



THE ROLE OF PUBLIC RELATIONS IN HIGHER EDUCATION DEVELOPMENT

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Abstract:

Public Relations (Public Relations) has a strategic role in developing higher education in the era of global competition. This article aims to examine the contribution of Public Relations in building an institutional image, increasing the attraction of new students, managing relationships with stakeholders, handling crisis management, and supporting internationalization. The research uses qualitative methods with a descriptive approach through literature analysis. The results show that Public Relations is able to strengthen the reputation of institutions and the competitiveness of higher education through effective communication strategies and collaboration with various parties. These findings emphasize the importance of adequate resource allocation to support the strategic function of Public Relations in achieving the vision and mission of higher education.

Keyword: *Role, Public Relations, Higher Education*

INTRODUCTION

Higher education development is one of the strategic challenges in the world of higher education. Increasingly fierce competition requires universities to improve service quality, expand networks and strengthen institutional image. In this context, the role of Public Relations (Public Relations) becomes very vital. Public relations is not only tasked with building effective communication, but is also the spearhead in building the reputation and competitiveness of universities. This article aims to examine the role of Public Relations in higher education development by referring to strategic management principles.

METHOD

This research uses a qualitative method with a descriptive approach. Data was obtained through literature studies which included journals, books and reports related to the role of Public Relations in higher education. Data analysis was carried out using content analysis techniques to understand how Public Relations can support institutional development in various aspects, such as promotion, crisis management, and relations with stakeholders.

RESULTS AND DISCUSSION

1. Building Institutional Image

Public relations plays a role in developing effective communication strategies to build a positive image of higher education. This includes promotion of study programs, academic achievements and alumni success.

2. Increase the Attraction of New Students

Through various campaigns and marketing activities, Public Relations helps universities attract the interest of prospective students. The use of social media and digital platforms is key in reaching a wider audience.

3. Manage Relationships with Stakeholders

Public Relations functions as a liaison between universities and various stakeholders, such as government, industry partners, alumni and the community. Good relationships can open up opportunities for strategic cooperation.

4. Crisis Management

In crisis situations, such as negative issues or disasters, Public Relations is tasked with developing responsive and transparent communication strategies to maintain public trust.

5. Supports Internationalization

Public relations also contributes to promoting international programs, such as student exchanges, collaborative research, and global partnerships, which can enhance a university's international reputation.

DISCUSSION

These findings show that the role of Public Relations is not limited to communication, but includes broader strategic aspects. Universities that are able to maximize their public relations function tend to be more competitive in facing global dynamics. However, this success requires strong management support and adequate resource allocation.

CONCLUSION

Public relations has a crucial role in the development of higher education, from building the image of the institution to managing relationships with stakeholders. Universities need to strengthen their public relations capacity so they can face the challenges and opportunities in the digital era. Thus, Public Relations can be a driving force in realizing the vision and mission of the institution.

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