

The Use of Information and Communication Technology Through Website and Social Media as Public Relations Information Media

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ABSTRACT

The purpose of this study was to determine the use of communication and information technology through websites and social media as public relations information. Public relations are an effort to build and maintain a good reputation, image and communication between the organization and the public. School public relations as a forum for schools in conveying information to the public about everything related to the formation of the school image, programs, profiles and school promotion. In the current era of globalization, the development of technology is increasing rapidly so that information can be obtained more quickly by the public. School public relations are required to follow technological developments by utilizing online media, namely websites and social media as school information media to the wider public. Data collection techniques were carried out by observation, interviews, and documentation. The research subjects consisted of the vice principal in the field of public relations, the coordinator of the public relations section of the website and social media by determining the sample using purposive sampling technique. The results showed the role of communication and information technology through websites and social media at As-Salam Islamic Elementary School, Malang, Indonesia as a medium for delivering school information and a means of communication between schools and parents and public.

Keywords: *Elementary School, Public Relations, ICT, Website, Social Media*

1. INTRODUCTION

The development of information and communication technology has had an influence on the management system of educational institutions. The use of technology media has an important role in building and developing educational institutions. Currently, competition in the world of education is inevitable, this requires education managers to be active and more intense in promoting educational institutions that are tailored to the needs and developments of various technological media [1]. Public relations have an important role, namely as a communicator, meaning that public relations play a role as a means of conveying information from the organization or institution it represents to the public [2]. Communication means a process of delivering information, ideas that can be carried out through oral or written media. Communication is needed by schools to improve image in society. Therefore, educational institutions in general cannot develop without the efforts made by schools to be better known to the surrounding public and the wider public [3].

Communication is the most important activity in establishing a relationship between persons. Communication is also inseparable from an institution, for example a school. One of the important communications at school is carried out by public relations. The role of public relations as builders and builders of positive and mutually beneficial relationships between the institutions it represents and the public both inside and outside (relationship), the role of public relations as a support for organizational management functions (back up management), and the role of public relations as a builder and positive image creator of organization or called Good Image Maker.

The response to the image of the school is manifested in the perception, reality and public opinion that over time builds the reputation of the school and is able to provide brilliant ideas for future reputation improvement [5]. The right and useful strategy is a means of achieving the desired reputation so that it is right on target. The target of public relations is divided into two, namely the internal public and the external public. Internal public which includes owners of the academic public consisting

of educative staff, namely teachers, administrative staff, namely employees and students. The external public consists of parties who share the same interest characteristics. External publics in this study are alumni, parents of students [6].

Public relations is the art of creating a better public understanding so as to deepen public trust in an institution or organization [7]. Public relations exist for the purpose of not only introducing an institution, but also as a means of strengthening an agency with its environment so as to create a harmonious and mutually beneficial relationship [8]. In addition, public relations also play a role in improving the quality of learning and the growth of students. With maximum public relations work, the needs of the public for the world of education are also met and useful in developing school programs in a better direction and the results can be felt by the school itself and by the public [9] [10].

In the implementation of public relations management, techniques are needed effort to carry out the school and public relations program properly. For the application of the technique to be successful, educational institutions need to pay attention to the public commitment to education. The relationship technique between educational institutions and the public is a communication process between schools and the public with the aim of increasing the understanding of public members about educational needs and to encourage interest and cooperation among public members in order to improve schools. Without the help of the public education institution cannot function properly and without a good program, an educational institution will fail to achieve its goals. Public relations techniques need to be applied properly because they are very useful for the benefit of educational institutions as well as society. According to Gunawan and Benty, there are several techniques for organizing relations between educational institutions and the public that can be grouped into four, namely: group meeting techniques, face-to-face techniques, observation and participation, and correspondence with various parties that can be linked to the provision of education [11].

Educational institutions must be active in promoting their educational institutions and require active participation from school members and the public at large as consumers of education. The progress of an educational institution can be seen from the effectiveness of its public relations in promoting educational institutions to the public so that they can attract the public to schools to these educational institutions. In the era of rapidly growing globalization, the use of websites and social media is very influential in terms of promoting institutions. The rapid development of technology can be used by educational institutions in building relationships with the public and providing various information and services related to schools [13].

The presence of social media has changed the way of thinking and implementing practices in the field of public

relations [14]. According to data from Tribunnews.com, Indonesia is ranked as the fourth largest social media user in the world. From the data, it can be seen that the Indonesian people prioritize social media as the most effective means of interaction. Optimizing social media will make public relations practice more strategic, more interactive and broader. This can underlie that in the current era of globalization, social media can be effectively used as one of the media used in public relations strategies in communicating with the public [15].

Use of information technology media in addition to using social media, websites are also Information-based communication tools that can be accessed freely through a hypertext approach that are used as a service tool that can meet the specific needs of various groups, so that it can provide many benefits and help with difficulties in conveying information and can provide a complete picture of the activities of an institution including the types services and potential regarding the institution concerned.

The research aims to determine function online media, namely websites and social media in public relations activities in providing and conveying information to the public. Another objective is to find out the benefits of having a school website and social media for school residents, parents, stakeholders and public.

2. METHOD

This research was conducted at the As-Salam Islamic Elementary School, Malang, Indonesia. The research method can be defined as a scientific way to obtain valid data with the aim of understanding, proving, solving and anticipating problems. The approach used in this study is a qualitative approach which aims to analyze the role of websites and social media in providing information to the internal and external public. This qualitative research, researchers used a purposive sampling technique. This technique is done by sampling data sources with certain considerations who are considered to know the most about the information the researcher needs.

Data and data sources in this study were obtained from data from interviews, observation and documentation. Interviews were conducted with several resource persons, including the deputy principal of the school in the field of public relations, website and social media public relations coordinator. Data collection techniques in this study used interviews with resource persons, observation of school public relations activities, and documentation of the results of field notes. The data obtained by the researcher is summarized using clear sentences so that it is easier to understand. Data display in qualitative research can be done in the form of narratives, charts, relationships between categories and others. In this study, data presentation was carried out by organizing data from the results of data reduction in narrative form or other forms that allow for drawing conclusions and taking action.

3. RESULT

Based on the data collected by researchers through the process of interviews, observations, and documentation related to the role of websites and social media in delivering information to the internal public and the external public of the school which includes parents, stakeholders and the wider public, it can be described. Based on the results of research on the role of websites and social media in public relations information media As-Salam Islamic Elementary School, Malang, Indonesia, are as follows.

3.1 The Role of the School Website as Information Media for Public Relations

The results of interviews with resource persons, researchers obtained information about the school website in general, namely the school website is managed by a public relations coordinator who handles school website issues originating from internal school parties. School website is located at *sdiassalam.sch.id*. There is information, news, and articles that are always updated. In addition, there are also links to other pages related to student activity sites at school (extracurricular). With a link to a student activity site, it will be an added value for students and other users.

Website school contains information regarding school profiles, school achievements, school programs, school activities, student work, curriculum, and school articles. The implementation of the school website is able to provide information to students, parents, prospective students, education observers, stakeholders and the wider public. The obstacle that hinders the use of the school website is the processing of news into information that is in accordance with the vision and mission of the institution which is sometimes inappropriate. The problems that occurred on the school website were due to

poor communication. The school website display can be seen in Figure 1.

3.2 The Role of School Social Media as Information Media for Public Relations

The results of interviews with informants, researchers obtained information about social media used by schools including Facebook, Instagram and WhatsApp. Facebook for the school is located @Sdi As Salam, while Instagram is @sdiassalammlg. The school's social media in the form of Facebook and Instagram are managed by the public relations coordinator for the social media section. While for WhatsApp, the principal assigns each homeroom teacher to coordinate it with each student's parents through the class group.

WhatsApp social media makes it easy for schools and parents to convey the development of students more quickly and easily. While the existence of Instagram and Facebook makes it easier for schools to inform programs, activities and school achievements to the wider public. Print results such as brochures can also be loaded in the form of images uploaded via social media such as Facebook, Instagram so that the internal and external public can easily access school information which is not limited by time, space and place.

The obstacle that hinders the use of school social media is that not all parents of students can use social media properly. So that there are some parents who do not get more detailed and up to date school information. Meanwhile, the obstacle from the school is the delay in updating the latest information about school activities. New schools update information at least three days after the activity takes place. SDI As-Salam's social media display can be seen in Figure 2.

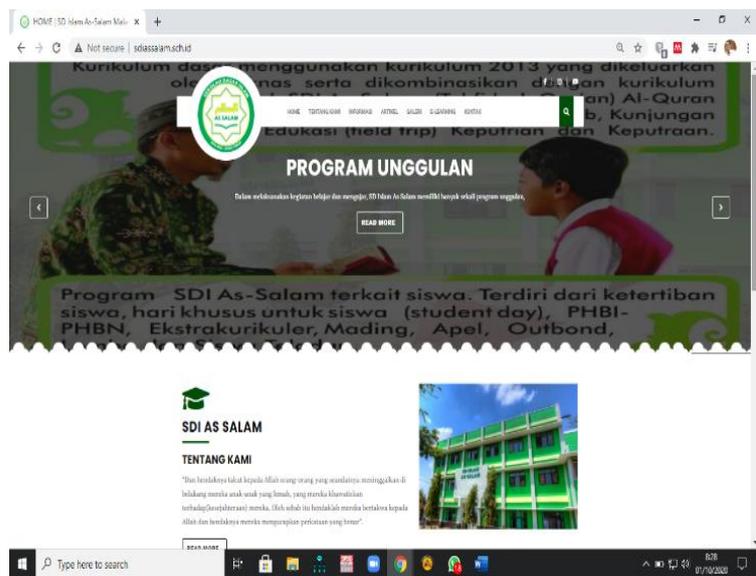


Figure 1 School Website



Figure 2 School Social Media

4. DISCUSSION

Educational institutions must collaborate with the public in improving their good relations [16]. Educational institutions with various fields and styles, are established to achieve certain goals and in the process will not be separated from the existence of public relations. Public relations is an art of communicating with the public to build mutual understanding, avoid misunderstanding and misperception, as well as build a positive image institution [17]. The notion of management, management is the process of directing and facilitating the work of people organized in formal groups to achieve a desired goal. The function of public relations is to assist management in implementing policies and developing good relations with various kinds of public [19].

The objectives of school relations with the public are: (1) to introduce the importance of schools to the public; (2) get support and assistance both morally and financially needed for school development; (3) provide information to the public about the content and implementation of school programs; (4) enrich and expand school programs with the development and needs of the school; and (5) developing closer cooperation between communities and schools in educating children. To realize the role of public relations at As-Salam Islamic Elementary School, Malang, Indonesia, the public relations technique used is the technique of using communication tools (internet). The use of communication tools is carried out by utilizing the website and social media in the form of Instagram, Facebook and WhatsApp as public relations information

media for As-Salam Islamic Elementary School, Malang, Indonesia.

4.1 The Role of the School Website as Information Media for Public Relations at SDI As-Salam

Website is a social media that is effectively used as a medium to convey information to the public. The school website can be accessed via a mobile site version, making it easier for users to access information via a PC or mobile phone. The use of the school website as a means of public relations at school is realized by selecting the type of message / information based on the character of the school and the information needs of school stakeholders. According to the criteria for a good website, it fulfills the readability element, namely the ease of reading an arrangement of letters which is influenced by the font type, font size, settings, color, the accuracy of the information submitted and the information that is up to date.

On the school website, there are information layout settings and layout colors that are deemed less attractive to the visitors of the school website. The font size used by school is easy enough for readers to read. The information submitted is quite accurate according to the activities being held. According to Sugeng [20] explained that by looking at the accuracy of the content of a site, it can be seen whether the site is free from broken links and errors. Based on observations, not all links can be properly linked to open other pages of this website. Then not all school website pages are filled with information, meaning that there are blank pages on the website.

However, links to other sites can be connected properly. So that the accuracy component on the school website is categorized as ineffective. With a school website, all parties can easily access school information. Not limited to space, time and place. Save money in promoting schools because the costs are not too large.

4.2 The Role of the School Social Media as Information Media for Public Relations at SDI As-Salam

Social media is a means of communication in receiving and getting information from various parties and establishing a two-way relationship or many users. Social media is used by schools to assist schools in conveying information to the public. The goal is to collaborate with parents in conveying school information, progress and learning outcomes of each student, as well as a means of delivering information to the wider public [21].

Information conveyed via WhatsApp, Facebook, Instagram contains the latest school programs, policies and information. Based on the results of the discussion, it can be seen that in carrying out the role of public relations as a builder and creator of a positive image of the organization, school has done well. school always tries to improve the school and delivers the programs and achievements the school has achieved. school in increasing school confidence strives to be able to provide the best possible service to the public.

School social media namely *Instagram* and Facebook is specifically coordinated by the public relations section of the social media section, while for WhatsApp the principal assigns the task to each homeroom teacher to coordinate it with each student's parents through the class grub The formation of a special social media coordinator still creates obstacles in its implementation, namely the lack of information conveyed *up to date*. Information is submitted at least three days after the activity takes place. Supposedly, from the formation of a public relations coordinator for the social media section, these obstacles did not occur because the task had been assigned according to the portion. Increased supervision from Vice Principals of Public Relations in this case needs to be improved.

School social media is used not only to convey information of school, but through social media it is also used by external public. Social media can also convey aspirations and other matters that include school. The application of two-way communication between schools and the public will increase progress and can build schools.

5. CONCLUSION

School Malang in its public relations activities utilizes information and communication technology through websites and social media, namely WhatsApp, Instagram, and Facebook as information media to the internal and external public. In the era of globalization

4.0, which is currently using technology, it greatly affects people's interest in an institution. Through the use of information and communication technology using websites and social media, it makes it easier for schools to convey information both directly related to student information and information about schools. The use of websites and social media at school has an important role, namely as a medium for information on public relations which is quite effective in the current era of globalization 4.0, building a positive relationship between the school and the community, delivering information very easily not limited to place, distance, time and cost, website management and social media school has an online public relations coordinator in updating information and about school.

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