



## Models and Strategies for Management of Higher Education Public Relations

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### Abstrak

Tujuan penelitian ini adalah untuk mengetahui model dan strategi Pengelolaan Humas perguruan tinggi. Metode penelitian adalah penelitian kepustakaan. Penelitian kepustakaan bertujuan untuk mengumpulkan data atau informasi yang ada di perpustakaan untuk kemudian digunakan sebagai dasar penelitian. Hasil penelitian menunjukkan Strategi bisa diartikan sebagai rencana menyeluruh dalam mencapai target meskipun tidak ada jaminan akan keberhasilannya. Strategi banyak dikaitkan dengan istilah taktik, teknik, dan metode, ketiga istilah tersebut sebenarnya hanya masih dalam lingkungan strategi, hanya mempunyai garapan yang lebih praktis, sempit dan rinci. Model hubungan masyarakat yang secara global bisa digunakan oleh semua khalayak sesuai kebutuhan keempat model tersebut diantaranya adalah: prees agency dengan tipe Komunikasi satu arah dengan propaganda. Public information dengan tipe Komunikasi satu arah serta menyebarkan informasi yang benar dan akurat. Two- way asymmetrical dengan tipe Komunikasi dua arah dengan teknik persuasi ilmiah. Two way symmetrical dengan tipe Komunikasi dua arah untuk membangun saling pengertian.

**Kata Kunci:** Model, dan Strategi

### Abstrak

The aim of this research is to find out models and strategies for managing higher education public relations. The research method is library research. Library research aims to collect data or information in the library and then use it as a basis for research. The research results show that strategy can be interpreted as a comprehensive plan to achieve targets even though there is no guarantee of success. Strategy is often associated with the terms tactics, techniques and methods, these three terms actually only remain within the strategy environment, only having more practical, narrow and detailed implications. Public relations models that can be used globally by all audiences according to the needs of the four models include: prees agency with the type of one-way communication with propaganda. Public information with the type of one-way communication and disseminating correct and accurate information. Two-way asymmetrical type of two-way communication with scientific persuasion techniques. Two way symmetrical with two-way communication type to build mutual understanding.

**Keywords:** Model and Strategy

## Introduction

The term management translated as "Managing" comes from the word "manager", which means the act of supervising, planning, organizing, and arranging. But the definition of management remains the same: management is the act of organizing and integrating tasks to ensure that they are carried out successfully and economically (Mrai yana, 2010). The science and art of managing a process with the efficient use of human resources, assisted by other organizational resources to achieve specific goals, is called management. The coordination of work tasks to enable their successful and efficient completion by others is another aspect of management. (Saefullah (2012) The art or method of managing involves accomplishing a task that has to do with achieving goals. There are three things that need to be considered in completing something, namely: a. Organizational resources used, including human and other resources. b. A methodical procedure that involves organizing, coordinating, leading, practicing, managing, and supervising. c. Art is made while the task is being completed.

The term "public relations" (abbreviated as "PR") is the English equivalent of "public relations". The purpose of public relations is to improve one's reputation and for the public to be able to see kindness, trust, and understanding. Creating public opinion that benefits all parties is the goal of public relations (Hermawati, 2017). Public relations is a leadership and management function that helps achieve the goals of an organization, helps define the philosophy and facilitates organizational change. PR communicates with all relevant internal and external communities to develop positive relationships and create consistency between organizational goals and community expectations. Public

relations is an intermediary between the leader and the public, both in an effort to foster internal and external public relations (Rosady, 2006).

To contribute social capital and create a competitive advantage for higher education, it is very important to build relationships with various groups (Wijaya, 2015). A more harmonious relationship with the community is needed to build positive community perceptions and support efforts to increase community trust in higher education. This is important when considering the educational autonomy of the community, as they are one of the main stakeholders in the development of higher education (Basuki, 2016). To foster positive perceptions of higher education, the relationship between the institution and the community needs to be developed professionally (Dirgantari, 2016). Public relations is a reputation management strategy used by an organization to ascertain public attitudes and enlighten the general public about the effectiveness of higher education. (Basuki, 2016). To achieve the long-term goals of higher education, strategy is essential and acts as a general guide (Harini, 2014). The creation of a good perception of higher education based on evaluations from the external community is one of the impacts of higher education public relations efforts. As the institution offers the best service and fosters strong communication, the community has more confidence in higher education, which shows that the community truly supports its progress. People will naturally be interested in continuing their education to a higher level because of the trust built between the college and the community through communication. Public relations is an important communication tactic that can be used to achieve future goals (Rahman, 2016). The success of an organization in the short and long term is largely determined by how well its communication runs. Therefore, to gain public trust, a

university must prioritize public relations. Based on the previous statement, initiatives to improve the reputation of higher education institutions and their ability to provide better teaching.

According to Ekeowa (2017), public relations serves as a tool to assess public opinion, attitudes, and behavior, develop policies, and gain public understanding and support. As a social science and art discipline, public relations analyzes and forecasts trends, estimates the possibilities arising from certain activities, provides advice to organizational leaders, and implements action plans to meet organizational needs and/or goals (Yusri, 2015). For higher education to succeed in the coming era of globalization and educational autonomy, public relations professionals must be able to develop positive perceptions of their institutions, encourage cooperative communication between academics and society, and create institutions that are sensitive to changing social dynamics. To project a favorable image of the university, public relations in higher education must always manage information professionally. Universities must handle communication (public relations) to fulfill this need. A strong understanding of the public relations issues faced by an organization is the foundation for any effective public relations work program.

Whether or not public relations functions in the organization can be known from the presence or absence that shows its characteristics. The characteristics of public relations are: Public relations is a communication activity in an organization that takes place in two directions reciprocally. Public relations is a support for the achievement of goals set by the management of an organization. The public that is the target of public relations is the internal and external public (Effendi, 2002).

## Method

This research is library research, which according to Raihan (2017) library research aims to collect data or information in the library to then serve as a basis for research. The main sources in this research are books, journal articles, internet articles and articles and other writings that are still related to the model and strategy of higher education public relations. The data analysis technique in this research is content technique. While the results of this study will be presented descriptively about the model and strategy of college public relations.

## Results and Discussion

### Higher Education Public Relations Management Strategy

Higher Education Public Relations Transformation Strategy in the Disruptive Era 4.0 and Society 5.0. First, preparing superior human resources, and second, fostering innovation and advancing Indonesia. These are the two main transformation methods that need to be applied. a) As a leader in higher education, public relations plays an important role in creating positive issues and building the institution's image. b) Guide important matters to prevent crises. c) Track and assess topics in public opinion and mass media coverage (Nurjani, 2019).

PR strategy means a long-term plan to compile various technical plans and communication steps to be taken in public relations activities by taking into account the amount of budget and time of activities. The strategy carried out by Public Relations basically refers to the vision and mission of the organization and must be in line with the company's strategy, so that the strategy made must be related to long-term structured planning related to company goals (Mustafa, 2017).

Strategy can be defined as a comprehensive plan to achieve a goal even if there is no guarantee of success.

Although tactics, strategies, and procedures are sometimes used interchangeably, with strategy, they fall within the context of strategy and have a more specific, limited, and practical meaning. The overall framework for creating a public relations strategy is as follows: 1) Recognize emerging issues 2) Determine the target unit 3) Assess the level and pattern of attitudes towards the target recipient 4) Determine the power structure of the target unit 5) Select alternatives or tactical components for the public relations plan 6) Recognize and assess any modifications to existing regulations or policies 7) Implementing planned program stages, communicating, and assessing work results (Ismadeti, 2020).

Certain factors relating to the surrounding environment, circumstances, vision or direction patterns, goals, and objectives-all of which are set by an organization or institution-also impact strategy. 1) The accepted culture and some aspects of public policy have a major impact. 2) From a micro perspective, it depends on the goals and objectives to be achieved, the mission of a particular institution, the resources it has (natural or human resources), and any plans or projects that are underway. Ismadeti (2020) states that the operational approach in public relations is as follows:

- a. Operational strategy: It is clear that PR people must have the attitude or capacity to listen, and not just look when implementing, PR programs that are socially minded and make use of sociocultural mechanisms and values that are universally applicable to the goals that one has for society, including moral principles, and ideals that are fostered by society.
- b. Instructive and persuasive strategies  
The task of PR is to foster reciprocal two-way communication between the organization and the general public by educating and informing them on

various topics and by using persuasive strategies to foster tolerance, mutual understanding, and other virtues.

- c. Approach to public relations responsibility. Creating attitudes and goals, the aim is to generate mutual benefits, not unilateral gains from the target audience (society).
- d. The cooperative strategy is to promote good relations between different organizations and groups to enhance cooperation. The purpose of public relations is to socialize the mission of the institution in order to gain acceptance and ultimately gain support from the community (object). maintain good relations with the community in order to obtain public opinion and constructive attitude changes for both parties.
- e. Integrated and Coordinated Methods  
The function of public relations in the narrow sense is limited to representing the institution or organization; however, its broader role includes building relationships that are in line with the ideals of the organization or institution. This helps to enhance the role of public relations in society...

### **Higher Education Public Relations Management Model**

Universities alone cannot prepare outstanding human resources as a top priority; all stakeholders must collaborate. In addition, the endogenous growth theory that maximizes a country's internal potential states that research-based innovation activities are one of the key factors that determine a country's competitive ability. Innovations from campuses must reach and be utilized by industry and society in order to become solutions for society. This paradigm prioritizes human resources over institutional, technological, natural and knowledge-based resources. Transparent, educational, and responsible information dissemination is greatly assisted by public relations. In addition, Dozier & James (in

Ruslan, 2014) assert that public relations functions as a prescribing expert. Due to Indonesia's tendency towards a technology-driven research planning system versus a market-driven research planning system, public relations can bridge the gap between innovation and the market and help research institutions create more of what the sector really needs. Public relations, encouraging more collaboration, and building stronger human capital in the field can help them become more adaptable to rapid change. It is time for university and industry PR colleagues to work together and create an innovative ecosystem that will benefit society as a whole. Nurjani (2019) argues that to effectively address the difficulties that occur, the rapid changes in this disruptive era require an integrated and comprehensive response that includes all global political stakeholders, from the public sector, business, academia, and civil society. seems to be a good opportunity.

Since educational institutions are places where people go through the process of character development, self-discovery, and other refinements, it makes sense for them to use appropriate public relations models to increase prospective students' confidence that the institutions are worthy of their character and identity building processes. In the field of public relations, Grunig and Hunt have provided four models that are applicable to all audiences around the world and can be customized to meet their specific needs. These models include: propaganda-like one-way communication that resembles a press agent. conveying accurate and correct information to the public through one-way contact. two-way asymmetrical conversation using scientific persuasion methods. Two-way symmetrical communication style that fosters understanding between parties. We can study how and why PR departments and practitioners behave the way they do and how they fulfill their communication roles.

Public relations models help explain how an organization's political structure and culture affect its PR efforts. In addition, we can learn what research and communication strategies PR practitioners use to gather feedback from public organizations by identifying PR models (Lattimore et al, 2004). The following four PR models are:

- a Press agency The first model is based on the actions of publicists and press agents who operated between the mid-19th and early 20th centuries. This model is considered the most traditional approach to PR work. In this paradigm, PR practitioners never stop looking for ways to get their company's name recognized by the media, even if it means doing public research. This model incorporates propaganda strategies. To influence the public to act in accordance with the organization's wishes, communication between the organization and the public is one-sided (one-way) and does not start with research. Convincing the public to take action to achieve the company's goals is the goal of this model. According to Matthewe (2011:32), the press agent model prioritizes information dissemination over accuracy and communicates without conducting any research. This model is often used in theater, sports and product endorsements.
- b Public information The second model is based on the work of Ivy Lee and her "public informed" strategy, which involves disseminating information through an organization. According to this paradigm, PR professionals prioritize persuasion when delivering honest and accurate information to the public, without trying to capitalize on it. Like the first model, communication is one-way without first conducting research into the most effective information to convey to the general public. In addition, both of these one-

way models tend to use the media as a means of communication with their publics.

- c Two-way asymmetrical Grunig and Hunt say that this model characterizes the type of PR practiced from the mid-1920s to the 1950s. This two-way asymmetrical model is considered a scientific study of persuasion that uses social science research techniques to increase the persuasive power of messages. Its main goal is considered to be scientific persuasion, which is achieved through two-way communication with uneven results. According to PR History, research conducted by PR with this model is used to influence public opinion in order to achieve organizational goals and objectives. Formative and evaluative research are used in the two-way asymmetric model. Formative assessment is used to select objectives and structure an activity; formative assessment determines whether these objectives have been achieved. The sole purpose of study feedback is to develop more effective persuasive messages. As the creator of this paradigm, Bernays assists corporations in subtly influencing society by utilizing third parties, or third-party authorities. Bernays even said that "if you can influence the leaders, either with or without their conscious cooperation, you automatically influence the group which they sway". In other words, organizations can influence society as a whole only by influencing third parties who truly represent society.
- d Two-way symmetrical The basic principle of this model is that both parties must be open to discourse in order to listen, learn, and change their behavior in response to the other's arguments. This paradigm puts both communicating parties on an equal footing and calls for honest two-way communication. Mutual understanding

is the goal of communication between people and organizations. This approach gives a balanced effect to two-way communication. The free exchange of information becomes the foundation for the two-way symmetrical model, which is further used to change the attitudes of the people and the organization. Organizations use two different styles of research to achieve their goals. Formative research is the first type of research that tries to find out how society perceives the company and what effect it has on its business practices. Research findings can assist management in revising company policies. Secondly, whether PR has improved public understanding of the organization and management's understanding of its public is assessed through evaluative research.

## Conclusion

Public relations in higher education must be given more authority both in terms of its organizational structure and the allocation of human resources as a source of information. If public relations operations are well managed through well-organized public relations management, the goals and objectives of public relations will be met. A targeted public relations work program can be developed through public relations management because it is based on a thorough understanding of the public relations problems faced by a company. Therefore, it can be observed that the main objectives of university public relations are to create a positive image, encourage collaborative contacts between universities and society, and create institutions that are sensitive to the dynamics of society.

As stated by Grunig and Hunt, there are four models that can be used when public relations plays an important role in interacting with the public in educational institutions. These models include the

following: Prees agency, public information, two-way asymmetrical, two-way symmetrical.

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