

Social Media Based Public Relations Management At Ma'had Aly Makkah Andong Boyolali

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Abstract: This study aims to analyze the implementation of social media-based public relations management at Ma'had 'Ali Makkah Andong Boyolali. This research is a qualitative research. The research was conducted at Ma'had Aly Makkah Andong Boyolali. The subjects of this research were the Head of Communication Section, Ustadz Pelaksana, and Mahasantri. Data collection was conducted using interview, observation and documentation methods, then using triangulation of sources and techniques to test the validity of the data. The data obtained were analyzed using interactive model analysis, namely through data reduction, data display, and verification. The results of the study showed (1) the planning of social media-based public relations was carried out well and in accordance with the planning stages, (2) the organization of social media-based public relations went quite well, SOPs in each section had been written to facilitate HR in carrying out their duties, (3) the implementation of social media-based public relations was carried out in stages and based on Islamic principles, (4) evaluation of social media-based public relations was carried out routinely and incidentally, (5) the success factor of social media-based public relations was with the management of interesting and consistent content to always upload, while the inhibiting factor of social media-based public relations was the lack of supporting multimedia equipment.

Keyword: Management, Public Relations, Social Media

1. Introduction

The development of the era is so fast, the development is colored by the convenience in the field of technology, this is what is then called the Industrial Revolution era. The industrial revolution has been widely discussed in recent years. Currently the world is said to be entering the fourth era of the revolution. Before the fourth era or what is often referred to as the industrial revolution 4.0, each era in the industrial revolution had its own characteristic. [1]

President Jokowi has entrusted Nadiem Makarim as Minister of Education, Culture, Research, and Technology to prepare digital talent. Nadiem is optimistic that the Kampus Merdeka initiative can produce millions of workers with a digital mindset. Jokowi also entrusted Johnny G. Plate as Minister of Communication and Informatics to prepare digital infrastructure. Nadiem is ambitious that all needs to build a digital society will be met before 2024, "Our digital economy will grow if our infrastructure is ready, digital talent is there, digital government is ready, digital regulations are ready so that a digital

society ecosystem is built in our country," said President Jokowi (<https://www.cnnindonesia.com>).

Electronic media, which are increasing in number, spread throughout cities and districts in West Kalimantan, can be a bridge to meet mad'u with creativity and effectiveness, penetrating regional boundaries to reach areas that are difficult to reach. Then, creating and encouraging active involvement from Muslims in an effort to help motivate Muslims to live their lives according to Islamic values. [2]

According to Rob Franklin et al, the presence of the internet has had its own impact on media institutions and the business world, including the world of public relations (Pienrasmi, 2015). The rapid growth of social media has brought positive and negative impacts on people's lives. And based on UNESCO data, Indonesian people are very active in using social media. "The results of research from UNESCO concluded that 4 out of 10 Indonesians are active on social media such as Facebook which has 3.3 million users, then WhatsApp with 2.9 million users and others," said Rosarita Niken Widiastuti as Director General of Information and Public Communication of the Ministry of Communication and Informatics in the 30th Broadcasting HR Technical Guidance activity held by the Indonesian Broadcasting Commission (KPI), in Jakarta (www.kominfo.go.id).

The Islamic educational institution used as the research location by the researcher is Ma'had Aly Makkah, Senggrong Village, Andong District, Boyolali. Ma'had Aly Makkah from its inception until now still exists and continues to grow along with the needs of Da'i and Imam for the community, as well as because the community relations in this Islamic boarding school are quite good. Ma'had Aly Makkah not only plays a role in transmitting Islamic knowledge to its students, but also plays a role in increasing the religious values of the surrounding community. The relationship between the students' activities and the community, especially their influence on religious activities, both directly and indirectly on the lives of the community, has its own impact on the lives of the surrounding community. Ma'had Aly Makkah has a role in increasing the religious side of the community with various religious activities. Among them, with TPQ/TPA activities, holding Akbar Studies, routine studies after Maghrib, Amaliyah Ramadhan activities, distribution of sacrificial animal meat, congregational prayers and holding Friday prayers (Ainul, 2019). As well as increasing the development of supporting facilities and infrastructure to support the establishment of the Bina Muwahidin Institute (IBM). The community is involved in the development of Ma'had, this is certainly inseparable from the good management of the elements of Ma'had, one of which is public relations which is well managed, namely by planning, organizing, and implementing programs that can attract attention and involvement from the community to be evaluated later.

2. Methods

This study uses a qualitative research approach. Qualitative research is research with a complete description, examining words, detailed reports from respondents' views, and conducting studies in natural situations. (Creswell, 1998 in Noor, 2011:34). Qualitative methods try to understand and interpret the meaning of an event of human behavior in a

particular situation according to the researcher's own view. [3] The purpose of this study is also to describe the conditions and situations and phenomena of social reality.

In this study, the type of research used is field research, while the approach used is qualitative descriptive, namely research with a procedure for obtaining descriptive data in the form of sentences or written word arrangements or statements from individuals and actors being observed.

Qualitative research has stages, namely data collection carried out in natural settings (natural conditions), primary data sources, and data collection techniques that involve more participant observation, in-depth interviews and documentation. [3]

Researchers use data triangulation data validity techniques in this study. Triangulation is a technique for checking data or can also be called a comparison of data validity checks that utilize other data outside the data. Among the most frequently used techniques in this technique is checking through other sources (Meleong, 2005:330).

Data analysis is the process of systematically compiling and searching for data obtained from interview results, field notes, observations and documentation, with the stages of organizing data into categories, compiling into units, processing, compiling into interrelated patterns, choosing something to be learned from the important things obtained, and in the final stage making conclusions so that they can be understood by oneself as well as by others. [3]

3. Results and Discussion

3.1. Social Media Based Public Relations Management at Ma'had Aly Makkah Boyolali

The data that will be explained in this chapter is the result of observations, interviews and documentation carried out to answer the problem formulation and is adjusted to the focus of the problem related to Social Media Based Public Relations Management at Ma'had Aly Makkah Boyolali. After conducting research on the relevant data sources, the following research results can be found:

3.1.1. Social Media Based Public Relations Planning for Ma'had Aly Makkah Boyolali

Planning is all information or input data obtained related to matters or problems faced into the form of an action plan for solving. Public Relations Planning is a continuous process and always requires review so that the actions taken are in accordance with the established rules. [4] Planning is an activity to prepare a number of alternatives. Plans that are drawn up as a result of the planning process are alternatives that will be given to decision makers, namely management, in determining the most effective and efficient alternatives to achieve goals. [5]

Planning is the initial step to determine an action, so if the process at this planning stage is good, the goal to be achieved will be good. According to Mulyono, the planning process is as follows:

- a. Formulate clear/operational objectives
- b. Identify and analyze data related to the problem

- c. Finding and analyzing alternative problem solving
- d. Comparing the alternatives found, between alternatives that are appropriate, effective and practical.
- e. Make decisions.
- f. Prepare an activity plan. (Mulyono, 2020)

The researcher conducted interview and documentation techniques to obtain information about the social media-based public relations planning process at Ma'had Aly Makkah, interviews were conducted with Ustadz Muhammad Thohir Ihsan, Ustadz Satrio Wibowo, and Ustadz Muryono. From the results of the interview with Ustadz Ihsan, he said that the social media-based public relations planning process carried out at Ma'had Aly Makkah began with a meeting with the Bina Muwahhidin Foundation and an internal meeting of Ma'had Aly Makkah, he said, "Regarding the planning of public relations activities, it is carried out through consultation with the head of the education section of the Bina Muwahhidin Surabaya Foundation and meetings with the Ma'had structure, carried out routinely once or twice a week." (Interview, May 21, 2022)

The statement was also conveyed by Ustadz Satrio, that the initial planning was carried out based on a pondok meeting, he said: "Regarding the initial planning which was a pondok management meeting." (Interview, May 21, 2022)

Ustadz Muryono also spoke about planning for social media-based public relations management, he said:

"Planning includes short-term, medium-term, and long-term planning. For the short term, it is how we can maximize social media according to the existing momentum, for the medium term we must have a studio as a means of preaching and information media to the community, and for the long term, 5-10 years, we target to have a radio, then our target is to have a TV in the 10-20 year period. This planning is all written down. (Interview, July 20, 2022)

Furthermore, regarding the social media-based public relations planning process, it was carried out through several stages until it was approved by the Bina Muwahhidin Foundation, including the selection of the person in charge of each section and approved through the Foundation's Decree, this was explained by Ustadz Ihsan, his explanation, "So far, public relations activities have been included in routine activities, while the person in charge in general is me as the deputy caretaker. The Foundation's Decree only mentions our general duties." (Interview, May 21, 2022)

Ustadz Satriyo said something similar about the division of tasks related to the responsibilities of each section, more specifically the multimedia and public relations sections. He said:

"The division of tasks is divided based on structure. There is a team that uploads the web and social media. There is an Asatidzah who reviews. Asatidzah also writes. Among them is our former Mudir, Ustadz Wildan. You can check at www.mahadalymakkah.com." (Interview, May 21, 2022)

More specifically regarding social media, as conveyed by Ustadz Muryono:

"In Ma'had, regarding social media, I am more into documentation, and some of the social media used are as a means of preaching and information to the community

regarding the activities of the pondok, then to be uploaded so that it is known by the wider community, by going through the editing process stages. There is an SOP related to this management, including a daily schedule and how to utilize and maximize this social media. General management is chaired by Ustadz Satrio, I am the executor, and assisted by Mahasantri that I appointed from the HIMMAH organization (Himpunan Mahasantri Ma'had 'Aly Makkah). Some of the things mentioned above were discussed through foundation meetings that I attended, only after we had an internal meeting with the foundation from the multimedia and documentation sections. (Interview, July 20, 2022)

Ustadz Satriyo, he said:

"After the team organization is formed, formulate a work program, after the work program is completed, it is addressed to the Mudir Ma'had. Optimizing social media such as Facebook, YouTube, Instagram. Documenting Ma'had activities, writing content as well as editing content, publishing advertisements through Facebook Ads and Instagram ads." (Interview, July 21, 2022).

Based on the results of the study, the researcher found that the organization of social media-based public relations management at Ma'had Aly Makkah Boyolali is in line with the opinion put forward by Mulyono. In organizing, the social media-based public relations section at Ma'had Aly Makkah Boyolali took six steps, namely, the first is to understand the goals of the institution, the second is to identify activities that support the achievement of the goals of the institution, the third is to group activities in one work unit, the fourth is to determine the implementation procedures and SOPs, the fifth is to select or recruit professional HR who like their fields, and the sixth is to connect work units so that existing programs run smoothly and can achieve the desired goals.

3.1.2. Organizing

Organizing is a management function that divides the tasks to be done, and organizes the resources available to do those tasks. The organizing function includes all managerial activities that translate the necessary activity plans into a structure of tasks and their authority. In practical terms, the organizing function includes: 1) designing the responsibilities and authority of each individual position, and 2) determining the positions to be grouped into certain sections. The result of the organizing function is the organizational structure. [6]

- 1) Staffing is an activity that focuses on human resource management.
- 2) Leadership or leading.
- 3) Providing motivation, motivating.
- 4) Control.

According to George R. Terry, [7] organizing is arranging effective behavioral relationships between personnel, so that they can work together efficiently and obtain personal decisions in carrying out tasks in existing environmental situations in order to achieve certain goals and objectives.

Organizing steps:

- a. Understanding institutional goals
- b. Identifying activities required to achieve institutional goals.

- c. Similar activities are grouped into one work unit.
- d. Determine the functions, duties, authority and responsibilities of each work unit.
- e. Determine the personnel (number and qualifications) for each work unit.
- f. Determine working relationships between work units. [7]

In the process of organizing the multimedia and public relations sections, they are carried out according to the planning stage, namely making a schedule, person in charge, implementer, and how each section coordinates so that the objectives of social media-based public relations are implemented properly. In relation to this, the researcher conducted observations on the social media used by Ma'had Aly Makkah and interviews with several Asatidzah Ma'had Aly Makkah. Ustadz Ihsan, he explained about the social media chosen in order to carry out social media-based public relations activities. He said:

"The social media that we choose are Facebook, YouTube, Instagram, Website, Telegram, Twitter. For the implementation of social media, it is the secretary section, assisted by the communication section and those who handle multimedia from the student body. This section handles the running of social media." (Interview, February 4, 2022)

This is supported by the statement of Ustadz Muryono regarding the use of social media, he conveyed several social media that are quite appropriate for information or messages to reach the community or audience, as follows: "If you look at the current situation, the most popular social media for young people are TikTok and Instagram, for older people, most are active on Facebook. Ma'had Aly Makkah uses Instagram and Facebook, Instagram so that it can be reached by young people, and Facebook can be reached by older people." (Interview, May 21, 2022)

On another occasion, Ustadz Muryono, he said:

"At the organizing stage, I recruited through HIMMAH in the documentation section, those who were selected were those who had hobbies or liked the world of social media, were not technologically illiterate, and had the skills to enter the world of multimedia or social media. I was given the task of being more into Youtube social media, namely by always activating my Youtube account so that it exists and is included in the good category or monetized like in Google AdSense. Through Youtube, we upload the activities of the students, including the documentation of the Syeikh's daurah which was held not long ago, apart from Youtube, I was also assigned to manage the Ig account which is more about da'wah content. As for the students from the HIMMAH organizational section, they are more into documentation, we do the editing and others. And we take them through documentation training to further hone their skills. The website is directly handled by Ustadz Satrio, whose content contains: PMB, Open Donation, da'wah, and LMS. There is a Twitter but it has not yet existed again, the one that is still active is Telegram. (Interview, July 20, 2022)

RENCANA PROGRAM KERJA BIDANG MULTIMEDIA
 MA'HAD ALY MAKKAH
 TAHUN AKADEMIK 2020/2021

No	Program Kerja	Sasaran	Kegiatan	Target	Tujuan	Waktu Pelaksanaan	Anggaran
1.	Pengadaan alat dokumentasi	-	1. Menjadikan alat untuk pengembangan media dokumentasi	1. Menhasilkan foto dan video yang berkualitas	Meningkatkan kualitas media sosial	-	Rp 7.000.000,-
2.	Menjasi Media Ma'had		1. Disybaran poster/ video dakwah melalui berbagai platform : Youtube, Instagram, Facebook, dll	Memiliki group dakwah yang nantinya akan di isi oleh mahad aly makkah (anasota bisa rekrut di kontak kajian mahad. dll)	1. Menarik trafik dan menarinya ke media ma'had 2. Menyiarkan dakwah ma'had		Rp. 0,-
3.	Optimalisasi Media Sosial	-	1. Desain poster dakwah, cara info kajian, share fawaid dari media ma'had. 2. Merekam kajian atau tilawah mahasantri, dll	Media sosial Ma'had Aly Makkah menjadi rujukan umat.	Menyiarkan seluruh dakwah dan informasi ma'had.	Setiap Akhir Pekan.	Rp. 0,-
4.	Buku Kultum Ramadhan	Mahasantri	Pengadaan penulian naskah kultum yang nantinya bisa didaraskan ke masyarakat luas	1. Mahasantri belajar menulis 2. Tercapai buku naskah kultum ramadhan	Menfasilitasi dan menyediakan cara dari mendapatkan rujukan kultum ramadhan	3 bulan sebelum awal dilaksankan	Rp. 1.000.000,-
5.	E-Buletin	Mahasantri	Penulisan e-buletin oleh mahasantri pengabdian	Bisa terbite e-buletin setiap bulan.	Melatih menulis dan berdakwah lewat tulisan.	Setiap Awal Bulan.	Rp. 0,-
6.	Artikel Dakwah	Asatidzah dan Mahasantri	Menarik tulisan dari narasumber (para asatidz dan mahasantri)	Terbitnya artikel dakwah setiap akhir pekan	Untuk menjasi artikel e-buletin, website	Mingguan	Rp. 1.000.000,-

Figure 1. Table 1 Work Program Plan

(Source: Public relations and multimedia documents of Ma'had Aly Makkah)

Regarding the organization as stated above, the organization includes the selection of assistants for the communication/multimedia implementation team, namely the recruitment of Ma'had Aly Makkah students for social media management, in this case Ustadz Satriyo, he said: "The media team organization is Ma'had Aly Makkah Boyolali Mustawa three students to Thalib Khidmah. This is selected every one and a half years." (Interview, July 21, 2022)

Based on the results of interviews and documentation that have been carried out, it can be concluded that the organization of social media-based public relations at Ma'had Aly Makkah Boyolali is through the division of responsibilities, each person in charge makes a plan regarding what social media will be used, what content will be uploaded, along with the upload schedule.

Based on the results of the study, the researcher found that the organization of social media-based public relations management at Ma'had Aly Makkah Boyolali is in line with the opinion put forward by Mulyono. In organizing, the social media-based public relations section at Ma'had Aly Makkah Boyolali took six steps, namely, the first is to understand the goals of the institution, the second is to identify activities that support the achievement of the goals of the institution, the third is to group activities in one work unit, the fourth is to determine the implementation procedures and SOPs, the fifth is to select or recruit professional HR who like their fields, and the sixth is to connect work units so that existing programs run smoothly and can achieve the desired goals.

3.1.3. Implementation

Implementation here is an action or deed to carry out a program that has been planned. [6] In this discussion, it will be presented regarding the implementation of social media-based public relations at Ma'had Aly Makkah Boyolali. At the implementation stage, the implementation is adjusted from the schedules and targets that have been previously organized. In this case, the researcher conducted observations, documentation and interviews.

In implementing the social media-based public relations function, the Multimedia team, in this case Ustadz Satriyo, conveyed the existence of schedules and targets in implementing social media-based public relations, "The schedules are already there, but not all platforms. The ones that are daily are social media. The websites are periodic." (Interview, May 21, 2022)

Likewise, this division by the Ma'had management has been made an SOP so that in its implementation it can run effectively and efficiently. This was conveyed by Ustadz Muryono, he said: "Regarding the implementation of multimedia, there is an SOP, for each content we create an SOP." (Interview, May 21, 2022)

Based on the research results, the researcher found that the implementation of social media-based public relations management at Ma'had Aly Makkah Boyolali was in line with Sulistyorini's opinion in her book, namely:

a. Scheduling activities

The results of the meeting with the foundation were socialized in an internal meeting of Ma'had Aly Makkah Boyolali, then continued with the preparation of a schedule by the public relations and multimedia division of Ma'had Aly Makkah Boyolali.

b. Compiling activity materials

From the Ma'had activity programs or joint activities with the community that have been planned and will be implemented, the public relations and multimedia section prepares the material that will be delivered, whether daily, weekly, monthly or annually.

c. Using social media

Social media as a support for the public relations and multimedia division of Ma'had Aly Makkah. Among the social media that are still routinely used in the implementation of social media-based public relations are Facebook, YouTube, Instagram, Whatsapp, Telegram, Twitter.

d. Goals and objectives of the activity

The purpose of social media-based public relations management at Ma'had Aly Makkah refers to the Vision and Mission of Ma'had. The targets of the activity are all Ma'had administrators, Walisantri, the community around Ma'had, mosque and prayer room administrators, government agencies, donors, and Islamic educational institutions.

e. Resources required

The ongoing activities held by the social media-based public relations section at Ma'had Aly Makkah, the source of funds used came from the Bina Muwahidin Surabaya foundation. While the supporting facilities and infrastructure are from what is already owned by Ma'had, unless it is necessary to hold it, then an open donation is opened for the procurement of the required infrastructure. The personnel involved in the implementation of social media-based public relations are from the internal side of Ma'had, both the implementing team and students who have talents in multimedia.

f. Islamic principles underlying activities

In implementing social media-based public relations at Ma'had Aly Makkah, the public relations team applies public relations principles with Islamic values, namely:

- 1) The principle of utility, namely that the information provided by Islamic educational institutions should contain beneficial value, not just propaganda.

- 2) The principle of honesty, what is meant by honesty is that the information provided by Islamic educational institutions to the public should be as it is and should not contain elements of lies wrapped in the form of promotion or propaganda.
- 3) The principle of halal/consent. That the information conveyed by Islamic educational institutions to the community does not contain any elements of coercion or harm to either party.

3.1.4. Evaluation

Evaluation aims to determine the level of work in a policy, measure the level of efficiency in the policy. Measure the quality of the output of a policy, measure the positive and negative impacts of a policy, find out if there are deviations by comparing goals, targets with targets that have been achieved. [6]

According to George R Terry (Karyoto) says "Controlling is determining what is being accomplished, that evaluating performance and, if necessary applying corrective measures so that performance takes according to plans" which means that supervision is a systematic effort in determining what has been achieved which leads to performance assessment and the importance of correcting or measuring performance based on previously established plans.

In this discussion, it will be presented regarding the evaluation of social media-based public relations at Ma'had Aly Makkah Boyolali. In this discussion, the researcher uses interviews and documentation. At this stage, as conveyed by Ustadz Satrio, he said, "For the monthly evaluation of the ustadz. In the form of a structural monthly report, then a joint evaluation." (Interview, May 21, 2022). He also said: "The evaluation is carried out once a month, sometimes it is also carried out incidentally according to the conditions or policies resulting from the Asatidzah council's deliberation." (Interview, July 21, 2022)

Ustadz Muryono conveyed something similar, he said: "For evaluations carried out every week, namely on Tuesdays, this includes light evaluations. Likewise, there are also monthly evaluations that are accompanied by all members including the head of the school." (Interview, July 20, 2022).

Based on the research results, the researcher found that the evaluation of social media-based public relations management at Ma'had Aly Makkah Boyolali is in line with George R Terry's opinion. The evaluation carried out by social media-based public relations management at Ma'had Aly Makkah Boyolali includes preparation evaluation, implementation evaluation and results evaluation. Evaluation is carried out continuously during the program and after the program ends.

After all programs have ended and have been evaluated, the follow-up carried out by social media-based public relations at Ma'had Aly Makkah Boyolali is to re-arrange the program of activities for the following year based on the results achieved in the period that has ended. Programs that are implemented well and receive a good response from the community must be improved again in the following year, while programs that are less than optimal or not implemented must be improved as well as possible.

4. Conclusion

Based on the results of the research that has been carried out, the following conclusions can be drawn regarding research on social media-based public relations management in Islamic educational institutions:

1. The planning of social media-based public relations at Ma'had Aly Makkah has been in accordance with the stages in planning put forward by Mulyono, however, all planning related to social media-based public relations needs to be continuously detailed regarding the time period to be achieved from each planning, both short term, medium term, and long term.
2. The organization carried out in social media-based public relations management at Ma'had Aly Makkah has been running well, however, in terms of selecting human resources who are truly ready to carry out their duties for multimedia activities, in addition to knowing the SOPs that have been made, teamwork is needed so that activities can be carried out effectively and efficiently.
3. The implementation of social media-based public relations management at Ma'had Aly Makkah has been carried out well, namely through stages, scheduling activities, compiling activity materials, using communication media, goals and objectives of activities, resources needed, Islamic principles underlying activities. The human resources implementing social media-based public relations at Ma'had Aly Makkah are those who have studied religious knowledge on average, so for public relations activities both directly and through social media are carried out while still paying attention to Islamic principles. However, it is necessary to continue to conduct training or seminars related to IT so that human resources implementing social media-based public relations gain broader knowledge related to the development of the IT world.
4. The evaluation conducted in social media-based public relations management at Ma'had Aly Makkah is quite good, the evaluation includes preparation evaluation, implementation evaluation and results evaluation. The evaluation conducted by the public relations department of Ma'had Aly Makkah is also incidental when there is a problem or an evaluation that has been scheduled. Evaluation activities need to be more disciplined so that every obstacle and problem can be resolved properly and find the right solution.

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