



**THE MANAGEMENT OF PUBLIC RELATION OF ISLAMIC HIGHER
EDUCATION IN THE ORGANIZATIONAL IMAGING
(A Comparative Study of UIN of North Sumatra Medan and UIN of Syarif
Hidayatullah Jakarta)**

Nurhanifah

Faculty of Da'wah and Communication, State Islamic University of North Sumatra,
Medan - Indonesia

drnurhanifah123@gmail.com

Tengku Walisyah

Faculty of Da'wah and Communication, State Islamic University of North Sumatra,
Medam - Indonesia

tengkuwalisyah@uinsu.ac.id

Abstract. *This study seeks to conduct a comparative study of public relations management at UIN North Sumatra and Syarif Hidayatullah UIN Jakarta in an effort to build a positive image of the institution. This research is conducted with qualitative methods with data collection techniques through interviews, documentation and observation. The findings of public relations management research, those are, first, in the planning of Public Relation of the State Islamic Higher Educations in its organizational imaging, there are differences planning that have been made by UIN of North Sumatra Medan and UIN of Syarif Hidayatullah Jakarta. UIN of North Sumatra Medan has is doing a public relations with has no evidence of performance that supports the university's vision and mission. While UIN of Syarif Hidayatullah Jakarta's public relations prioritizes planning work programs that support the university's vision and mission. The second, there are differences between UIN of North Sumatra's public relations program and UIN of Syarif Hidayatullah Jakarta. In terms of implementing work programs, UIN of Syarif Hidayatullah Jakarta's public relations is more advanced and better equipped to carry out work programs. It could be said that UIN of Syarif Hidayatullah Jakarta's public relations is more established and professional. Thirdly, the public relations of UIN of Syarif Hidayatullah Jakarta requires the addition of quality human resources. While the public relations of UIN of North Sumatra Medan requires the addition of public relations facilities and funding. That is the presence of public relations is not a rigid structural unit because it is bound by procedures under the leadership or at least there is a direct relationship to the leadership. Experts in one field of public relations are needed. Good coordination is needed. UIN of North Sumatra Medan and UIN of Syarif Hidayatullah Jakarta need to optimize public relation to build a positive image of the institution, public relations work needs to be handled by a competent expert. The last, public relations needs a separate institution to be more dynamic in carrying out its functions.*

Keywords: Public Relation, Organizational Imaging, UIN of North Sumatra Medan,
UIN of Syarif Hidayatullah Jakarta

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INTRODUCTION

The Islamic higher education is a non-profit institution, but this institution is in desperate need of public relations in promoting a positive image as one of the considerations for consumers to decide which universities should be chosen. Image or image is one of the most important things to sell to prospective customers. As Philip Kotler explains, imagery is a set of beliefs that an idea, impression, has for an object. Confidence in the object should be by conveying an appropriate offer, the delivery of the message must have a positive effect and create a positive image.

Syarif Hidayatullah State Islamic University Jakarta has successfully ranked highest in the UniRank ranking or previously known as *4 International Colleges and Universities* (4ICU). In addition, UIN Jakarta also succeeded in sitting in a competitive sequence among a number of leading national universities ranked by one of the most popular rating agencies today. In the college rankings released <http://www.4icu.org/id/> per July 2017, UniRank places UIN Jakarta in the top 13 of the best universities in Indonesia.¹

Analyzing what is being said, it can be ascertained that the most prominent campuses in the world are entirely dependent on the management of public relations carried out on the campus, so that they can build a positive image through communication with the public or stakeholders to ensure that certain campuses are a campus good and feasible to be used as an option in learning and being able to be accepted in the community and most importantly able to answer the challenges towards the Asean Economic Community (MEA).

For the context of the State Islamic Higher Education (PTAIN) in Indonesia, it seems that what can be stated as a reference in the utilization of Public Relations Management as an effort to develop campus image that is widely known in the community is Syarif Hidayatullah UIN, Sunan Kalijaga UIN, Malang Maulana Malik Ibrahim UIN and others. The Islamic education institution that was presented can be called as a reference for the development of UIN in other regions throughout Indonesia. For this reason, it can be ascertained that the PR Management built at this Islamic

¹<http://www.uinjkt.ac.id/peringkat-unirank-uin-jakarta-tempati-ranking-tertinggi-ptkin> Accessed on wednesday, 27 September 2017, at 15:03 WIB.

education institution has succeeded in building good images of PTAIN as a leading educational institution, so that these educational institutions are not only able to convince the public about the competencies of the campus, but also become a reference for the development of UIN in other regions.

Referring to what has been presented above, it is certainly interesting to see the PR Management that has built by other PTAIN such as UIN North Sumatra (UIN SU) and compare what was done by PR Management Syarifhidayatullah UIN Jakarta. Especially UIN-SU in building an image before the public as a new educational institution was inaugurated as a university. This study seeks to find: First, how to plan what is the planning of the UIN-Su and UIN-Jakarta Public Relations Work Program; Second, What is the Perception of the Leaders about UIN-SU Public Relations and UIN-Jakarta Public Relations; Third, How is the Challenge of UIN-SU Public Relations and UIN-Jakarta Public Relations.

LITERATURE REVIEW

Public relation management is *“Managing public relations means researching, planning, implementing and evaluating an array of communication activities sponsored by the organizations; from small group meetings to international satellite linked press conference, from simple brochures to multimedia national campaigns, from open house to grassroots political campaigns, from public services announcement to crisis management.”* Based on the understanding of management and Public Relations can be drawn the second understanding of the concept, namely the definition of public relations management.

From the understanding of management of Public Relations, the main functions or stages in management include:

1. Planning function. Planning is covering activities that determine what you want to achieve, how to achieve, how long, how many people are needed and how much it costs. This plan is made before an action is carried out. Planning according to Gibson includes activities to determine targets and appropriate tools to achieve predetermined goals.
2. Organizing function. Organizing is defined as the activity of dividing tasks into people involved in cooperation in educational institutions. Organizing activities

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aim to determine who will carry out the tasks in accordance with the principles of management of educational institutions. Organizing functions here include: division of tasks to each party, forming parts, delegating, and establishing authority and responsibility, communication systems, and coordinating the work of each employee in a solid and organized work team.

3. Moving function. Moving in this case stimulates organizational members to carry out tasks with good anthology and will. According to Davis, moving is the ability of leaders to persuade people to achieve their stated goals with enthusiasm. So, leaders of educational institutions move with enthusiasm, followers also cooperate with enthusiasm.
4. Coordinating function. Coordination means keeping each task that has been given authority and responsibility in accordance with the rules for achieving goals. According to Gie, coordination is a series of activities connecting, integrating, and harmonizing people and their work so that everything takes place in an orderly and rhythmic manner towards achieving goals, squabbling and emptiness of work.
5. Function of direction. Briefing is carried out so that joint activities remain through the established pathway, there are no deviations that can lead to waste.
6. Monitoring function. Supervision can be interpreted as one of the activities to determine the realization of the behavior of teaching staff and employees in the organization of educational institutions. in general, supervision is associated with efforts to control, foster and trace as an effort to control the quality of education.²

METHODOLOGY

This study uses a qualitative method approach, namely observation, interview, or document review. This qualitative method is used for several reasons. First, adjusting qualitative methods is easier when dealing with multiple realities. Second, this method presents directly the nature of the relationship between researchers and respondents.

²Zulkarnain Nasution, *Manajemen Humas Di Lembaga Pendidikan (Konsep, Fenomena, dan Aplikasinya)*, (Malang: UMM Press, 2006), p. 14-17.

Third, this method is more sensitive and more adaptable to a lot of sharpening the shared influence on the pattern of value patterns faced.³

Qualitative data is expressed in the form of sentences and descriptions, it can even be a short story. In certain data, it can show differences in the form of levels or levels, although the boundaries are not clear. Qualitative data is very subjective, so researchers who use qualitative data must actually try as much as possible to avoid subjective attitudes that can obscure the objectivity of research data.⁴

FINDINGS AND DISCUSSION

In the context of work program planning, there is a striking difference between the UIN-SU Public Relations Program and UIN-Jakarta. There are many differences between UIN-SU Public Relations and UIN-Jakarta Public Relations, especially in terms of implementing work programs. UIN-Jakarta Public Relations is more advanced and better equipped to carry out work programs. It can be said that UIN-Jakarta Public Relations is more established and professional. This is evident from the perceptions of the UIN-Jakarta Leaders about UIN-Jakarta Public Relations.

The UIN-SU Chancellor's Perception of Public Relations of UIN-SU relates to the university's major goals: Digitalization, Internationalization, and Accreditation in the "Champion UIN-SU" tagline. In this big goal, UIN-SU Public Relations participated in it. Public Relations has an important role that is closely related to reporting, and reporting is image. A good image of the campus and the achievement of the objectives of Digitization, Internationalization, and Accreditation must be contained in the planning made by the Public Relations of UIN-SU.

In general, the perceptions of UIN-SU leaders about UIN-SU Public Relations have not shown significant satisfaction. UIN-SU Public Relations has an important role in reporting and creating a good image of universities that help realize the university's goals. The major objectives of UIN-SU, namely Digitalization, Internationalization, and Accreditation which are referred to by university leaders as "dead prices" have not been fully achieved and will be achieved in the next two years (2020). In the process of

³Lexy J.Moleong, *Metode Penelitian Kualitatif*, Bandung: PT Remaja Rosda Karya, 2014, p. 9-10.

⁴Burhan Bungin, *Metodologi Penelitian Sosial & Ekonomi*, Jakarta: Kencana, 2013, p. 124

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achieving this, the three things must go hand in hand. Public relations is seen as an internal institution that plays an important role in efforts to achieve these goals.

In the view of university leaders, Public Relations of UIN-Jakarta is an important part that helped drive the success of UIN-Jakarta in the future. The role of UIN-Jakarta Public Relations cannot be ruled out and is even vital in making a good image of the university in the public eye. An example is the university's dependence on the Public Relations Office of UIN-Jakarta as the regulator of public relations and the protocol of each university activity. UIN-Jakarta Public Relations is very reliable in carrying out its duties and functions. However, the status of UIN-Jakarta Public Relations as a Sub-Section still lacks freedom of work. Therefore it needs to be upgraded to a Task Force or Implementing Unit (UPT) with more autonomous authority and a more adequate budget.

While the challenge for Public Relations of UIN-SU is to strive to increase the intensity of promotion, and HR management, so that public relations performance becomes better and more professional. Both UIN-SU Public Relations and UIN-Jakarta Public Relations, both of which do require an increase in the status of the Subdivision into Parts with broader authority and efficiency in the bureaucratic and administrative channels. This can be seen in the following table.

Table of analysis of public relation treatment comparative among UIN-SU and UIN-Jakarta

Indicator	UIN-SU	UIN-Jakarta
Human Resources	Lack of writers and media technology experts.	Lack of member account.
Productivities	Lack of productive	Produktive
Facilities	Minus	Good enough
Budget	Minus	Good enough
Independency	Depends on commercial mass media	Self-sufficient with own media.
Works Consistency	Not consistent yet.	Consistent enough
PR and Chancellor Relationship	Need to arrange the communication and coordination.	Need to carry out the coordination

Aims	Increasing the status of the Subdivision into Parts.	Status improvement from Subdivision.
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Based on the table above there are different challenges between UIN North Sumatra and UIN Jakarta. But the important issue in these two institutions is the issue of human resources and coordination and communication in carrying out public relations duties.

CONCLUSION

Based on the findings and discussion above, it can be concluded as follows. First, the planning of the Public Relation of the State Islamic Religion in Organizational Imaging in this case there is a difference. The planning made by the Public Relations of UIN-SU has not produced evidence of performance that supports the university's vision and mission. While UIN-Jakarta Public Relations prioritizes planning work programs that support the university's vision and mission. Second, there is a striking difference between the UIN-SU Public Relations Work Program and UIN-Jakarta. There are many differences between UIN-SU Public Relations and UIN-Jakarta Public Relations, especially in terms of implementing work programs. UIN-Jakarta Public Relations is more advanced and better equipped to carry out work programs. It can be said that UIN-Jakarta Public Relations is more established and professional. Third, Huas UIN Jakarta requires the addition of quality human resources. While Public Relations at UIN SU requires the addition of public relations facilities and funding.

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