 291) argues that in root the language comes from Latin, namely from the word "manus" which means hand, and "agree" which means to do. The words as already described, if combined into the verb "managere" which means to handle. Another opinion of management as Follet's opinion is the art of carrying out a work through people. In addition, management is often interpreted as the arrangement or management of existing resources so that the results are maximized. The strategy in marketing the right educational institution products is to apply 5 (five) contemporary marketing principles, namely market targeting, interaction (relationship), conversion and marketing technology by continuing to strive so that the public as users are satisfied. One of the right steps is to give a good (positive) impression or image to the community.

The purpose of giving an impression (image) is a positive impression obtained by society in accordance with one's knowledge, understanding, and experience of an educational institution. The image is formed from how an educational institution carries out educational operational activities. The good image caused by an organization will have a good impact on educational institutions, while on the contrary an ugly image will have a detrimental impact on the organization (Sutisna, 2003: 331). The essence of the concept of marketing educational services is to satisfy consumers or users of educational services, in this case students as the main users. The components of education must cooperate with each other such as educational objectives, educational content, educational methods, educational tools, educational environment, educators, and students (Kulsum et al, 2019: 154).

College managers in this case the leadership must understand what is the benchmark for public satisfaction with the organization, the institution must make it happen and this work is generally facilitated by the presence of public relations. Public relations policies and programs are not just about asumi and estimates. The results of the study will provide explanations and information that is valid and can be used as a reference for institutions to survey what is needed by the public. Public relations must be able to cooperate with all parties to achieve the goals of the organization. The public relations management of educational institutions focuses on activities that help in identifying and solving problems related to public relations such as how to promote the institution to the community so that the public believes and is confident in sending their children to the institution. It is clearly seen and illustrated that public relations managers have the role of consultants, communication facilitators, and problem solving facilitators (Lattimore, 2010).

This research will be conducted at Raden Mas Said State Islamic University Surakarta related to the management of university public relations along with the performance and programs that have been achieved and planned. The results of preliminary research show that various work programs have been implemented at this time and coincide with the admission of prospective new students for the 2021-2022 academic year. Competitors of fellow universities, especially in Solo Raya, demand that public relations have skills in managing the field of public relations and translated into forms of programs and information that can attract the desire of the public and prospective students to continue their higher education at Raden Mas Said State Islamic University Surakarta. The existence of preliminary research that has been obtained by researchers that generally prospective students still prioritize public universities over private ones, is the initial capital for the field of public relations in formulating various policies.

The role of assumptions in public relations theory and research has been widely discussed by J. Grunig (1989), although he calls them presuppositions, Grunig said the prejudice of assumptions about values attached to their assumptions is one of the key assumptions that can differ between cultures that

have public relations interests. For example, by defining public relations as "management functions" (Broom & Dozier, 1990, p. 5; Modoux, 1989, p. 4; Wilcox, A & t, & Agee, 1989, p. 7). There are some cultural differences between developed countries that make the study and practice of public relations somewhat different. However, this difference is small compared to the difference in the function of public relations in the business field.

Research by Muchtar and Herdiana (2016), Yulistia (2019), Yenni and Fitriani (2020), and Mark Tadjajewski (2020) shows that public relations can help achieve an agreement relationship between an organization or institution both internally and externally, but evidence is also needed that public relations in universities are able to answer what higher education institutions want. On the other hand, some studies have shown that the existence of public relations has not been considered an important position with non-optimal results. Therefore, there is a need to investigate how public relations can impact the college in marketing its entire products. Based on the background and research that has been carried out, the focus of this research will question how public relations management and solving obstacles in marketing universities at Raden Mas Said State Islamic University Surakarta.

Research Methods

The research approach used in this study is a qualitative approach. According to Bogdan and Taylor as quoted by Moleong (2000), qualitative research is research that produces descriptive data in the form of written or spoken words from the observed people. This research will be carried out at Raden Mas Said State Islamic University Surakarta considering that the location of the research is a campus located in a university environment in Surakarta City. The subjects in this study are the head and staff who serve in the public relations section at Raden Mas Said State Islamic University Surakarta including public relations leaders and sections working in the public relations sub-section including journalists, photographers, graphic designers, video editors, social media admins, domain admins, institutional protocolers, and secretariat / documentation. Sugiyono (2005: 62-63) stated that data collection techniques can be carried out by observation, interviews, questionnaires, documentation and a combination of the four. Data collection techniques in this study are in-depth interviews, observations, and documentation. The data analysis technique used is the interactive model of Mathew B. Miles & A. Michael Huberman (1992: 20) which includes data reduction, data presentation, data conclusion.

Results and Discussion

This research on public relations management is based on the opinions of Lattimore (2010) and Ahsin Mashur (2011: 10) who stated that in the implementation of public relations activities, to facilitate their implementation and achieve the goals desired by universities such as UIN Raden Mas Said Surakarta, using three public relations management concepts, namely planning, implementation and evaluation. The results of the research that have been obtained are described as follows:

Table 1. Summary of Public Relations Performance in Marketing Universities

No	Public relations performance in marketing UIN	Conclusion
1	Planning	<ol style="list-style-type: none"> 1. Before carrying out various activities, public relations have coordinated first to determine the officers and what things should be done. 2. The program plan so far as the position of public relations has only been implemented in the work plan every year. 3. Program plan by involving all public relations personnel by referring to various things that have been implemented. The involvement of all

		<p>personnel in an effort to strengthen the position of public relations and its functions so that it is understood by all public relations personnel.</p> <p>4. Personnel serving in the public relations department seem to have high enough loyalty by continuing to carry out activities in accordance with the directions and policies of the leadership</p>
2	Actuating	<p>1. The work program is implemented in two ways, namely online and offline. Online by utilizing various social media that are currently managed by the public relations department. Offline by conducting face-to-face meetings directly with the community, prospective new students, and high school / MAN equivalent schools.</p> <p>2. The change in status transfer is not a substance that is socialized at the time of implementation of the work program, but rather an addition to socialization in each activity.</p> <p>3. Until now, there are still many uses of IAIN logos because they are related to the position of public relations not as the owner of the decision to determine the budget that must be spent in the process of replacing the logo.</p> <p>4. The use of online media is one way to market universities such as Websites, Facebook, Fanspage, Twitter and Instagram.</p> <p>5. As an effort to attract the interest of social media users to open web pages and other social media, the person in charge of public relations always updates and maintenance regularly and periodically.</p> <p>6. Social media is also used as a way to disseminate various information related to leadership policies such as new student admissions and various content and activities held at the university.</p> <p>7. Make an agent for the good of the university to anyone, whether the community is still active or students who have completed their studies. The agent that is formed will automatically convey what things are received and felt while being part of the UIN.</p>
3	Evaluation	<p>1. Lack of human resources both in quantity and quality</p> <p>2. The current position of public relations becomes one with a general section under the name of public relations and publications.</p> <p>3. Although it has not been placed in a strategic place, the performance of public relations in marketing universities to date has been quite good judging from the number of new student admissions in the 2022-2023 academic year with the number of registrants of 4 thousand even though those who are accepted and the campus is only able to accommodate 4 thousand new students.</p>

a. Planning

Raden Mas Said State Islamic University Surakarta has a Public Relations or Public Relations section that plays a role in providing a positive perception of the university. The role of public relations in a university is very important to maintain the image of Raden Mas Said Surakarta State Islamic University both in the eyes of internal and external society. The role of public relations is conceptually distinguished over the role of the manager and the role of the technician. The role of the manager consists of the role of expert advisor, problem solving process facilitator, and communication facilitator, while the role of technician is communication technician.

Before carrying out various work activities both daily and monthly, UIN Public Relations Raden Mas Said Surakarta already has a work plan. Planning is usually at the beginning or before determining everything and is done from the beginning before everything is established as a decision. Planning as a

management function is carried out at the first stage before implementing policies, programs and activities. Planning as a blueprint (blue print) for policies, programs and activities in the public relations of UIN Raden Mas Said Surakarta. This was due to an interview with Mr. Mahendra Gustaf who explained the relationship between public relations performance and program planning.

The planning carried out in the field of public relations and publications so far has placed more emphasis on designing what the institution wants to achieve. On this basis, the task of public relations is to wrap and market it into the public domain. This is where the core role of public relations is so that the image of the institution is built as well and as well as possible. However, the planning carried out by UIN public relations Raden Mas Said Surakarta so far is still in the next one year of work. Each of these plans is carried out pending various decisions and policies set by the leadership.

Public relations in Islamic education units can be carried out with various techniques and forms that are certainly adapted to the conditions of the people around them. Thus, to face various kinds of people requires its own techniques, so that the public relations process runs effectively and efficiently. As for constructing between the technique and the form of public relations operationally, that the technique of words can be done, among others, by contact through letters, brochures, newsletters and so on. Meanwhile, deed techniques can be done through social services, tourist works, performances, exhibitions and so on. The technique of combining the two can be done through friendship, advertising on television and so on. This is as stated by Mr. Ahmad Nugroho as follows:

"There are 2 work programs that are carried out, namely online and offline. Offline is related to stakeholders where public relations meets directly with the community both on campus and outside the campus. In general, there is no special program because of the transfer of status from STAIN to UIN because the public relations program is a continuation of the program that has existed for a long time. For the existing program so far, it is to carry out socialization both offline and online such as zoom, face to face. (Interview with Mr. Ahmad Nugroho, Domain Admin section, on October 6, 2022 at 09.30 in the Public Relations and Publications room)".

From the explanation above, it can be concluded that public relations in carrying out its functions works in two ways, namely online and offline. Related to the external function so far, public relations have met more directly with the community. Public relations is to accommodate various problems and complaints and or provide information channels both to the community and campus residents. By providing excellent service or the best service is one of the efforts to foster trust both internally and externally. On this basis, various efforts are needed to provide the best service to the community and campus residents.

b. Implementation

The Public Relations Department plays an important role in the management of universities, both from the rector, assistant rector, dean, assistant dean, senate at Raden Mas Said State Islamic University Surakarta. In this case, it is continuously and planned to socialize, as well as providing information on the policy to the community in the university such as students, lecturers, and staff as well as the community outside the university such as parents, students, alumni, other institutions or agencies including the wider community. Related to these activities, the public relations department uses various media to convey all information to the public on campus and off campus.

The action taken by the public relations department is in the opinion of Yosai Iriantara (2005) that in an effort to convey various information related to university public relations, it is necessary to utilize various media, both print and electronic, and utilize various social media. Based on Yosai's opinion, in practice UIN public relations Raden Mas said Surakarta utilizes various media, including:

1. Offline media / Billboard installation

The installation of billboards is carried out at 4 strategic points with the aim that the public can receive the information needed through billboards that have been installed. This is as explained by Mr. Nugroho as follows:

"Offline we are trying to mark a place like for example if there is an IAIN writing to then we mark the UIN, at least this can help us to disseminate the information. Online, then we have started patenting social media using UIN RM Said because this comes from a senate meeting, and if there are people who make chanel under the name UIN RMS, it is definitely not public relations. So our entire social media uses the UIN code RM Said as agreed by the meeting with the senate. (Interview with Mr. Ahmad Nugroho, Domain Admin section, on October 6, 2022 at 09.30 in the Public Relations and Publications room)".

The results of the interview mentioned above are also in accordance with the results of observations made by researchers, that there are really strategic points on the highway that are installed billboards which are one of the media used to provide information to the public. Figure 4.1 below is the result of observations of billboard installation at strategic points.



Figure 4.1 Billboard installation on Solo-Semarang Street
Source (2022 researchers' observations)



Figure 4.2 Billboard installation on Solo-Jogja Street
Source (2022 researchers' observations)

The installation of billboards on the strategic path mentioned above aims to make it easier for the public to receive information by reading advertisements on billboards containing new student registration tags and the study programs offered. This marketing model by utilizing media is very important because at any time the public can see the information continuously. The results of the interview explained that the media channels used by the public relations department to disseminate various information related to Raden Mas Said Surakarta State Islamic University were carried out offline and online. Offline, the public relations sent personnel to provide explanations to anyone who needed information related to Raden Mas Said State Islamic University Surakarta. Online so far by utilizing various existing social media because the current flow of information uses more social media.

2. Use of online media/social media

The use of media in an effort to market universities has been used by the public relations and publications department before the change of status at UIN Raden Mas Said Surakarta. The media is used as a means to convey various communications from the leadership to the entire community. Mr. Nugroho further explained that currently the use of social media is no longer inevitable. The flow of communication and information using social media has shifted the flow of communication and information face-to-face. The development of technology towards all digital is currently increasing rapidly. Likewise, the public relations department in maintaining its image and marketing various university products prefers digital media that are currently easily accessible to the public. Public relations realizes this era and makes changes by managing online media in every activity, as if public relations is currently required to follow this zam an and if it is not done it will become a lagging institution. As Ahmad Nugroho said:

"Yes now we can't escape the online media and almost everyone can use it. Technology is now sophisticated nothing sought after through social media. The results of our observations so far that people are looking for information about IAIN and now it has turned into UIN on google will automatically use social media. We as publicists and managers of social media must be more active and keep up with this era like yours. We have all the online services so that we are not inferior to other colleges. The goal is to make it easier for people to find out various things about this UIN" (interview with Ahmad Nugroho, S.Sos, Domain Admin section, on October 6, 2022 at 09.30 in the Public Relations and Publications room)."

The results of the interview explained that information and communication technology from year to year is developing very rapidly. As a part that handles technology and information issues in the form of online media, public relations of Raden Mas Said State Islamic University Surakarta tries to provide service results and information to help the public in finding out information about Raden Mas Said State Islamic University Surakarta. A good form of service to the public can certainly improve the image of Raden Mas Said State Islamic University Surakarta. The online media managed by the public relations of Raden Mas Said Surakarta State Islamic University is currently a website and social media Facebook, Fanspage, Twitter and Instagram.

Currently, as an effort to support public relations performance from the media side, there has been a special person in charge of the graphic designer section by Mr. Zainuddin with the main task must be able to think creatively to generate new ideas and concepts and develop interactive visual designs. Another task of the media section is the video editor with the officer Mr. Sekliananda Anggoro Putro with the main task of compiling videos into publication materials as needed. As stated by Mr. Zainuddin and Mr. Sekliananda in an effort to support and market universities, currently the concept of marketing by utilizing technology is very necessary and even mandatory. Various socialization activities and other activities on campus to then process the results before they are then published. Including designing and making various improvements to social media features, it must continue to be done in an effort to continue to make improvements. This action as stated by Mr. Zainudin must be carried out and the officer in charge must indirectly be pro-active in following the development of information technology.

Information technology analysis is the most important thing to do in public relations activities in marketing universities. As a public relations practitioner, it is necessary to make detailed observations about the various developments in information technology used in order to be able to clearly understand how social media is able to work to build the image of the institution. The results of the interview explained that in the process of marketing college products, a creative team is also needed that is able to process various more interesting information. The content in social media used is periodically improved as an answer to attract social users to seek information through social media managed by the public relations department.

In the process of its activities in an effort to market universities, UIN Public Relations Raden Mas Said Surakarta has the same guidance and way of thinking that the task of public relations is likened to marketing management, namely trying to market the company's products in order to achieve the company's long-term profit level and ensure the survival and growth of the company, is to create demand for the company's products and meet these demands. The task of public relations in this case is to carry out marketing management of college products and is not only limited to striving and developing demand from the community, but also covering the arrangement of the amount, time, and nature of the request in accordance with the goals of the college. (Interview with Kusnianto, Head of the Public Relations and Publications Sub-Section, October 6, 2022 at 10.30 WIB). With these similarities, the UIN Raden Mas Said Surakarta Public Relations team seeks to market university products both online and offline.

The management of social media used so far is quite good by continuing to make improvements and have been handled by officers according to their respective fields. Meanwhile, marketing using offline media has also been handled by officers who are experienced enough so that the material presented is really able to be well received by the wider community. This can be seen from the routine of high school equivalent schools / MAN who regularly visit UIN Raden Mas Said Surakarta every year and this is due to the success in delivering material offline by public relations officers.

The results of the interview mentioned above are in accordance with the results of the observation that the researcher did when opening the website and several online media managed by UIN Raden Mas Said Surakarta, there are features that can attract the interest of the public to open the online media. Some examples of the content below are the results of observation that researchers found.

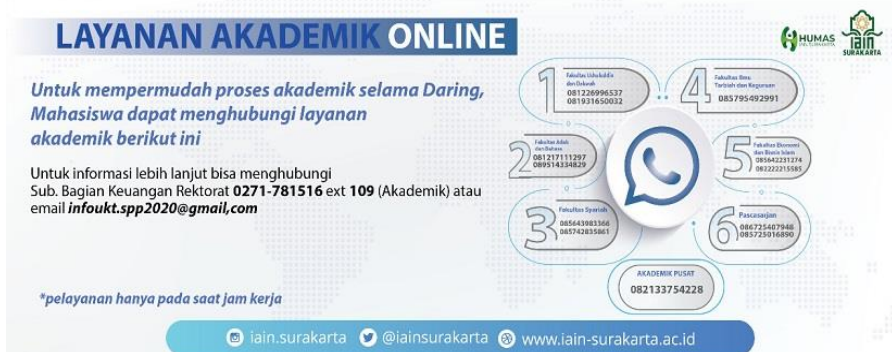


Figure 1. The results of observations of one of the content in social media managed by UIN

Although until now it still uses IAIN logos, it does not reduce people's interest in visiting social media managed by the public relations department. Instead, it is used to indirectly socialize the change in the status of IAIN to UIN. As explained by Mr. Kusnianto as the head of the public relations and publications subdivision who explained that this action was taken to answer how to market universities and is a form of university marketing communication that seeks to disseminate information, influence or persuade, and remind the target market of institutions and their products to be willing to accept, buy and be loyal to college products. This activity is also related to how to notify customers about the existence of products/services.

3.Face-to-face

In addition to using social media and various print media, public relations also use media in the form of face-to-face meetings. In line with what was conveyed by Mr. Nugroho and Mr. Kusnianto above, Mr. Mahendra Gustaf explained that face-to-face socialization until now has also been carried out by the public relations department. The most important socialization and routine program every year is carried out to the Senior High School (SMA) or Madrasa Aliyah Negeri (MAN) to attract these students to study at Raden Mas Said State Islamic University Surakarta. However, in his explanation, Mr. Gustaf explained that there was no specificity when socializing new student admissions with the change of IAIN status to UIN. This is in accordance with his statement as follows:

"In the process of disseminating and marketing UIN Raden mas said does not have a special program and also there is no specificity in disseminating information related to changes in campus status. So in the process of marketing college products, the socialization carried out still depends on how new student admissions are carried out while on the transfer of campus status it is done simultaneously that currently IAIN has changed status to UIN. By using various information channels and we carry out socialization, the teachers and the public and prospective students automatically know that changes in status will automatically have many choices of majors desired by prospective new students". (interview with Mr. Mahendra Gustaf, on October 6, 2022 at 9:30 am in the Public Relations and Publications room).

The results of the interview can be interpreted to mean that in marketing activities at Raden Mas Said State Islamic University, Surakarta, socialization is still needed through face-to-face meetings. This is also strengthened by the results of observations that researchers make through online media managed by the field of public relations, that public relations until now still uses face-to-face methods in carrying out socialization activities to the community and prospective new students. So that what was conveyed by Mr. Nugroho and Mr. Gustaf who explained that in socialization activities using two offline and online services can be proven to be true Socialization in order to market higher education products carried out by public relations of Raden Mas Said State Islamic University Surakarta even though the number of new student admission targets has been exceeded, but continues to be implemented. It aims to really stick in the community or prospective new students that if you want to continue studying based on Islamic universities, then the main choice is Raden Mas Said State Islamic University Surakarta. This action is done as what the company does when marketing a product. This is as explained by Mr. Mahendra Gustaf that the Public Relations department of Raden Mas Said Surakarta State Islamic University will continue to socialize to anyone, both prospective students and the public with the aim that their products continue to stick in everyone.

4.Forming a univrsity agent

In general, it is explained by Mr. Kusnianto as the head of public relations and publications that in an effort to provide good service to the community and answer the needs of the organization, the field of public relations has its own strategy. Every community or campus resident from the leadership to the lowest ranks such as office boys and others is used as an agent in order to market the college. This action is carried out as an effort to be the task of public relations in publicizing various decisions of the leadership and it must be informed to the entire community. One of them is the admission of new students and the transfer of college status.

"We make and make students who are still active as students or who have finished college and may have worked into anything to become campus agents. When there are students who return home, the student will automatically tell good things at UIN because it is impossible for someone to go to college and tell bad things about their campus. If he tells the story of the ugliness of the campus, it will be considered strange, because he already knows badly why he actually went to college there. So, the student will automatically tell positive things on his campus It could be that the things told have nothing to do with the campus, but outside the campus such as the price of

basic necessities that are still affordable, the proximity of the campus to public roads because it is related to easy access or the community around the campus that indirectly accepts campus residents happily and can establish good relations between the community and the campus". (interview with Mr. Kusnianto, head of public relations and publications, on October 6, 2022 at 9:30 a.m. in the Public Relations and Publications room).

The results of the interview above show that in an effort to market the college and provide excellent service is to form agents from both active and alumni students. The results of this interview are also in line with the questionnaire that the researcher gave both to active and completed UIN students who have finished college that in general stated that they are ready to become agents for UIN in everything. This loyalty makes it an advantage for UIN to be more easily accepted by the public.

The results of the interview above also show that public relations can influence the public, to change the attitude of the message expressed, so that the public follows it or changes its attitude and behavior. In addition, public relations also helps find solutions to problems by identifying, analyzing an opinion or various problems both internally and externally.

c. Evaluation

The action taken by the public relations field after there is a plan and to take action on the planning that has been made is to conduct an evaluation. Research conducted by Muhammad Noor Saleh Al Adwan (2019) conducted at a private university of applied science in Amman, Jordan explained that there is satisfaction in public relations performance and considers it necessary for every educational organization to have a good public relations in an effort to build cooperation between universities and the wider community. Based on the results of this study, an evaluation needs to be carried out by the public relations department in an effort to provide good services to the wider community.

Public relations in a university become a field / unit in the organizational structure of a university requires a professional in the context of developing educational institutions. Public relations as a unit run by a professional and become a necessary unit in higher education in order to achieve the goals of the college. The role of public relations in universities is very important, therefore every university requires the performance of a publicist to help the running of work programs, and public relations can also maintain the image of a university, so that it can be known and trusted by the public with public relations strategies. In addition, universities still have to foster relationships with the government as regulators of higher education, responding to the increasingly competitive competition in helping the government in the field of higher education, and accommodating various other demands but still based on the idealism of an educational institution that upholds integrity. This challenge must be faced by university public relations as well as being a distinguishing specification from public relations in other institutions.

The position of public relations in the organization and the authority of its officers cannot always be stated unequivocally. According to John Tondowijojo (2004:9), if public relations is recognized as part of the leadership's policy ranks, then public relations must be directly under the board of directors. Public relations must be able to convey the wisdom of the leadership, so he must be directly on the side that is in contact with the leadership of the entire management ranks.

As Tondowijojo's opinion above, currently the position of public relations at UIN Raden Masa Said Surakarta is not under the leadership of the university. This situation makes the position of public relations in every finding both from the internal and external of the university, cannot be conveyed directly to the leadership. This is as explained by Mr. Gustaf Mahendra below:

"Currently, public relations has not stood alone and is still merged into one in the general section under the name of public relations and publications. However, along with the development and importance of the position of public relations, I believe the policy owner will create a separate

policy specifically for public relations. It is very likely that in the future public relations will stand alone and have wider authority and be directly responsible to the leadership. (interview with Mr. Mahendra Gustaf, on October 6, 2022 at 9:30 am in the Public Relations and Publications room)".

The results of the interview showed that until now the position of public relations has not been under the leadership of the university and merged into one section under the name of public relations and publications. This position will indirectly reduce the authority and role of real public relations as a management function. However, based on the concept of real public relations which is a management function in the management of a university, it is necessary to have a clear and independent public relations institution. Thus, public relations in educational institutions is a functional necessity in the context of disseminating information about policies, programs and institutional activities to the internal public and the wider community.

Until now, the role of public relations as well as its position is still in the stage of socializing various policies and work programs from UIN Raden Mas Said Surakarta. The field of public relations does not yet have authority such as making decisions on matters of a special nature such as UKT policies for students or criteria for accepting new students. This is like Mr. Nugroho's statement which states that with the position of public relations that is still one with other subdivisions, there will often be various problems related to communication with parties outside the organization.

For example, the current position of public relations when there are wartaman friends who will conduct interviews with the leadership, those who already know will convey this to the public relations department. Sometimes it is common to find journalists or anyone who directly meets with campus leaders, and when the public relations department is clarified sometimes we don't know. This is because reporters or anyone who meets with the leadership does not have any notification to the public relations department. (interview with Ahmad Nugroho, S.Sos, Domain Admin section, on October 6, 2022 at 09.30 in the Public Relations and Publications room).

The position of public relations which is one with the general subdivision makes the new public relations function limited to the function of the mediator in conveying communication directly (face-to-face communication) and indirectly (through press media) to the heads of institutions and the internal public (lecturers, employees, and students) as well as externals to the wider community. This position also makes the public relations sector experience its own problems as stated by Mr. Nugroho above that often the wider community conducts various meetings with leaders without being noticed by the public relations field.

Indeed, public relations in its function can support and support activities related to publishing educational institutions. In this case, public relations acts as a manager of information to the internal public and external public, such as: conveying information to the press, and promotion. However, there is often a cut of the compass between the community and the university because it does not go through the public relations door. This is because the position of public relations is not under the direct coordination of the leadership, so the public thinks that the new public relations is within the complementary boundaries of an organization.

Public relations with such a position, until now is still as an implementer and disseminates information on various policies of the organization. Related to the management function in order to market universities and judging from its position in the subdivision, the performance of public relations can be seen from the enthusiasm of the community or prospective new students to continue their education to UIN Raden Mas Said Surakarta. This hasl can be known from the following explanation of Mr. Mahendra Gustaf.

"Every year we experience an increase in the interest of prospective new students to study at IAIN or currently UIN. We continue to socialize throughout the community and this improvement honestly is not only because of the efforts made by public relations, but because of the involvement of all campus residents including community members who are ready to become agents for UIN. In the admission of new students this academic year, we received registrants both online and offline, reaching 40 thousand prospective students, but what we received was only 4 thousand because the current facilities and infrastructure can only accommodate new students with that number. (interview with Mr. Mahendra Gustaf, on October 6, 2022 at 9:30 am in the Public Relations and Publications room).

The results of the interview illustrate that public relations according to its position has worked quite well in relation to efforts to market the college. Although it does not yet have a strategic enough position in the organization, it does not affect the performance of public relations. This can be seen from the admission of new students for the 2022-2023 academic year using various online and offline media, the number of new student admissions is quite large, namely 40 thousand registrants. Of these, only students are accepted with a total of 4 thousand or in a ratio of 1: 10. Although this performance result is not entirely due to the field of public relations, but in such a position in an organization has a significant influence in influencing the decision of prospective new students to choose UIN Raden Mas Said Surakarta to continue their education.

Furthermore, Mr. Mahendra Gustaf explained that the determination of new student admission criteria is not an authority and recommendation from public relations. However, it is still believed that of the 4 thousand students who are accepted, they are prospective students who have been selected and in accordance with the criteria in their respective majors. Public relations performance that is already so good, in the future will increase if public relations is located under the leadership of the university directly. This position will affect how the qualifications of prospective students desired by UIN and public relations have the ability to do so. As Mr. Nugroho explained, currently the criteria for accepting new students do not involve the field of public relations, but nevertheless public relations only provide various inputs based on the findings in the field when conducting socialization in the field.

The limited admission of new students is also related to the limited facilities and infrastructure owned by the university at this time. This is also as explained by Mr. Mahendra Gustaf that related to the improvement of facilities and infrastructure, in fact, every year has made improvements in facilities and infrastructure and it is believed that this is a separate agenda for the leadership in taking various policies. At least it becomes the talk of the leadership at all times by seeing the great enthusiasm of the community for this UIN. This condition is also justified by Mr. Nugroho that with the work system implemented in the field of public relations, so far it has been quite effective to answer the needs of the organization. The position of public relations and management functions in marketing universities and various socializations to the community were also felt by Mr. Nugroho himself as his statement below.

"For example, I used to be an IAIN student to then become an agent for IAIN to the community and now work in public relations by making various approach programs to student groups, MSME actors in an effort to cooperate with students to indirectly become agents for the campus. (Interview with Mr. Nugroho, October 6, 2022 in the public relations and publications room)"

The performance of public relations in its position, which has not been considered strategic so far, has proven good work results. The results of observations that researchers made during interviews showed that the ability to communicate personal-personal public relations both in oral and written form was quite good. In general, public relations personnel are able to speak well and explain various things about public relations, are able to collect facts and data and this can be seen from magazines or books published by public relations. In communication, writing has been able to make press reviews to be sent to the mass media or published in organizational magazines, write concepts for advertising services to the

public, and write brochures for publication activities. The public relations department is also professionally able to manage online media well, and it can be seen from its continuous efforts to update history and display on managed social media.

Conclusion

Based on the results of research and discussions conducted about the performance of public relations in marketing universities, at Raden Mas Said State Islamic University Surakarta at the planning stage such as the implementation of public relations activities in Higher Education at Raden Mas Said State Islamic University Surakarta is carried out through three (3) stages, namely planning, implementation and evaluation. Before carrying out various activities, public relations has coordinated first to determine the officers and what things should be done. The program plan so far as the position of public relations has only been implemented in the work plan every year. In program planning, all public relations personnel are involved with the aim of having the same understanding and strengthening the position of public relations. The planning of this program has been supported by personnel who serve in the public relations department have a fairly high loyalty by continuing to carry out activities in accordance with the directions and policies of the leadership and have been in accordance with the plan.

The second stage is the implementation of the public relations program which is carried out in two ways, namely online and offline. Online by utilizing various social media that are currently managed by the public relations department. Offline by conducting face-to-face meetings directly with the community, prospective new students, and high school / MAN equivalent schools. The change in status transfer is not a substance that is socialized at the time of implementing the work program, but rather an addition to socialization in each activity. The use of online media is one way to market universities such as Websites, Facebook, Fanspages, Twitter and Instagram. As an effort to attract the interest of social media users to open web pages and other social media, the person in charge of public relations always updates and maintenance regularly and periodically. In addition to utilizing various media, there is also the implementation of a program to make agents for the good of the university to anyone, both the community the day after tomorrow, students who are still active and students who have completed their studies. The agent that is formed will automatically convey what things are received and felt while being part of the UIN.

The evaluation stage is carried out as an effort to assess the plan and implementation along with the achievements that have been obtained. It was found that the lack of human resources both in quantity and quality and the position of public relations is currently one with a general section with the name of public relations and publications is a problem that is currently still being found. Although it has not been placed in a strategic place, the performance of public relations in marketing universities to date has been quite good judging from the number of new student admissions in the 2022-2023 academic year with 4 thousand registrants even though they are accepted and the campus is only able to accommodate 4 thousand new students.

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