

# Role public relation Klik UAD in effort building UAD Image

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## ABSTRACT

### Keywords

Public Relations  
Image  
UAD

Klik UAD Manage some social media like instagram, facebook, twitter, tiktok, and youtube. Content on social media Klik Uad contains about information about Ahmad Dahlan University, activities of the academic community Ahmad Dahlan University, and others. Good social media management and filtering content to be uploaded to public become very task important for Klik Uad. Therefore researchers feel that title Role PR Klik Uad in Effort Building the Image Uad has urgency For discussed. Method used in study This is type study descriptive with approach qualitative. Data collection techniques are carried out with three method namely, interview, observation, and documentation. Then, the data analyzed use method data reduction, data presentation, and withdrawal conclusion. In check data validity, researcher use technique triangulation. Triangulation technique can likened as technique inspection data validity with compare results interview to object research. Research results show that public relations Klik Uad successful build image Ahmad Dahlan University through post his instagram. Ahmad Dahlan University as college name height Already known audience general naturally must always show positive image. Besides evaluation from public, trust from stakeholders as well very thing important. Therefore, role public relations very needed For build image positive.

## 1. Introduction

Connection community (HUMAS) holds role important for success company (Ferreira et al., 2021). Judging function public relations that itself, that is function constructive management as well as maintain connection kind and helpful between organization with influencing public success or failure organization (Soyusiawaty, 2017a) . From definition about public relations above, it is clear that public relations hold role important in relation for guard connection Good with public. Every organization of course just need other parties for reach goal (Effendy, 2009).

Therefore, public relations expected become a built strategy to use balancing interests from each party with interest organization that alone (Fauzi, 2021). Ahmad Dahlan University (UAD) as a institution education which is charity Muhammadiyah efforts (Soyusiawaty, 2017b), during this too has do various strategy For Keep going advance the organization. from scratch founding until now, UAD has experience significant development, at which time This has become university which has 10 faculties (Allen H. Center, 2005).

The development of the UAD Of course offset with increase amount his student. Three year final this , recorded not enough over 13,839 students active at UAD. If We Look from 10 years lastly, amount UAD students always experience enhancement every year (Ferreira et al., 2021). Only in 2006 just when earthquake earth rocked Yogyakarta, total student experience decline. But in years next amount UAD students always increase. Like for example at 3 years final Currently, in 2013 there were 7,132 people who registered self to UAD, and 4,632 people did registration. In 2014,

total UAD students also experience increase, it was recorded that 7,709 people registered self to UAD, and 4,971 people did registration. While in 2015 also experienced increase, amount enrolled students self to UAD it was recorded that 13,004 people, and 5,928 did it registration (Astuti & Khoirunnisa, 2020). In perspective lay researcher, improvement amount student the Can So is results from promotional and public relations events conducted by Public Relations Ahmad Dahlan University (Kistoro & Kurdiansyah, 2022).

Ahmad Dahlan University, as A organization great too have form public relations as means communication and establishing connection Good with party outside. It is, as mentioned in Regulation UAD Chancellor Number 3 of 2012, concerning the organization and work procedures of UAD work units, in Article 10 paragraph 1 it is stated that task tree Field Public Relations and Protocol is become liaison with party outside university (speech talk university) and create *press releases* (Aqso et al., 2023).

According to Diah Hidayati (2022) following This is parts and functions *Public Relations*, one, internal relations. Internal relations are part special *Public Relations* that builds and maintains good and mutual relationship beneficial between managers and employees place organization hang his success. Two, publicity (Aqso et al., 2023). Publicity is sources information provided by the *Public Relations* and used by the media because information That own mark news. Method placement messages on this medium is messages on this medium is no method Can controlled (*uncontrolled*) cause source information no give payment to the media for loading information (Widuri & Ardi, 2019). Three, *advertising*. Information used by *Public Relations* For reach more audience broad, no for consumers who become target marketing, where information is placed in the media by a clearly defined sponsor paying identity space and time placement information (Retnasari et al., 2022). This is method controlled in put messages in the media. Four, *press agentry* (Hidayah et al., 2021).

Creation valuable news and events news for attract the mass media and get attention public. Many practitioners *Public Relations* sometimes use press agentry tactics for interesting media attention to the client, the organization, or goal. But more PR from just *press agentry*. Five, *public affairs* (Fajri, 2021). Part special from *Public Relations* that builds and maintains connection government and community local in framework affect policy public (Masduki et al., 2021). Six, *lobbying*. Part special from *Public Functioning relations* for establish and maintain connection with government especially with objective affect drafting Laws and regulations. Seven, management issue (Amanova & Andryani, 2023). Proactive process in anticipate, identify, evaluate, and respond issues policy influencing public connection organization with public them (Omreore & Nwanzu, 2022).

Kindly administrative or in a manner conceptual, management issue is part function *Public Relations*, will but, if seen as communication persuasive, he become tactics for affect policy public, no as part from planning strategy organization. Eight, investor relations (Azhar, 2020). Part from *Public Relations* in company corporation that builds and maintains mutually beneficial relationship profitable with stakeholders and other parties inside communication finance in framework maximizing market value.

Klik Uad manages several social media such as Instagram, Facebook, Twitter, TikTok, and YouTube. The content on Klik UAD's social media contains information about Ahmad Dahlan University, the activities of the Ahmad Dahlan University academic community, and others. Good social media management and filtering of content to be uploaded to the public are very important tasks for Klik UAD. Therefore, the researcher feels that the title The Role of Public Relations Click UAD in Efforts to Build UAD's Image has an urgency to discuss.

## 2. Method

Method used in study This is type study descriptive with approach qualitative (Pratiwi, 2022). Data collection techniques are carried out with three method namely, interview, observation, and documentation (Nada rahmi et al., 2022). Then, the data analyzed use method data reduction, data presentation, and withdrawal conclusion. In check data validity, researcher use technique triangulation. Triangulation technique Can likened as technique inspection data validity with compare results interview to object research. ( Morissan , 2014)

According to (Bowen, 2009), Study case is testing in a manner detail to One background or one subject or One place storage document or incident certain. Task a researchers who use method studies case, is try process as much maybe data about subject study For Then analyzed.

### 3. Result and Discussion

Research results show that public relations Klik Uad successful build image Ahmad Dahlan University through post his instagram. Ahmad Dahlan University as college name height Already known audience general naturally must always show positive image. Besides evaluation from public, trust from stakeholders as well very thing important. Therefore, role public relations very needed for build image positive.

Role the public relations profession is increasingly biased without exists specialization profession so that expected a PR practitioners understand role with well, no only just complementary work and double work a secretary directors. Draft role PR officer developed by Broom, later developed by Bromm and Smith (Santoso, 2018) where the role of PR is one key important For understanding PR and communication functions organization.

#### 4.1. Presenting the Results

##### 1. Role PR Klik UAD

In part this, author will put forward about Role PR Klik Uad in Effort Building Uad Image. For peel this, researcher use method descriptive qualitative as method for analyze and discuss the data obtained. Based on research that has done from public relations Click UAD, got explained that role a PR or public relations in something institution is aim for reach vision and mission together that is increase image institution. PR Always click UAD updates for guard image institutions to stay awake trust society in the present era. PR Click Run UAD his job with method do nature activities positive like what is expected of society in general. With activity the expected can influence public in evaluation to college tall (Utami, 2012).

Activities carried out public relations Klik Uad got concluded namely; PR Klik Uad attempt build good communication between leaders and employees (staff) or between leader with party external. If happen problem between leader with lecturer or staff (employees), good in matter violation rule or other, then here task public relations is make an effort become liaison or coordinate problem This with leader. Dozier and Broom argue, role public relations among them as expert prescriber, that is task public relations believed can give solution to problems encountered public with public. (Syahputra, 2018)

PR Always click UAD too updates activities on campus, good activity lectures as well as events held on those days certain. renewal information That done on every social media Klik Uad. it important done for society can always know information latest from UAD and also public relations Klik Uad got guard image institution. Every public relations activities Always Klik Uad make an effort do cooperation with other agencies to get more easy For build image positive. Here will intertwined cooperation between internal parties with party external in activities carried out for example stage an event. So, with this, can intertwined familiarity between leaders, lecturers, students, and the community.

##### 2. Role in Image Formation

Roles and functions public relations that is management that builds and sustains connection good and harmonious is also beneficial between organization with public so that can influence fail or the success institution such, so function public relations in institution the role important as intermediary road For reach objective desired company (Yunus, 2020).

Based on theory and roles public relations according to (Sonjaya & Iskandar, 2022) in something organization role public relations can shared into 4 categories i.e., as advisor expert, facilitator communication, facilitator solving problems and technicians communication. As the frontline Ahmad Dahlan University, public relations Click UAD has carry out mandatory role done matter This proven with exists role public relations Click UAD in between namely: branding, building and internal and external relations.

Many communication media that can utilized for communicate. Any medium of communication Of course have characteristics individually. Use of communication media should customized with the desired target. Special for media journalists, they only want exists communication through network social course (whatsapp, email, release, etc.), will but also want exists regular informal meetings done, for example just morningcoffee. ( Santoso , 2018) With meeting the expected capable intertwine proximity emotional between UAD public relations with journalists. In meeting that, can utilized For just chat relax, discussion about issues moderate latest development, as well as socialization about A UAD policy.

Communication media will more beneficial if can managed with Good (Soyusiawaty, 2017b) . There is an impression during this, communication media in faculties / study programs precisely more active compared in level university. Whereas should be level university, source information main. No only optimizing communication media function only, however PR hopefully can too creating collaborative programs with the mass media as strategy UAD branding, for example; interactive dialogue on television and radio.

When asked about How UAD communication media management to front, following several suggestions submitted by stakeholders external: necessary exists enhancement cooperation with various sector, expand use of communication media as means UAD promotion, search strategy as creative as possible interesting attention public broad, maximizing new media like case website and social media, improve network for UAD branding to be more strengthen in society, improve amount publications at various levels of media (print, radio, and electronic), more role in finish problems nation, multiply publicity with reactive respond issues that develop in society through UAD experts, and optimizing publicity at various center studies owned by UAD, for example: determination beginning ramadan, Study Center Astronomy and others.

In relation with patterns communication that is built, UAD Public Relations is expected more informative Again in open access communication and information, especially in relation with media. Established communication patterns expected centered (one door). So that special staff assigned For handling media relations to be A need.

External stakeholders are also party that has linkages direct with organization. Therefore intertwine good communication with they is a necessity. Every organization should have strategy special use intertwine communication with external stakeholders the. In study this, external stakeholders the is government and community.

#### **4.2. Create a Discussion**

The role of public relations in an organization can be divided into four categories (Dozier and Broom in; Ruslan, 2016: 20-21), as follows:

a) Expert Advisor (Expert Prescriber Communication) A public relations practitioner who is experienced and has high abilities can help find solutions in solving public relations problems.

b) Communication Facilitator In this case, the public relations practitioner acts as a communicator or a mediator to assist the management in terms of hearing what the public wants and expects. On the other hand, he is also required to be able to explain back the wishes, policies and expectations of the organization to the public. So that this mutual communication can create mutual understanding, trust, respect, support and good tolerance from both parties.

c) Problem Solving Process Facilitator The role of public relations practitioners in the process of solving public relations problems is part of the team management. This is intended to assist the leadership of the organization both as an adviser (adviser) to take execution actions (decisions) in overcoming problems or crises that are being faced in a rational and professional manner.

d) Communication Technician (Communication Technician) Unlike the previous three roles of professional public relations practitioners who are closely related to the functions and roles of organizational management. The role of this communication technician makes public relations practitioners (Communication Technician) different from the previous three roles of professional public relations practitioners who are closely related to the functions and roles of organizational management. The role of the communication technician makes public relations practitioners the

journalist in resident who only provides communication technical services, also known as the method of communication.

From the theory about the role of public relations above, it can be concluded that the public relations of Klik Uad successfully carry out their duties as expert advisers, communication facilitators, problem solving process facilitators, and communication technicians. In this study, the research focus is how public relations for Klik Uad can maintain Uad's image. Klik Uad as the manager of Uad's social media has carried out his duties in order to promote Uad. This can be seen from Klik Uad's posts which contain various activities at Uad, both campus events, lecture activities and other activities. The results of this study indicate that Klik Uad succeeded in building Uad's image through his Instagram posts.

In this discussion, the researcher wants to explain some of the answers to the research problem. In the midst of increasingly fierce competition in the modern era, the public relations department in educational institutions must be able to build a better and more reliable communication network amidst the current competition between educational institutions. reputation of educational institutions in the eyes of the public and can be implemented properly, which is divided into two program activities, namely marketing and corporate public relations. This is needed in building and maintaining the reputation of educational institutions towards society in the modern era, so that later mutual understanding relationships will be built which are based on clear and complete facts, truth and knowledge and need to be informed honestly, clearly and objectively.

The role of the public relations department in maintaining the reputation of educational institutions in the eyes of society in this modern era, has several rational and professional tasks in assisting and maintaining the reputation of educational institutions, where the public relations section can make a real contribution to the success and success of educational institutions in the future. in the future, and in their role they must also be able to merge together with the leaders of educational institutions and the community in the process of increasing the reputation of educational institutions based on the results of research and analysis carried out with a high sense of awareness of the interests of educational institutions towards society or vice versa, as well as in increasing reputation of educational institutions in this modern era, there are at least four roles that must be owned by the public relations section, namely as a communicator, expert advisor, bridge of communication between educational institutions and the community, and facilitator in providing problem solving.

#### 4. Conclusion

Research results show that public relations UAD click successful build image Ahmad Dahlan University through post his instagram. Ahmad Dahlan University as college name height Already known audience general naturally must always show positive image. Besides evaluation from public, trust from stakeholders as well very thing important. Therefore, role public relations very needed For build image positive. In relation with management issue, UAD Public Relations is expected can more sensitive in see moderate issues growing in society. So that existing issues Can utilized for UAD branding itself. If now This Still there is less issues Good regarding UAD, then PR expected capable find solution for reduce issues negative it, and replace it with positive issues.

#### 5. Acknowledgement

Study This I present for: Rector Ahmad Dahlan University (UAD) which has allow writer for researching at UAD Public Relations named Click UAD. The UAD public relations team has allow writer for do study. Lecturer knowledge UAD communications that have guide in compile results research. Friend writer who has help research.



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