

# ANALYSIS OF PUBLIC RELATIONS MANAGEMENT OF IAIN CURUP BENGKULU IN IMPROVING DIGITAL INFORMATION SYSTEM

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## Abstract :

The study was carried out to analyze public relations management at IAIN Curup Bengkulu in improving digital information systems; this topic is critical to discuss because it is to know the progress of educational institutions following the challenges of education 4.0. The type of research applied is descriptive qualitative, with the support of literature and news that shows the facts that occur in the field. Data collection was carried out using interviews, documentation, and observation. So from this technique, the researchers found data that aligned with the research topic. Public relations in tertiary institutions is a supporting wheel for quality progress in the education system. This is seen through his authority to establish connections with the community to various partners who follow the contribution of improvement in the quality of education. Public Relations of IAIN Curup Bengkulu in following the digital information system can be seen from the publication activities carried out through the Website, Youtube, and Social Media Applications. In addition, public relations efforts to improve the image of the institution can also be determined from activities: campus branding, agency marketing, and increasing cooperation networks with various partners. Digital branding needs to be improved by the public relations department of IAIN Curup Bengkulu to support the digital marketing program. Improvements must be considered, including providing media and more engaging content to prospective students. The study results show that the public relations service system at IAIN Curup Bengkulu has so far been beneficial in providing information and implementing educational marketing. The targeted information system is also primarily implemented via the internet. So this category shows that public relations activities have effectively moved information systems.

**Keywords :** *Management, Public Relations, Digital Technology.*

## Abstrak :

Penelitian dilaksanakan untuk menganalisis manajemen humas di IAIN Curup Bengkulu dalam meningkatkan sistem informasi digital, topik ini sangat penting untuk dibahas karena untuk mengetahui kemajuan lembaga pendidikan mengikuti tantangan pendidikan 4.0. Jenis penelitian yang diaplikasikan yaitu kualitatif deskriptif, dengan dukungan literatur dan berita yang menunjang fakta yang terjadi dilapangan. Pengumpulan data dilaksanakan dengan wawancara, dokumentasi serta observasi. Sehingga dari teknik tersebut peneliti menemukan data yang searah dengan topik penelitian. Humas diperguruan tinggi menjadi roda pendukung kemajuan mutu dalam sistem pendidikan. Hal tersebut dilihat melalui wewenangnya menwujudkan koneksi dengan masyarakat hingga berbagai mitra yang mengikuti kontribusi kemajuan

kualitas pendidikan. Humas IAIN Curup Bengkulu dalam mengikuti sistem informasi digital dapat diperhatikan dari kegiatan publikasi yang telah dilaksanakan melalui: Website, Youtube, dan Aplikasi Media Sosial. Selain itu upaya humas dalam meningkatkan citra lembaga juga dapat ditentukan dari kegiatan: Branding kampus, pemasaran lembaga, dan meningkatkan jaringan kerja sama dengan berbagai mitra. Branding digital perlu ditingkatkan oleh pihak humas IAIN Curup Bengkulu untuk mendukung program digital marketing. Peningkatan yang perlu diperhatikan yaitu dalam menyediakan media dan konten yang lebih menarik perhatian calon mahasiswa. Dari hasil penelitian menunjukkan bahwa sistem layanan humas di IAIN Curup Bengkulu sejauh ini sangat membantu dalam memberikan informasi dan melaksanakan pemasaran pendidikan. Sistem informasi yang ditargetkan juga sebagian besar dilaksanakan melalui internet. Jadi kategori tersebut menunjukkan bahwa kegiatan Humas sudah efektif dalam menggerakkan sistem informasi.

**Kata Kunci:** *Manajemen, Humas, Teknologi Digital.*

## INTRODUCTION

The education system is now familiar with the management process movement. Indirectly the management of education management continues to progress, because of its role in streamlining activities. As stated by Stoner that management is an activity procedure structure that has a systematic function, the function consists of planning, organizing, fostering, and measuring the work of human resources in achieving the value of organizational success (Suhadi Winoto, 2021).

One of the implementations of management in playing its functions is carried out in public relations efforts. Public relations support in educational institutions is a central role. Public relations should run in an informative and communicative manner. Educational institutions should create synergies to improve and improve quality so that they have a competitive advantage to maintain competitiveness. The movement is in line with the expression of Wina & Asep in their research, the function of public relations (Public Relations) in educational institutions is to become an expert, and determine ideas in building positive information networks with the community, in practice public relations make it happen with professional action (Sari & Soegiarto, 2019).

The role of public relations (Public Relations) is to be the hope of every educational institution, so as to obtain a measurable and balanced process in developing the existence and controlling the publicity of schools or institutions. In the same direction as described by Mc. Elraath in his understanding, public relations (Public Relations) is an activity in planning, implementing, and conducting assessment research (evaluation) using communication activities pioneered by organizations or institutions (Hidayat & Wijaya, 2017). So basically public relations is an organization that is deliberately organized to support, improve, and provide solutions to overcome the problems of the image of the institution. (Mahfuzhah & Anshari, 2018) also mentions that in carrying out the publication of information, a control is needed to increase awareness, this is motivated by the level of understanding of the public who are increasingly responsive to news or information.

So the control function can measure and balance the information that will be provided to the public, so as not to create errors and be harmful to educational institutions. The challenge of public relations in advancing technology must also be more careful in carrying wise information. This is because to avoid negative public opinion. Advances in science and technology (IPTEK) in educational institutions have an effect on information systems. This is unavoidable, because basically every individual around the world has experienced and consumed digital activities in their daily lives.

So from this phenomenon the role of public relations in companies and educational institutions must be able to follow the digital system in its implementation program. The development of communication patterns is influenced by the emergence of information conveyed via the internet. So this is a challenge for public relations in educational institutions to adapt to the current communication patterns. Seeing the changes that are quite rapid, the facilities used must of course be ready to be used. So this is to provide capital and convenience to carry out communication with public relations. Especially in higher education institutions whose activities are mostly enjoyed by the younger generation (millennial generation) students. Students are individuals who follow the flow of digital developments, 80% of daily activities require them to use gadgets, smartphones, and laptops. This social influence directly provides method innovation in the learning process or lectures.

So the millennial era also encourages public relations to be more aggressive in activating higher education institutions (university) programs. Thus, in this case, public relations are required to synchronize the phenomenon of advances in digital technology in the present and future eras. Information System is a means and efforts to increase the need in the scope of technology. Technological facilities are very touching people's attention. Because the progress also provides convenience in various activities. Bonnie Soeherman and Marion Pinontoan define an information system as a series of components whose access is supported through human resources, procedures, and other technological tools (Wardani, 2016). The use is carried out in a decision-making process and realizes the goals of each organization. In this regard, Anandya Aswindro (Purmadi, 2020) emphasized in his upload that the development of the 4.0 revolution triggered controlled activities with digital, virtual controlled systems whose aim was to make it easier for the public (public) to access information.

The research also mentions that there are several competencies that government public relations must possess, including: 1). Public Relations with community expertise on social media, 2) Public Relations with the talent to design multimedia content, 3) Public Relations have insight and planning skills, 4) Public Relations must have creativity, 5) Public Relations requires the ability to measure and analytic, and 5) Public Relations requires expertise in application and digital production.

The demands for public relations competence above must also be a direction for the activation of public relations strategies in educational institutions. Education is cross-industry. The education industry is to provide facilities, services, and provide benefits and benefits in expanding educational

knowledge for educational customers (students and the community). In fact, the public relations management strategy in every educational institution has not maximized digital implementation.

The research that reveals the importance of public relations in implementing digital technology is research by Mesiono, Yusuf, Abdillah, and Suwandi in the research title "Implementation of Public Relations Management in Improving the Quality of Digital-Based Services at Al-Hijrah Integrated Junior High School Deli Serdang" (Mesiono et al., 2021). Research shows the importance of the public relations movement in increasing the sensitivity of digital systems. Because the results of the study identified the results that SMP IT Al-Hijrah Deli Serdang had implemented improving the quality of education through a digitalization basis. The system is evidenced by the activity of delivering information on student development, student financial administration, student and teacher attendance and so on. So research is more focused on public relations management efforts in improving the quality of digital-based services. The focus of the research is more significant on the quality of services carried out in the interests of the activities of the education management system.

In addition to this research, there is also a research conducted by Agus Triyono entitled "Digital Public Relations Innovation at Private Universities in Semarang City in Improving Image" (Triyono, 2018). The study was conducted to explain how the phenomenon of digital use is applied through social media. So from this goal, the results of the study show that each university has its own variations and creations from digital use of social media such as websites, Instagram, Facebook, and Twitter which are believed to have made breakthroughs as providing ease of reach for the institution's publications. The two studies have a different focus from the research carried out, namely with the title "Analysis of Public Relations Management of IAIN Curup Bengkulu in Improving Digital Information Systems".

The activity of IAIN Curup Bengkulu in prioritizing the progress of the quality of the institution requires the role of public relations in it. So far, the Public Relations of IAIN Curup Bengkulu has followed and paid attention to the digital progress system. The flow of digital technology advances requires public relations to strengthen content with communicative designs to the public. In the implementation of educational marketing, IAIN Curup Bengkulu still does not maximize the utilization and provision of interesting content. This is a factor that hinders the task of public relations in carrying out educational marketing. The problems that occur encourage the role of public relations in increasing attractive media branding, so that communication efforts in information and marketing institutions run in line with the function of public relations education. The existence of digital marketing today is to optimize educational marketing strategies, so that targets / targets can be more easily reached. Public Relations in following advances in digital technology or the internet by adjusting the needs of public relations and budget support in conducting public relations activities. The application of digital in activities is one of the public relations facilities in realizing effective performance and reaching the interests needed by the institution. The target of public relations performance at IAIN Curup Bengkulu

is to be able to expand the educational network, by increasing the creativity and productivity of the institution.

The focus of the research is related to the analysis of public relations management in utilizing digital advances in public relations activities and the role of public relations in carrying out activities in improving the image of the institution. So from the background above, it attracted the attention of the author to conduct research at IAIN Curup Bengkulu. The results of the research can be a direction for educational institutions to further improve digital access in growing public relations strategies. Digital access also makes it easier for public relations to carry out agency marketing and communication movements that are more conducive to the progress that occurs in modern times. The next goal is, public relations can embrace closer communication with the community that can be carried out interactively, whenever and wherever located.

## RESEARCH METHOD

The research method was carried out to obtain definite data with phenomena that actually occurred in the field. The research is applied with a qualitative research type, supported by scientific literature (books, scientific articles, studies and news) contained in theoretical studies. Suwartono revealed that research that strengthens the truth of his hypothesis (case approach research and ethnographic approach) was carried out by setting out a literature review structure. Because literature review provides benefits in providing insight into the object of study and determining direction (Suwartono, 2010).

Qualitative research has a constructive mechanism, so researchers can find increased criteria (new references) in the problem being solved (Sugiyono, 2020). So constructive research provides novelty by building various opinions that are found through the object that has been determined. The research was carried out in order to obtain a descriptive analysis. Data research techniques are applied in stages, including: 1) observation, observation is an effort to examine more closely the event or object (place) of research. Methodologically, for observational research efforts, it is to maximize the ability of researchers to recognize certain aspects of research sources. 2) Interviews, through interviews (interviews) will obtain in-depth facts through research subjects directly by determining interview guidelines that have been adapted to the required information, and 3) documentation, documentation is an effort to obtain research results that can be used as evidence and strengthen the truth facts that occur in the field (Meleong, J, 2007).

These activities are carried out to explore data related to the research topic. So in collecting the data, the researcher covers and observes the events that occur in the field. The data analysis used in the research include: 1) data reduction, which is a form of analysis that determines, selects important things and sorts out data that is not used by organizing data in accordance with research, 2) data presentation, namely analysis in qualitative research which includes: describe briefly, the relationship between categories, and the like and 3) drawing conclusions, is an effort to find and determine decisions from data collection that has been compiled in previous processes (Dr. Umar Sidiq, M.Ag Dr. Moh.

Miftachul Choiri, 2019).

## FINDINGS AND DISCUSSION

### A. Public Relations Activities in the Advancement of Technological Systems

Industry 4.0 circulation has made progress towards civilization, program activities and performance of every human resource in the world. Dewi Surani stated that the concept of education in the 4.0 era experienced significant changes between industrial age education which started in pioneering virtual system containers, which were based on the form of connectivity progress) communication between humans, which also affected machines and data, which of course are now available in many areas. work by taking advantage of its sophistication (Surani, 2019). From this statement, it can be concluded that at the present time we have entered the era of education 4.0, whose system has also undergone various changes drawn from technological advances (digital), these changes can be seen from the learning system and information connection that are easier to obtain and monitor by the active system. is being used.

Willingness to be competent in implementing technology must now be controlled by HR in an agency. This important thing must also be balanced with other competencies so that the performance system runs effectively and can be connected in completing goals. The main capital of Public Relations in facing the challenges of education 4.0 today can be targeted with technological advances, and Public Relations should prepare various ideas and innovations in achieving PR goals.

According to Akmal Mundiri, there are four philosophies in the meaning of Public Relations including (Hadi, 2018):

1. Public Relations (Public Relations) is tasked with attracting public interest by providing information and convincing individuals and groups to be influenced and change mindsets and mindsets globally by an authorized person in power.
2. Public Relations (Public Relations) serves to foster economic development in an agency. By activating public relations, of course targeting the profit or progress of the quality of the agency. Because of its role in delivering an institution with a good name for public opinion.
3. A public relations officer also has the freedom to gain broad knowledge and insight in order to understand global progress, with these efforts of course studying public interest according to the time.
4. Designing a professional vision and mission which is then aligned with the interests of the community. In this case, public relations can also carry out maturation that complements the wishes of the community or even exceeds the expectations of the community.

From the statement of the four philosophies of understanding, it can be concluded that, public relations (public relations) is a support with a professional direction to announce a positive image by achieving the wishes of the community. In the roles that have been mentioned as well, public

relations are also experts in studying global progress and people's desires in depth to find positions that will be implemented in the field.

Sudarsih provides information in his research on the implementation of technology in the scope of education in controlling the progress of the globalization era, including: 1) the implementation of technology in learning media, 2) the implementation of technology in administrative tools, and 3) the implementation of technology as a learning tool/source (Lestari, 2018). So the implementation of digital technology by public relations is included in the support of administrative tools that help educational institutions hope in positioning their role and maintaining great competitiveness in situations of technological progress that are now developing rapidly.

The digital marketing strategy is a solution for IAIN Curup Bengkulu to pay more attention to the Branding aspect to attract the attention of educational customers. Marketing education at IAIN Curup Bengkulu still does not maximize the utilization and provision of interesting content. As a higher education institution, IAIN Curup Bengkulu must strengthen the competence of public relations human resources in dealing with inter-institutional/campus branding. The creation of a branding is carried out from the quality possessed by each educational institution. In addition to efforts to improve HR competencies, IAIN Curup must also pay attention to Digital Branding as an effort to increase the competitiveness of the institution. Branding is the process of creating or leaving traces of certain things in the minds and hearts of consumers through various methods and communication strategies in order to create special meanings and feelings that have an impact on their lives. brand value (Efendi, 2015).

The elements that need to be considered in digital branding (Soleh et al., 2022), include: 1) Brand Positioning, which is an effective way to show the superiority of a brand or brand differentiation from competitors. The traditional definition of positioning is "a strategy to win and control the mindset of its customers through available products.", 2) Brand Identity, specifically this element is a brand identity that can convey an impression and promise to consumers, which is useful for increasing brand efficiency, 3) Brand Personality, is the attractiveness of a brand or brand from the outside by the eyes of buyers. This brand personality aims to increase the attractiveness of the brand by emphasizing the characteristics of the brand. The branding of an institution or campus is a valuable asset for public relations in expressing educational marketing methods. Therefore, the quality of educational institutions must undoubtedly be improved to improve the education system, as well as a more modern marketing model to make it appear attractive and easy to follow by the general public.

## **B. Public Relations Management of IAIN Curup Bengkulu in Improving Digital Information Systems.**

In addition to carrying out traditional publications, public relations also activates the institution's publication program using information technology media. The movement became a fact that the public relations party of IAIN Curup Bengkulu took advantage of advances in digital technology. This effort is also a part of public relations steps in carrying out communication

to the community. In publishing the movement of institutions in social media, public relations needs to consider various aspects that need to be considered, these aspects are a challenge in the advancement of the education generation 4.0 which consists of: a) security, b) the emergence of negative content, c) investing, d) the competence of educators and staff education, and e) privacy (Haris, 2019).

These challenges are a matter of concern for educational institutions to be wiser in implementing technology in educational activities. These five aspects are used as an indication that each aspect must be met in order to maintain the challenges and thoroughness of each institution. So managers or leaders provide direction to educators and educators to evaluate their own abilities in the field of technology, which is an important matter because it has a connection point from all aspects. Because the human resources in it regulate the various processes to be carried out, but the technological process is faster in capturing various information that will be needed by the institution. Public relations management has stages that should be adapted to management functions consisting of: planning, organizing, directing, and supervising within the scope of activities in educational institutions (Tarbiyah et al., 2018).

Publication of IAIN Curup Bengkulu is carried out using digital media, the implementation of public relations management includes::

1. Carry Out Website Management

The website can be accessed via a browser link, on the website the public relations party presents campus page content, campus identity, and campus programs. Website is digital data that contains information in the form of text, images, video, audio, and animation provided within the scope of the internet. The website is in the form of pages containing information published through Mozilla Firefox, Google Chrome and others (Laugi, 2018). In fact, now people can access various news or important information through these three internet accesses. Websites can now be found by typing the link and name.

IAIN Curup Bengkulu has now activated the website as a means to assist prospective students in the registration process. Registration of IAIN Curup Bengkulu provides a link in the website activities to facilitate registration activities, as well as other information regarding the requirements and registration time. As a result, procurement provides easy access and information to prospective students.

2. Implement Youtube management

Youtube is a digital or internet-based publication media. Youtube publications are more focused on providing videos and positive content about the image of the institution at IAIN Curup Bengkulu. So in its implementation, public relations begins by creating a special channel called the name of the institution. Public relations can use YouTube to optimize the advertising and marketing process for the branding of the IAIN Curup Bengkulu institution. So far, the IAIN



Curup Bengkulu YouTube channel has been quite useful in providing institutional information.

### 3. Provide Social Media Applications

So the two media, the public relations party publish the brand owned by the IAIN Curup Bengkulu institution. In addition to the two digital media, the PR also targets information on social media such as Instagram, Twitter, and Facebook. Social media helps expand the network of content that has been introduced on the website or youtube, the term is now better known as sharing information. So social media is a means of support in sharing information that can be carried out by all residents on campus (lecturers to all students) IAIN Curup Bengkulu. By using social media, public relations are also closer to the community. And can directly find out the suggestions and criticisms given by the community. Social media owned by IAIN Curup Bengkulu has been applied in several media. Social media that is formed certainly has the aim of reaching educational customers with more effective efforts.

From the efforts carried out based on the public relations efforts of IAIN Curup Bengkulu in regulating and organizing the performance of public relations, the organization carried out consists of several parts, including: a) cooperation manager, b) media/publication manager, c) public relations administration manager, and d) ceremonial event manager and protocol. At the evaluation stage, the Public Relations of IAIN Curup Bengkulu met with all campus public relations managers. The results of the meeting are of course to determine the improvement, results, and reach of public relations as well as to implement their duties as communicators and supporting factors for the progress of the institution. The resulting evaluation is also obtained from suggestions and more appropriate solutions in accordance with the circumstances and progress of community activities as a result of the implementation of these activities. So that innovations are obtained that are more supportive of the activities of the public relations movement as a supporter of educational progress at IAIN Curup Bengkulu.

## C. Public Relations Efforts in Improving the Image of Institutions at IAIN Curup Bengkulu

The public relations party at IAIN Curup Bengkulu is now continuing to integrate digital roles in the sustainability of the implementation of the public relations program. As a higher education institution, IAIN Curup Bengkulu is a high expectation of the community in realizing its role in improving educational services for students. In carrying out efforts to improve the image of the IAIN Curup institution, it carries out various activities, including:

### 1. Campus Branding

In these activities the Public Relations carried out communication to introduce the institution to the community. Providing program offers, services, to the quality possessed by the institution. In line with what Samsul explained, branding is an instillation of value in consumer understanding to make it more attractive and easy to remember by the

public. So a branding is applied to stabilize competition and one of the strategies to win, continue to improve quality, and maintain existence by creating a brand image of the institution in a situation of progress that continues to grow (Arifin, 2021).

Branding also includes inter-institutional arrangement and research, in order to be able to position market conditions (competition between other higher education institutions). These efforts support the confidence of prospective education customers towards the brand (achievement) that is continuously realized by the institution. This effort is carried out through outreach to the community. From the socialization that is often carried out, it will form closeness with the community, so that public relations can pay attention to the wishes and needs of educational customers. Students who are directly customers of education also give the opinion that IAIN Curup's public relations skills in socializing follow-up have been effectively implemented by reaching out to the public. Thus the Public Relations of IAIN Curup Bengkulu implement effective communication in socializing with the community.

## 2. Carry Out Institutional Marketing At IAIN Curup Bengkulu

Marketing is one of the important obligations of the public relations party. The territory of educational institutions is in dire need of marketing activities. David Wijaya said that marketing is an important supporting factor to attract public interest in the provision of educational institutions. This important role is aimed at several facts, including: 1) education is a non-profit institution that provides educational services for every level of education, with this statement, the public and education customers can verify the information provided by an educational institution, which directly indicates the existence and institutional development. 2) marketing also convinces the public and clients that the educational services provided are real and relevant to what the community needs, 3) marketing is important to ensure that educational programs and services that have been designed can be understood by the community, and 4) as a strategy to maintain the existence of institutions that are managed not left behind by the wider community and potential customers (Turmuzi et al., n.d.).

The implementation of public relations at IAIN Curup Bengkulu in targeting marketing through several activities such as the following: a) Program planning in preparing content through technology media and socialization directly with the community, b) organizing with an in-depth sub-programme, c) conducting field research, and d) ) carry out evaluation and monitoring. The marketing carried out is also based on the marketing mix strategy. Marketing mix is an activity in advancing marketing activities in education.

## 3. Increase Cooperation Network With Various Partners

The implementation of cooperation networks with partners is a supporting tool for the running of the education system. The existence of partner collaboration also helps institutions to develop potential from

academic skills to educational economics. In building this collaboration, the PR party held an MOU with the content of the Tri Dharma of Higher Education. So by building a partnership of course also provides benefits for each party involved in the cooperation. A collaboration (partnership) also plays a role in realizing wider connections in complementing the education service system.

## CONCLUSION

As a cross-industry improvement in the quality of human resources, education must be prepared for all aspects of global progress. Advances in digital technology must be responded to by educational institutions, because their role is to provide activity effectiveness. Digital technology supports the realization of a program in educational institutions including to refresh learning media, administrative tools, and learning resources. Thus providing benefits for students and educational institutions. Public relations (public relations) is a party that is authorized to create positive communication with the public. IAIN Curup Bengkulu is a university that activates the role of public relations in maintaining and increasing positive value to the community and partners. Public relations should be the party that follows the progress of digital technology, because of its role in maximizing the efforts of educational institutions in capturing and providing information to the public. Public relations management in improving the digital information system at IAIN Curup Bengkulu has been effective in providing information to the public. The results of the research show that the public relations program of IAIN Curup Bengkulu in improving digital information systems is seen through the steps of Campus publications which are carried out through: Website, Youtube, and social media applications. Then in the implementation of efforts to improve the image of the IAIN Curup Bengkulu institution carrying out various activities, including: Campus Branding, implementing institutional marketing, and increasing cooperation networks with various partners.

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