



USE OF PUBLIC RELATIONS INFORMATION TECHNOLOGY AT MAN INSAN CENDEKIA PASER: EFFICIENCY AND EFFECTIVENESS STUDY

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Abstract:

Public relations is a strategic aspect in strengthening the image of educational institutions, including MAN Insan Scholar Paser. However, public relations management often faces challenges related to the efficiency and effectiveness of information delivery. Information technology offers solutions to optimize this process through various applications and digital platforms. This research aims to analyze the use of information technology in public relations at MAN Insan Scholar Paser, with a focus on efficiency in the use of resources and effectiveness in reaching and satisfying stakeholders. This research uses a qualitative approach with a case study method. Data was collected through in-depth interviews, observations and document analysis, which were then analyzed descriptively. The research results show that the application of information technology in the public relations sector has increased efficiency, especially in terms of time and operational costs. The effectiveness of communication has also increased, as shown by increased stakeholder satisfaction and the achievement of public relations goals, such as the rapid and transparent dissemination of information. However, several technical obstacles and training needs are still challenges that need to be considered. This research confirms that information technology has a significant role in supporting the public relations function in educational institutions, as long as it is supported by adequate infrastructure and human resource capacity development.

Keywords: *Information Technology, Public Relations, Efficiency, Effectiveness*

INTRODUCTION

In the digital era, information technology (IT) has become a key element across various sectors, including public relations. Public relations plays a strategic role in building a positive image, conveying information, and fostering good relationships between organizations and the public. The use of IT in public relations facilitates efficient and effective communication management, both in reaching a broad audience and responding quickly to public needs. This is especially relevant in educational institutions, such as MAN Insan Cendekia Paser, which require advanced communication strategies to engage with students, parents, and the wider community. Public relations is an integral part of an organization aimed at building an image, relationships, and effective communication with various stakeholders. In the educational world, public relations plays a crucial role as a bridge between institutions, students, parents, and society. Advances in information technology (IT) have transformed the

landscape of public relations, enabling faster, measurable, and targeted communication. IT offers innovative solutions to deliver information, build an image, and strengthen relationships through digital platforms such as social media, websites, and data-driven applications. The utilization of IT in public relations creates efficiencies in managing information and resources. This technology allows educational institutions, including MAN Insan Cendekia Paser, to reach a wider audience at a lower cost and in a shorter time. Effectiveness also increases, particularly in ensuring that the messages conveyed are relevant, accurate, and aligned with the needs of the public. In the context of global competition, technology-based public relations has become a strategic tool to enhance competitiveness and create added value for the organization. Public relations uses a strategy by introducing the brand through the website (digital branding) and through the official pesantren account by posting various information about the Nurul Jadid Islamic boarding school, frequently used media such as Instagram, YouTube, Facebook, and others (Zamroni, et al., 2021: 62).

At MAN Insan Cendekia Paser, the role of public relations is not only a promotional tool but also a means of strategic communication that supports transparency and participation. As a leading educational institution in East Kalimantan, MAN Insan Cendekia Paser faces unique challenges in maintaining its image as an innovative and high-achieving institution. Information technology has become the backbone in supporting public relations activities, such as delivering academic information, promoting school activities, and interacting with the community.

As a leading educational institution in East Kalimantan, MAN Insan Cendekia Paser has strategic needs in managing public relations. Public relations in this institution is not only focused on promotion but also on the dissemination of academic information, administration, and student activities. The utilization of information technology has become an essential part of the public relations strategy, such as through the use of the official website, social media, and educational applications that facilitate communication between the school, students, and parents (Gunawan, 2023: 29). However, the implementation of this technology is not without challenges, such as the limitations in trained human resources and the need for adequate infrastructure. Nevertheless, the benefits derived far outweigh the challenges, with improvements in efficiency and effectiveness in information delivery being one of the main positive outcomes (Nugroho, 2023: 49). This study aims to analyze how the utilization of information technology can enhance the efficiency and effectiveness of public relations at MAN Insan Cendekia Paser. The findings are expected to contribute to other educational institutions in designing optimal technology-based public relations strategies.

Information management in public relations often faces challenges related to efficiency and effectiveness. Efficiency refers to the ability to manage resources, such as time and cost, to deliver information optimally, while effectiveness refers to the extent to which communication goals are achieved and the message is received by the intended audience (Gunawan, 2023: 34). In practice, these two aspects are often difficult to achieve simultaneously, especially in organizations with limited resources or inadequate technological infrastructure. Efficiency problems in public relations arise when the communication process requires more time and resources than the benefits it generates. For example, distributing information manually through print media

or face-to-face meetings requires significant time and cost. Additionally, the underutilization of information technology often slows down decision-making processes and the dissemination of information (Nugroho, 2023: 56). Digital technologies such as social media, customer relationship management (CRM) software, or data-driven applications can be solutions to improve efficiency, but their implementation requires considerable initial investment.

At a practical level, learning management can run effectively and efficiently if all programs in learning activities begin with the managerial process. The first aspect that needs to be done is learning planning. In this case, every learning program needs a plan so that all activities can be directed based on the intended goals (Zamroni, 2019: 343).

Effectiveness in public relations is closely related to how messages are received, understood, and responded to by the audience. One of the main challenges is ensuring that the information conveyed matches the needs and preferences of the audience. In many cases, messages do not reach the audience effectively because the communication channels used are inappropriate or fail to capture the audience's attention. For example, the use of social media platforms without adequate analytics often results in information that is irrelevant to the target audience (Masykur, 2023: 72). In the digital era, effectiveness is also influenced by the speed and accuracy of information. Slow or inaccurate information can damage the organization's reputation and decrease public trust. Therefore, it is important for organizations to have an information technology system that supports real-time and data-driven information management.

At MAN Insan Cendekia Paser, information management in public relations presents its own challenges, considering the complexity of communication between the school, students, parents, and the community. Efficiency problems often arise when information is disseminated manually or through unintegrated media. Meanwhile, the effectiveness of communication is sometimes hindered by the lack of audience data analysis or unengaging message content. The implementation of information technology can be a solution to improve both efficiency and effectiveness, but it requires a well-thought-out strategy to address challenges such as the limited availability of trained human resources and implementation costs. This is because effective communication within an organization is essential for the continuity and smooth operation of its activities. One of the most important elements in this communication is the leadership factor and their leadership style. The process of effective communication will function perfectly when it can utilize all available resources, including the source, communicator, message, channel, communicant, and affect (Zamroni, 2020: 79).

RESEARCH METHODS

This research uses a qualitative approach which aims to understand in depth the phenomenon related to the use of information technology in managing public relations at MAN Insan Scholar Paser. This approach was chosen because qualitative research allows exploration of the social and cultural context behind the use of information technology. The research design used is a case study, which focuses on an in-depth analysis of one particular unit, namely public relations at MAN Insan Scholar Paser. The case study is relevant because this research wants to specifically explore the strategies, challenges and effectiveness of using

information technology in this institution.

The research was conducted at MAN Insan Scholar Paser, a leading educational institution in East Kalimantan. This location was chosen because of its characteristics as a school that combines religious education and technology, as well as its position as a national reference in innovation-based learning models. Public relations at this institution plays a strategic role in building image and establishing relationships with various stakeholders, including students, parents and the community.

Observation: Researchers directly observe public relations activities, such as the use of social media, website management, and communication with external parties. These observations help understand how information technology is applied practically, **Interview:** This technique is used to gather information from public relations staff, school principals, teachers and students. **Semi-structured interviews** were chosen to obtain rich and flexible data, **Documents:** Secondary data is collected from official documents, such as annual reports, social media statistics, school policies, and published materials. This document provides historical and administrative context regarding public relations.

RESULTS AND DISCUSSION

Effective Communication Strategies in Building Public Opinion

MAN Insan Scholar Paser has integrated information technology in public relations management to answer modern communication needs. Information technology is applied through several main platforms, such as: **Social Media:** Public Relations actively uses social media such as Instagram, Facebook, and WhatsApp to convey information related to Madrasah activities, important announcements, and promotions of superior programs. **Official Website:** The school website serves as an information center containing news, academic calendar, announcements, and an interactive portal for students and parents. **Digital Applications:** The use of online-based education management applications makes communication between teachers, students and parents easier, especially in submitting academic reports and administrative information. **E-Mail and Electronic Newsletter:** Public Relations sends regular news to maintain relationships with alumni, the general public, and other stakeholders. This innovation aims to increase the reach and quality of communication, while strengthening the school's image as a technology-based educational institution.

Efficiency Analysis: Time, Cost, and Resources

The research results show that information technology has a significant positive impact on the efficiency and effectiveness of public relations at MAN Insan Scholar Paser. Time and cost efficiencies provide flexibility for the public relations team to focus on other strategic tasks. However, this implementation requires efforts to increase staff competency in using technology as well as a fairly large initial investment.

Apart from that, effectiveness in conveying messages is also guaranteed, considering that this technology allows personalization of communication to suit the needs of the audience. With more structured data, schools can develop more targeted communication strategies. Overall, the implementation of information technology at MAN Insan Scholar Paser can be used as a model for other educational institutions that want to improve their public relations performance in the digital era.

Communication Results

The effectiveness of communication in public relations is measured through the ability to convey messages that are clear, targeted and easy to understand by the audience. At MAN Insan Scholar Paser, communication results can be seen from the high level of participation in activities that are informed through digital platforms such as social media and websites. Messages delivered via information technology can also be personalized, making them more relevant to each audience group, such as students, parents or the wider community. Additionally, the use of information technology makes it possible to track communication metrics, such as the number of people who view or interact with uploaded content. This provides data that can be used to evaluate the extent to which a message is successful in reaching its audience. For example, posts about new student registration had engagement rates increase by up to 70% after implementing digital-based strategies.

Stakeholder Satisfaction

The satisfaction of stakeholders, including students, parents, teachers and the community, is a key indicator of public relations effectiveness. Surveys show that the majority of parents feel more informed with the use of information technology, especially through WhatsApp groups and school application notifications. This shows that technology helps reduce the communication gap between schools and stakeholders. However, challenges remain, such as the need to ensure that all audiences have equal access to the technology. Not all parents, for example, have adequate devices or enough digital literacy to access information easily. Therefore, mentoring strategies or digital literacy training are important steps to further increase satisfaction.

Achievement of Public Relations Goals

Public relations at MAN Insan Scholar Paser has several main objectives, such as building a positive image of the school, increasing stakeholder involvement, and disseminating information efficiently. By utilizing information technology, the school has succeeded in achieving these goals in several aspects: Increasing Positive Image: Public relations activities carried out digitally, such as publicizing student achievements and school superior programs, have succeeded in increasing positive exposure on social media and online forums.

Stakeholder Engagement: Information technology allows for easier two-way dialogue, for example through online surveys or question and answer sessions on social media platforms. This creates better connectivity between schools and stakeholders.

Information Dissemination Efficiency: The use of digital media reduces the time and costs of conveying important information. In a short time, information can reach a wider audience without the need for print media or physical meetings.

Utilization of Information Technology in Public Relations at MAN Insan Cendekia Paser: A Study of Efficiency and Effectiveness

Public relations (PR) is an essential element in the success of educational institutions, including madrasahs. In the digital era, the utilization of information technology has become a necessity in improving the efficiency and effectiveness of PR work. MAN Insan Cendekia Paser, as one of the leading madrasahs in East Kalimantan, has made efforts to adopt various information technologies to support its public relations activities.

Information Technology in Public Relations, Information technology (IT) in the context of public relations includes various tools and digital platforms such as social media, official websites, email, and messaging-based applications. These tools enable the dissemination of information faster, more widely, and more efficiently compared to conventional methods. At MAN Insan Cendekia Paser, the presence of these technologies not only functions as a communication medium but also serves as a means to build a positive image of the madrasah in the eyes of the community, parents, and other stakeholders.

Efficiency in the Utilization of Information Technology, Efficiency refers to how effectively technology is used to save time, effort, and cost in public relations activities. MAN Insan Cendekia Paser has utilized platforms such as WhatsApp for fast and easy internal communication. In addition, the use of social media platforms like Instagram and Facebook to convey information about madrasah activities, student achievements, and important announcements has successfully reached a wide audience in a short period. The use of the official website also provides direct access to the public for accurate information about the madrasah. The use of this technology has proven to reduce dependence on manual methods such as distributing information via letters or verbal announcements. This not only saves operational costs but also minimizes the risk of information delays.

Effectiveness of Information Technology Utilization Effectiveness measures the extent to which the communication objectives of public relations are achieved through the use of information technology. At MAN Insan Cendekia Paser, information technology allows the madrasah to be more responsive to the needs of students, parents, and the community. For example, complaints or inquiries submitted through social media or email can be promptly addressed, thereby increasing public trust in the madrasah's services. Moreover, information technology supports transparency, where the public can easily access data and reports about the madrasah's activities and achievements. This kind of transparency is one of the keys to building strong relationships with the community.

Challenges in the Utilization of Information Technology, However, the use of information technology is not without challenges. One of the challenges is the lack of training for PR staff to optimize the use of digital technologies. Additionally, infrastructure issues such as unstable internet connections in certain areas of Paser also pose obstacles. To address this, investment in human resources training and technological infrastructure improvement is necessary.

The utilization of information technology in public relations at MAN Insan Cendekia Paser has made a significant contribution to the efficiency and effectiveness of PR work. This technology enables the rapid, responsive, and transparent dissemination of information, thus supporting the madrasah's efforts in building strong relationships with the community. Nevertheless, ongoing efforts are needed to address the existing challenges so that the utilization of information technology can be more optimal in the future. With the right strategy, technology-based public relations can become a vital pillar in supporting MAN Insan Cendekia Paser's vision as a leading and competitive madrasah at both the national and international levels.

Table: 1
Utilization of Public Relations Information Technology at MAN Insan Scholar Paser

No	Category	Persentase	Description
1	Social Media (Instagram, Facebook)	40%	Used to disseminate information related to madrasa activities, announcements and student achievements. Reach a wider audience and increase community engagement.
2	Official Website	25%	Providing complete information about the madrasah's vision, mission, programs and activities in a structured manner. Make it easier to access information for parents and the general public.
3	WhatsApp Group	20%	Used for internal communication with parents and staff. Speed up information exchange and coordination.
4	Email and Newsletter	10%	Used to send more formal information to stakeholders and alumni. Helps in the management of long-term relationships.
5	Custom Mobile Application/Platform	5 %	Used to provide certain information or services directly to students or parents. Still in development stage.

Table: 2
Diagram: Percentage of Public Relations Information Technology Utilization



Explanation Based on Percentage

Social Media (Instagram, Facebook) - 40%

Social media plays the largest role in the utilization of information technology in public relations at MAN Insan Cendekia Paser. These platforms allow the school to reach a very broad audience, including the general public, parents, and prospective students. The use of social media has a highly effective impact on building the image and branding of the madrasah. Content such as photos, videos, and infographics about school activities and student achievements can easily be shared and receive immediate responses from the public.

Official Website - 25%

The official school website functions as the primary source of information, providing a comprehensive overview of the madrasah. Users can access information about the curriculum, flagship programs, student achievements, and activities conducted by the school. The use of the website greatly helps in enhancing the madrasah's credibility in the eyes of the public. Its presence also supports transparency and accountability in the dissemination of information.

WhatsApp Group - 20%

The WhatsApp Group is used for more personal and immediate communication, both between the school and parents as well as among school staff. This group accelerates the exchange of information related to daily activities, schedule changes, or other important notices. WhatsApp Group plays a key role in improving internal coordination and supporting efficiency in information management.

Email and Newsletter - 10%

The use of email and newsletters still plays a role in formal communication with stakeholders such as alumni, partners, and donors. Although it is not as widely used as social media platforms or WhatsApp, email remains effective for conveying important information or periodic reports that require written documentation and a more formal approach.

Mobile Applications/Custom Platforms - 5%

Mobile applications or custom platforms are still in the development phase at MAN Insan Cendekia Paser and currently represent a small portion of information technology utilization. Nevertheless, these applications have the potential to strengthen communication services between the school, students, and parents by providing faster and more structured access to information.

CONCLUSION

This study shows that the implementation of information technology in public relations (PR) at MAN Insan Cendekia Paser significantly enhances the efficiency and effectiveness of information management. In terms of efficiency, the utilization of information technology has successfully reduced operational time and costs, allowing for the fast and real-time delivery of information, while also maximizing the use of human resources through the automation of several communication processes. The use of digital platforms such as social media and websites has also increased the madrasah's ability to reach its audience in a more efficient and cost-effective manner.

In terms of effectiveness, information technology has proven to improve communication outcomes through message personalization and better two-way interaction with stakeholders. The level of stakeholder satisfaction, including students, parents, and the community, has significantly increased, as evidenced by the positive responses to the content shared through social media and other digital platforms. This shows that the use of technology not only speeds up information delivery but also enhances engagement and builds a positive image of the madrasah. Practical Implications for Public Relations Management in

Educational Institutions. Based on these findings, several practical recommendations for educational institutions in managing technology-based public relations are as follows: (1) Optimization of Information Technology: Educational institutions should leverage various digital tools and platforms to improve communication quality with stakeholders, such as social media, digital applications, and interactive websites that can provide accurate and easily accessible information. (2) Training and Mentorship: PR staff need to be trained to effectively master digital tools. Additionally, digital literacy among the audience, such as parents and students, must be enhanced to ensure broader information accessibility. (3) Continuous Evaluation: Technology-based communication systems should be evaluated periodically to assess their effectiveness. This evaluation is important to ensure consistent achievement of communication goals and to adapt to rapid technological changes.

Suggestions

From the results of this study, several suggestions can be made: (1) Conduct similar research in various educational institutions with different characteristics to compare the effectiveness of information technology implementation in public relations. (2) Use quantitative methods to measure the impact of information technology statistically, such as cost-benefit analysis, to provide a clearer picture of the benefits derived from technology utilization. (3) Explore the latest technological innovations, such as artificial intelligence (AI) and big data analytics, in the context of public relations communication in education, to enhance interaction and personalization of communication more effectively.

Thus, information technology not only offers practical solutions in managing public relations but also has the potential to become a strategic element in strengthening the relationship between educational institutions and various stakeholders.

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