



COMMUNICATION STRATEGIES IN BUILDING PUBLIC TRUST BASED ON CYBER PUBLIC RELATIONS

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Abstract:

This study explores effective communication strategies used in building trust in online communities. Utilizing a qualitative approach, this study examines various CPR techniques and their impact on building and maintaining trust among digital audiences. This research explores the integration of traditional public relations principles with digital communication tools to cultivate a positive online reputation. Emphasis is placed on transparency, authenticity, and responsiveness as core elements in building trust in cyberspace. The case study in this research is in-depth research about an individual, a group, an organization, an activity program, and so on at a certain time. The data collection technique in this research was carried out circularly using two approaches, namely; role observation (participant observation) and in-depth interviews (in-depth interviews). Meanwhile, data analysis in this research was carried out through; data reduction, data presentation, and drawing conclusions or verification. This research describes the implementation of several problem solving procedures studied by presenting data about the communication system using cyber public relations methods in increasing public trust in Madrasah Aliyah Nurul Jadid, so that the object of the problem can be clearly exposed. . The object of research is communication carried out by Madrasah Aliyah Nurul Jadid, where communication using cyber public relations methods functions as persuasive communication to the community.

Keywords: *Communication Strategy, Society, Based on Cyber Public Relations*

INTRODUCTION

The existence of the internet makes the world of communication unlimited. Since its emergence in 1969 and growing rapidly in the 1990s, the internet has made it easy to support work in various industries, including the communications industry (Hardiyanti & Putri, 2022). The communication industry as defined by the encyclopedia dictionary is an industry that includes various kinds of information delivery activities, referring to mass communication activities as a whole. Thus involving television, radio, newspapers, advertising, public relations, film, publishing, and other information industries.

Just as other industries develop in line with developments in communications technology, this is also what happens in the communications industry. Various innovations involving the internet, the communications industry are able to bridge communication barriers, namely easy, distance-free and easy to consume. One of them is Public Relations activities (Argarini & Andamisari, 2021). If previously Public Relations activities relied on the vortex of information in conventional media such as television and newspapers, then amidst the onslaught of internet innovation which continues to develop rapidly and vary, Public Relations activities have shifted to digital channels which are known as Cyber Public Relations. Cyber Public Relations is generally seen as a form of operating functions in cyberspace in public relations work practices (Melaty et al., 2021).

Cyber public relations has become a popular activity that is widely used by institutions to engage with their public. Apart from being a way out of communication obstacles, cyber public relations provides advantages compared to public relations activities using conventional media, including being able to build strong relationships between institutions and their public. This is because there is two-way communication, so that the interaction between the two becomes more personal. This cannot be done directly by media such as television and newspapers (Savitr et al., 2022). Another advantage is savings. In cyber public relations, internet costs are much cheaper than the costs used to create advertisements in newspapers or television. Coupled with the various features provided by the internet, cyber public relations activities have practically become an option for institutions to develop their image and maintain their reputation in the eyes of the public, because basically one of the aims of these activities is to form a positive image of the company in the eyes of the public as a whole (Muharam et al., 2022).

A positive image is needed by every institution, including an educational institution, which in this case is Madrasah Aliyah Nurul Jadid. This seeks to establish mutual interaction between one another (Faiz & Rahwiniyanto, 2019). What is needed by the madrasah can be fulfilled by the community, and vice versa, various community needs for educational activities in the madrasah can be met, both directly and indirectly (Wahid & Hasanah, 2019). In building mutual interaction, intensive communication is needed which is able to influence each other and there is a reciprocal relationship between one another.

From a customer perspective, institutions need to first determine the market segments and customers that are targets for the organization or business entity (Putra et al., 2021). From this customer's perspective, Islam teaches that when providing services from the business you run, whether in the form of goods or services, don't give bad or low-quality ones, but provide quality ones to other people. This is seen in QS. Al-Baqarah: 267;

Meaning: *O you who believe, spend (in the way of Allah) some of the good results of your efforts and some of what We have brought out from the earth for you. and don't choose the bad things and then spend on them, even though you yourself don't want to take them but by narrowing your eyes towards them. and know that Allah is Most Rich, Most Praiseworthy.*

This verse teaches us about how to interact with other people, it must be in accordance with applicable ethics so as not to cause misunderstandings and to be able to provide the best for them. The process of conveying messages through certain cyber public relations between madrasahs and their communities proves that the interaction is very good.

Public trust needs to be fought for, because forming a good image influences the existence of Madrasah Aliyah Nurul Jadid in the world of education. There is a lot of research on increasing public trust in educational institutions, including; the results of Roziqin & Rozaq's research that, to obtain a positive public view, increasing public trust is an important thing for educational institutions to pay attention to and build (Roziqin & Rozaq, 2018), as is also what Abrori said about building good communication to build madrasa image (H. Abrori, 2018). Increasing the great trust of consumers of educational services will certainly have a big influence on educational institutions in maintaining their existence.

Madrasah Aliyah Nurul Jadid is an educational institution organizing unit whose management and regulations take into account private regulations. With the law passed, SE Menkominfo no. 3 of 2016 concerning the Provision of Application or Content Services via the Internet, that cyber systems are content and application services on the internet. So, most of its education-based uses must pass through internet channels to be used as time goes by which relies on telecommunications services. In its use which increasingly facilitates the reform of the virtual-based education system, it appears that it has the advantage of maximizing public trust in educational institutions even over long distances (Ramli et al., 2021). However, the existing competition is not only limited to fellow private institutions including Madrasah Aliyah Nurul Jadid but also state

institutions. If the management of institutions and the acceptance of new students becomes the autonomy of each school, it is not impossible that they will compete to open new programs to attract the interest of prospective new students.

The image of an institution can be seen from various factors, one of which is the interest of the community or parents in choosing a school to continue their children's learning. Like other service companies, institutions are required to be able to improve the quality and communication of their communication activities in order to form a positive image for the community, which ultimately can help to increase public interest in the institution (Arista & Nurjanah, 2020).

By initiating public relations activities in utilizing internet communication technology or cyber public relations, it is hoped that Madrasah Aliyah Nurul Jadid will be able to maximize its communication activities in forming a positive image and public trust. So the focus of this research is to find out what effective communication strategies are in building public trust using cyber public relations.

RESEARCH METHODS

This research uses a qualitative case study type method with a multi-site design. The case study in this research is in-depth research about an individual, a group, an organization, an activity program, and so on at a certain time. The data collection technique in this research was carried out circularly using two approaches, namely; role observation (participant observation) and in-depth interviews (in-depth interviews). Meanwhile, data analysis in this research was carried out through; data reduction, data presentation, and drawing conclusions or verification (Munif & Baharun, 2018).

This research describes the implementation of several problem solving procedures studied by presenting data about communication systems using cyber public relations methods in increasing public trust in Madrasah Aliyah Nurul Jadid, so that the object of the problem can be clearly exposed. The object of research is communication carried out by Madrasah Aliyah Nurul Jadid, where communication using cyber public relations methods functions as persuasive communication to the community.

RESULTS AND DISCUSSION

Communication Strategy in Building Community Trust Based on Cyber Public Relations In the world of education, promotion and publication through social networks is one strategy for introducing an institution. Communication strategies in building public trust based on good cyber public relations are one of the factors that can increase student and community interest. This strength provides advantages as a promotional medium, apart from that it also helps reduce advertising costs. Social networks invite anyone who is interested to participate and contribute by providing feedback openly, commenting and sharing information quickly, especially with the development of the internet and mobile phones, so accessing social networks can be done anywhere, and at any time (Yuniani & Ikom , 2021).

In cyber public relations activities, a public relations actor or institution needs to consider how to design experiences that provide good feelings, shared emotions, feelings of connection that are in line with the development and adjustment of public relations activities. Electronic communication is the main key in cyber public relations activities which plays a role in making a reality spectacular. The reality regarding institutions can be managed with appropriate cyber public relations to create a positive image for the public of the institution (Alifha & Hapsari, 2021). According to the effective communication model that will be used regarding public relations strategies is the Laswell communication model. Harold Laswell's theoretical model is considered one of the earliest communication theories in the development of communication theory. Laswell stated that the best way to explain the communication process is to answer questions; Who says what in which channel to whom with what (Argarini & Andamisari, 2021).

Basically, the purpose of communication is to reduce the uncertainty felt by an individual regarding the environment and the people around him. Berger and Bradag

were quoted in Kriyantono as saying that there are two types of uncertainty felt by a person. The first uncertainty is behavioral uncertainty, namely uncertainty relating to which behavior a person should carry out in a situation. The second uncertainty is cognitive uncertainty, namely uncertainty related to what one should think about something or someone else (Arifin et al., 2019).

In the case above, cyber public relations based communication strategies can be used in three main activities, namely planning, implementing and evaluating programs. The three activities are as follows:

a) *Planning*. Planning here is an integrated part of a plan, while the plan is the product of a plan, which in the end planning is a basic function of the management process. In simple terms, the public is anyone who is easily influenced by making it as creative and attractive as possible. Not only external but also internal, such as employees, shareholders and Moladin management. Meanwhile, the external public is the surrounding community such as organizations, consumers, government and media. To achieve company goals, it is necessary to have reliable Public Relations in overcoming certain obstacles so that Moladin's marketing activities meet expectations and achieve goals (Tukijan, 2019).

As explained above, the main focus of cyber public relations activities is publicity and building good relations with the public (society), as well as educational institutions that carry out these activities in implementing cyber public relations. This is different from companies, especially product companies, which carry out a lot of cyber public relations activities with a variety of activities.

Public Relations practitioners carry out plans that have been prepared and then link them to specific goals and objectives. In carrying out this planning, Madrasah Aliyah Nurul Jadid pays attention to several Public Relations objectives to build public trust, including: explaining strategic programs between action implementers and users of communication components, holding discussions on main issues such as: framing the message, use of language (semantics), use of symbols, and communication barriers (Barrier to communication) (Mualifah & Nurhadi, 2020).

The above is in line with the explanation of Mr. Mawardi as head of public relations at Madrasah Aliyah Nurul Jadid, that certain public relations have various forms depending on the type of online media used, apart from that the purpose of use must also be in accordance with the meaning of the message conveyed so that it is right on target. The internet here is an internal and organizational communication network as a support for communication to the internal or external public.

Apart from that, Mr. Mawardi added that in the communication strategy, there are several planning things that must be done. Such as determining targets, namely prospective students or people who will influence institutions and society. These audiences are individuals, groups, special or general society. Apart from that, it also determines communication objectives, this aims to always maintain consistency in the implementation of communication so that it is always within the corridor.

One of the things that Madrasah Aliyah Nurul Jadid has done in its planning is to carry out new media or digital updates as well as communication and information technology networks, such as creating a list of media content to be published to the public. New media here in John Vivian's book, says that new media is a new media strategy product that emerged due to the development of new technology. Vivian believes that new media is high-tech media with social media technology so that it can give rise to new possibilities (Mualifah & Nurhadi, 2020).

The implementation here is carried out by every social media account under the auspices of Madrasah Aliyah Nurul Jadid, such as Instagram accounts (manj_official), Facebook (MA Nurul Jadid), Website (manuruljadid.sch.id), Youtube (MA Nurul Jadid) and Groups media (MA Nurul Jadid). Every month the chairman must socialize this matter to his members, as well as carry out updates by creating a list of content that is in accordance with today's technological conditions, more specifically in accordance with the main goal of the media itself, namely maintaining public trust in the institution.

In implementing the plan above, the institution has become a center of change,

therefore if it is involved through the implementation of digital-based Marketing Public Relations carried out by Madrasah Aliyah Nurul Jadid, it is the result of cyber-based public relations communication which has touched globalization, namely online applications, to build and maintain widespread public trust.

b) *Implementation.* In implementation, institutions can use social media utilization strategies. This is because social media can be used for social interaction using high accessibility which is defined as a group of internet-based applications. Some social media that can be utilized optimally are Facebook, Instagram, Twitter, Google and others. The implementation of the use of social media is one of the right ways to communicate indirectly, but get social echo from the public. Vice versa, institutions can disseminate information and even short promotions through their social media accounts (Argarini & Andamisari, 2021).

George R. Terry argues in his book entitled *"Principle of Management"*, that media or tools are used to provide convenience or produce greater profits and create work efficiency (Riyadi & Mulyadin, 2019). This strategy was adopted from the business world, where the term marketing focuses on customer satisfaction which can be seen from social media-based strategies using a logical rationale. In other words, if educational institutions that process educational marketing are unable to adapt to today's times, then these educational institutions will not be able to continue to exist (M. Abrori, 2018).

Publicity is carried out on social media or other supporting media, the forms of publicity carried out vary, such as providing clearer information about the school, providing updated information on student activities both internally and externally, writing interesting articles every week or even month depending on each school. , create public relations works such as press releases, features, profile videos and others. All of this is done to support the implementation of cyber public relations to provide information to the public in introducing the school by sharing information about the latest activities carried out by the school so that the public knows about the activities carried out by the school (Purnamasari & Herdi, 2020).

In the book *"Culture formed in or associated with online social scape"*, in cyberspace or online media (cyber culture) this occurs because of online social space interactions (Neneng Nurmalasari & Masitoh, 2020). This is what creates new cultures, making it a challenge for Moladin Public Relations to continue to develop because of the freedom of cyberspace and unlimited space for social interaction since social media has existed. In the book *"Cyber Culture, Electronic Mediations"*, cyber culture is "That set of technologies (material and intellectual), practice, attitudes, modes of thought, and values that developed along with the growth of cyberspace" (Yuniani & Ikom, 2021).

In implementing the use of social media, Madrasah Aliyah Nurul Jadid categorizes several of its media with two provisions that have been regulated by the media themselves. The categories are as follows:

The first is the video content category. The video content category here is based on convenience and is always effective in attracting the attention of the audience or public. The combination of audio, visual and interesting story content makes video content feel quite complete and instant in conveying the institution's message.

In the above case, Madrasah Aliyah Nurul Jadid divides its video content into two parts, long duration video content and short duration video content. This long duration video content is a platform that displays content such as promotional video content, student achievement podcasts, as well as related videos that are applied on YouTube, Facebook and Instagram. This is to make it easier for the public to find out detailed institutional information, especially institutional technical matters.

As explained by Mr. Mawardi as head of public relations at Madrasah Aliyah Nurul Jadid, when institutions here create content in video form and distribute it via the social media we have, they need to determine the right duration, so that the video content is not automatically cut off by the platform used. One example is YouTube media which provides a profile of Madrasah Aliyah Nurul Jadid with a duration of approximately 12 minutes, as well as showing students' podcasts conveying the knowledge learned at the

Madrasah Aliyah Nurul Jadid study bench.

Meanwhile, the short duration video content category is one of the simplest and most complex forms of work that has a duration of under 60 minutes, and requires relatively cheaper costs. You could say that the shorter the duration of the video, the better, because the majority of audiences tend to quickly get bored watching videos that are too long (Mutiah et al., 2021). In the case above, Madrasah Aliyah Nurul Jadid places short video content through the Instagram application and shot video content published on YouTube, with a character limit of 140 words and the use of the follower concept. This is based on the use of institutions to convey information about achievements, planned activities, as well as being used as a medium for interaction or questions and answers with their followers, as in the picture below.

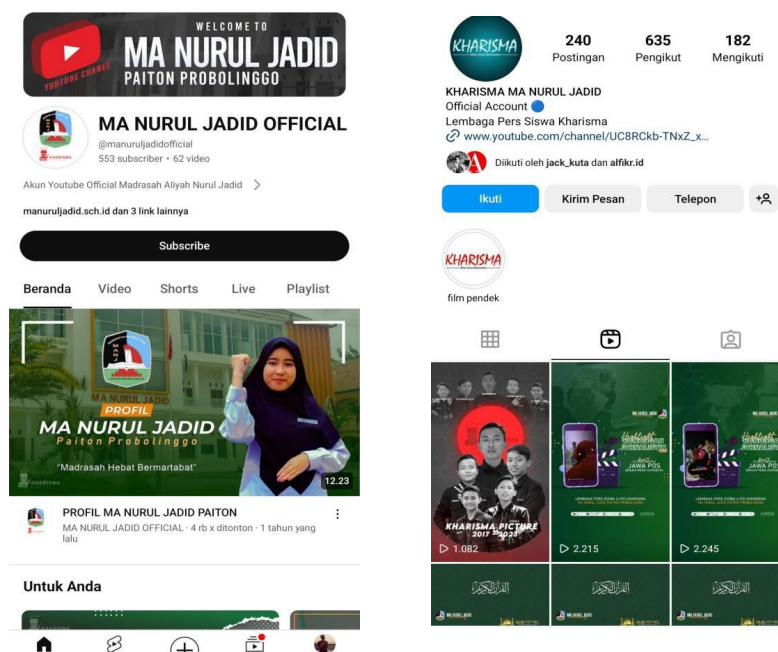


Figure 1 categories of long and short duration video content carried out by Madrasah Aliyah Nurul Jadid. Long and short duration video content is one form of utilizing technology in carrying out cyber public relations-based communication methods to build and attract public trust.

Mr. Mawardi, as head of public relations at Madrasah Aliyah Nurul Jadid, explained that I believe that the use of media run by institutions builds public trust, so the role as Public Relations is the main key to determining future strategies. Second, the content category of news text or images which is a text to convey information to the public regarding actual and factual events that are informed in writing. It is said to be factual because the news text should be written based on reality, while actual means the event written about has just happened. It can be concluded if the news text contains all events or incidents that have just occurred and are being hotly discussed by the wider community at that time. In this case, Madrasah Aliyah Nurul Jadid categorizes the news text content into two categories to make it easier for the public to know and find the specific information they want. These are the online and offline based categories, for the online based category the use of a website named MA Nurul Jadid with the link manuruljadid.sch.id, while the offline based category is print media, Kharisma magazine, brochures and banners.

In the context of the online category, the internet offers a technology that can increase the speed, quality and reach of public relations activities. Therefore, the online news text or image content category run by Madrasah Aliyah Nurul Jadid is a form of cyber public relations based communication which is a medium for public relations

practitioners to convey messages and information widely about the beliefs of their community (Nugraha et al., 2020).

The above is also in line with the explanation of Misbahul Munir, M.Pd.i, M.S.I as the school principal that Madrasah Aliyah Nurul Jadid is indeed challenged by how to influence society with online techniques. However, Madrasah Aliyah Nurul Jadid must also remain active in marketing print media because there are not many people who are still technologically illiterate or simply don't understand this matter. Using print media such as brochures and banners, brochure media can be distributed everywhere and banner media can be placed in strategic places. Not only that, we also use other print media such as newspapers, bulletins, magazines. Sometimes we know all of this in the world of the press.

In relation to institutions, the press is said to be a powerful and useful tool for disseminating information. The advantage of disseminating information through print media is that it can reach a very wide public, the public can learn easily, and there is more feedback from the public. Often we use print media such as daily newspapers, what we publish in the daily newspaper are students' achievements in various competitions and madrasa developments. Apart from that, we also publish a bulletin called KHARISMA which we distribute not only within the madrasah environment but we also distribute it to other madrasahs outside.

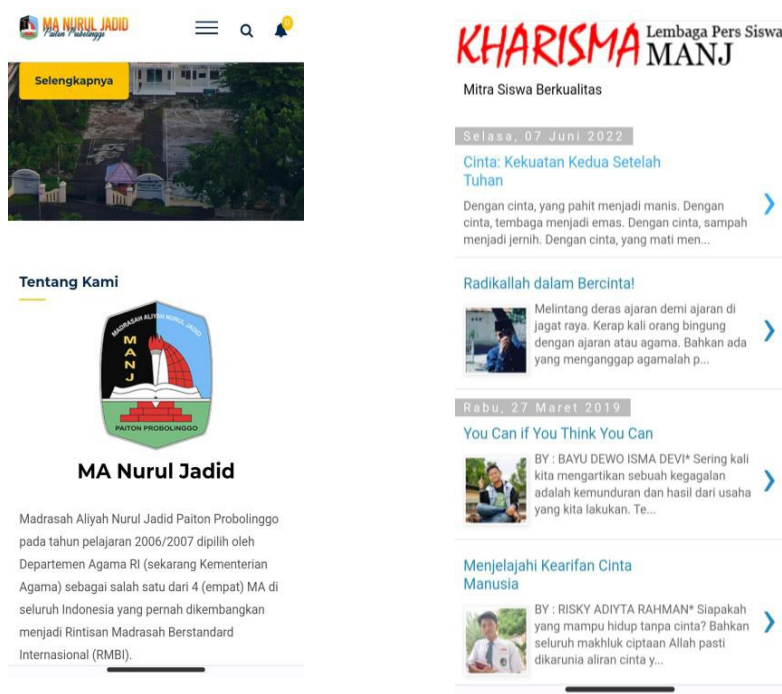


Figure 2 categories of online news text content. Online news text or image-based content is one form of utilizing technology in carrying out cyber public relations or image-based communication methods to build and attract public trust. In this content, Madrasah Aliyah Nurul Jadid convinces its community through website media, namely conveying messages and information about the achievements achieved by Madrasah Aliyah Nurul Jadid. Apart from that, with this online news text content category, it is also easier for the public to find out information about Madrasah Aliyah Nurul Jadid.

Mr. Mawardi explained that for me implementing this category could increase the attractiveness of the strong trust of student parents to be able to provide information to other student parents and make it easier for them to access existing information. This statement was also reinforced by Mrs. Ita as the student's guardian. Every neighbor of mine who is confused about finding a school for his son, I suggest looking at the Madrasah Aliyah Nurul Jadid website which has achieved many achievements.

Figure 3 categories of offline news text content. The content of this offline news text is a print media information notification carried out by Madrasah Aliyah Nurul Jadid to implement a cyber public relations-based communication method to build and attract public trust. From the picture above, it is more directed towards people who are still technologically illiterate or simply don't understand this matter.

The above is in line with the explanation of Misbahul Munir, M.Pd.i, M.S.I as the principal of Madrasah Aliyah Nurul Jadid, that the use of print media such as brochures, printed magazines and banners can be distributed anywhere and can be placed in strategic places. Apart from that, it is also to maximize the balance of media performance which can provide information to people who do not understand how to use websites or online media.

Apart from the above, Madrasah Aliyah Nurul Jadid also utilizes the formation of online communities or groups on Facebook to create a positive image. This online community or online group is an ideal place to build public trust by sharing the common interests of people who are active in cyberspace. Apart from that, it also functions to discuss related matters. Here, public relations actors, including Madrasah Aliyah Nurul Jadid, can identify competitors and are able to follow new trends that emerge in relation to institutional institutions. People choose to group themselves according to what they want, so that through this online group a desired relationship of trust will be formed (Nugroho, 2020). As stated by Lukman Hakim as the principal of Madrasah Aliyah Nurul Jadid, that in the implementation of increasing public trust in institutions, it is necessary to form quality media categories in accordance with specified media regulations. Like doing the basics, namely, doing research first. This is because cyber public relations strategies are not only limited to these activities, but there are many more that can be used to help shape the institutional image of the institution towards the public.

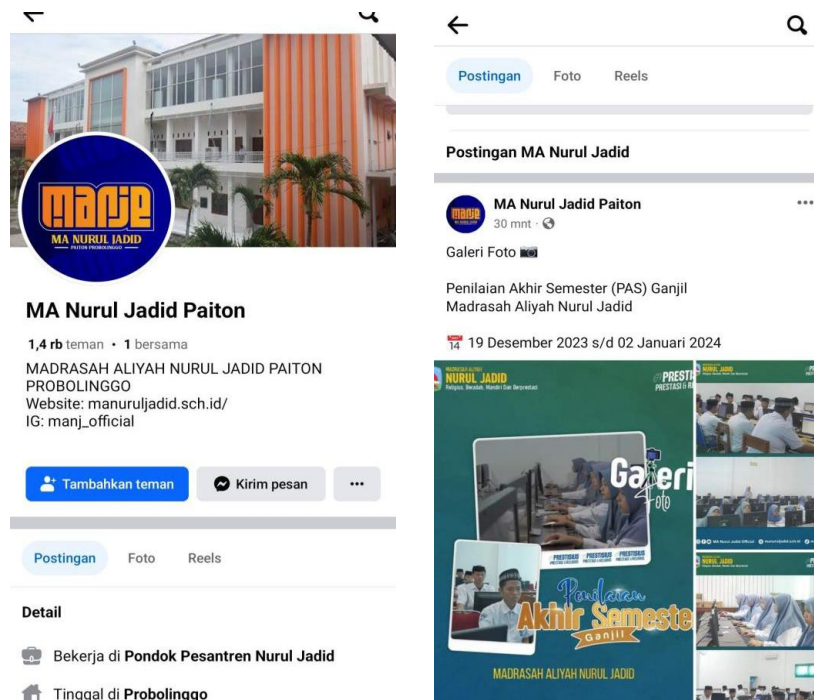


Figure 4 online groups on Facebook. This online community or group on Facebook media is a process carried out by Madrasah Aliyah Nurul Jadid to implement cyber public relations-based communication methods to convince the public through Facebook media. This method is an ideal place to build public trust by sharing the common interests of people who are active in cyberspace. Apart from that, it also functions to discuss related matters. Here, public relations actors, including Madrasah Aliyah Nurul Jadid, can identify competitors and are able to follow new trends that emerge in relation to institutional institutions.

3) *Evaluation* In the development of cyber media, which has also been followed by the development of various new media platforms among institutions, a new culture has emerged, in Henry Jenkins' terms it is called "participatory culture". In this case, society or institutions are not only consumers or users of media technology, but each individual is enabled to become a producer of their own media products. Technology based on user generated and social networking services allows individual users to actively participate in producing and circulating their media content in cyberspace (Neneng Nurmalasari & Masitoh, 2020).

Several studies on internet integration in everyday life view internet technology as a double-edged sword. On the one hand, the internet opens up new public spaces that can widen spaces for expanding community participation. However, at the same time, the internet can also be a threat, both through the creation of control and supervision and through misuse of the internet for various criminal acts (Marzuki, 2010).

Meanwhile, in the context of the development of cyber public relations, advances in information technology in the digital era, open up opportunities for the birth of new perspectives and communication patterns, the available technological networks enable everyone to have free access to meet their needs. For the purposes of public relations activities, institutions can also adopt it as a means of support, so that the public relations function can take place effectively, and reach an increasingly heterogeneous information society (Mujianto & Nurhadi, 2021).

However, in practice, institutions that use a cyber-based public relations communication system not only find it easier to complete their duties and responsibilities as public relations implementers. One of them is Madrasah Aliyah Nurul

Jadid, which has routine activities such as annual reports to evaluate anything that is lacking regarding the system.

In this research, Madrasah Aliyah Nurul Jadid carried out its evaluation by forming three aspects of trust, namely:

First, credibility which is the quality or power to generate trust. Ownership of media for an agency can build credibility for that agency, especially educational agencies where website ownership is still rare. This happens because the website is a sign that the agency is trustworthy, as is the ownership of the Madrasah Aliyah Nurul Jadid website (Teguh Prayitno, 2018).

Second, closeness is an important aspect in building trust after an agency has credibility. Closeness here means being able to communicate well. Madrasah Aliyah Nurul Jadid forms closeness with its community by communicating well with the public. All of this is done through cyber public relations activities using the school's website and social media. Through online media, communication between the public and agencies can be well established because the public can connect directly with agencies easily and quickly with the help of the internet (Rahman, 2016).

Third, reliability or reliability, which is the agency's proof against the public. Public assessments based on credibility and closeness are only based on momentary assessments, while reliability is long-term (Asa et al., 2010). This is proof that can maintain public trust in the agency. Here Madrasah Aliyah Nurul Jadid does this by actively carrying out publicity in the school's online media. It uses various means in the form of public relations works such as articles, features, videos and others which can be a tool in strengthening the agency's evidence against the public. From the above, the formation of a positive image of an institution can be formed if the public has a positive perception of the institution itself. Perception often becomes fact or the truth of facts is often determined by perception. In order for this to be achieved, the public must be in a condition of sufficient information about the organization, and the organization must strive to help the public reduce uncertainty by being more open in providing information (Purworini, 2019).

CONCLUSION

The use of technology can facilitate the process of disseminating information for institutions, such as Madrasah Aliyah Nurul Jadid. Considering that the number of students each year is still relatively small, communication strategies are needed to build public trust based on cyber public relations to create public trust. Promotion and education also need to receive greater attention through the communication strategy stage.

The stages of formulating a technical communication strategy in developing the institution in question can be implemented systematically as follows: First, identify the problem, containing background and situation analysis referring to the institution's planning documents. Second, determine communication targets. After that, formulate and deliver a narrative to promote the sharia capital market. fourth, selecting Media and Communication Activities that suit the needs to be addressed. Finally, carry out monitoring and evaluation of existing and implemented communication strategies so that you know what needs to be improved to further progress and develop the institution in the future.

Promotion and education through cyber public relations is expected to improve institutions and society, especially information about institutions, because it is assisted by information technology which is developing increasingly rapidly. By increasing understanding of teachers and the community, institutional development efforts can be carried out more easily. Apart from that, this institution also needs to be introduced regionally and globally to attract the interest of students and the public.

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