



Use of Public Relations Tools on social media Youtube by High School Madrasah in Indonesia to Attract New Prospective Students' Interest in 2022

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ABSTRACT. This study aims to analyze the optimization of public relations tools on YouTube social media for Madrasah Senior High Schools in Indonesia to attract prospective students in 2022. Literature studies are used as a research method in this study. Research data is collected through the study or analysis of books, scientific works, articles or journals related to the articles written. The data analysis technique uses the Miles and Huberman model by using three parts of the analysis that go hand in hand: data reduction, data presentation and conclusion drawing/verification. The results of this study state that by optimizing public relations on the school's Youtube account, it is hoped that it will become a more effective and efficient bridge between the school and students, parents and the wider community. School YouTube also has functions in information, communication, and promotion media.

Keywords: *Public relations, YouTube, interests, social media*



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INTRODUCTION

Every educational institution, such as a school, has an organizational structure, and one aspect of that structure is the public relations division. It has been shared for non-profit or for-profit businesses in Indonesia to establish a public relations section, particularly in the management sector. In the world of educational institutions, it is known as the vice principal in the field of public relations. Public relations acts as a bridge between schools and the community when introducing schools, for instance, by informing the public about the best or most successful programs that will be implemented; promoting the school to its users (the community); and showcasing student accomplishments to the general public, particularly to the parents of students (Rosyidah *et al.*, 2020).

Since centuries ago, Public Relations (PR) have been well-known and even practised. Kaleem (2022) argues that a form of PR has been contained in the holy books of the major religions in the world. It is reported that humans have always tried to create an insight into the faith being held. One example was when the ships of the Vikings and Phoenicians circled the ocean for conquest and exploration, and there were sails decorated with animal symbols to show their identity. The same is true for kings or warlords, who, when fighting, carry a shield enthroned with a specific symbol, which is marked as a medium of communication in terms of identity. Businesspeople and politicians are now implementing it. The symbol for the uniform is defined as one of the PR medias that is still used from time to time.



Modern PR, like several other sciences, emerged due to the industrial revolution in Europe in the late 1800s. Furthermore, the industrial revolution is considered the invention of various modern technologies, beginning with the creation of the steam engine, which has the capability of mass production for many industries. This mass production of goods ultimately triggers mass consumption. Big companies do business on a large scale. Then some companies also have a monopoly on specific industries, such as transportation by train, which is monopolized, oil mining, and steel production, which brings enormous profits to industrial owners. This condition has a negative impact. Big companies compete to collect profits, but half of them even ignore what should be the interests of consumers to get more profits than before (Morissan, 2008).

PR appear to have developed quite rapidly in recent years, partly because the management of various commercial and non-commercial organizations has discovered the need for PR activities (Motion, 2002). There has also been considerable improvement in how public relations messages are conveyed, for example, via satellite, cable, and Internet media, because mass media are generally paradoxically fragmented and globalized simultaneously. As stakeholders and the community or consumers, schools or educational institutions must develop synergies with each other (Utomo, 2021). Haris Munandar (1992: 9) defines PR as comprehensively composed planned communication, such as internal or external, between organizations and the public in plans to achieve specific goals based on understanding (Noviardi *et al.*, 2020).

It should make it an obligation to build the quality of education that requires the synergy of all parties to contribute to the improvement and development of the quality of educational institutions. In addition, the role of the community, in this case, is as a school partner who provides advice on educational services, or it can be in ensuring the quality of education services from schools (Royhatudin *et al.*, 2020). It is in line with advances in technology and science during the fourth industrial revolution, which affected all aspects of life, including politics, economy, culture, and education (Lee *et al.*, 2018). Therefore, educational institutions must develop programs in the digital era to keep up with the times. The rapid progress of technology is sure to happen because technology is developing rapidly. It will be in line with science, which is also developing fast. In this case, each innovation produced further provides convenience to the community in a positive direction. For example, all life is fulfilled by primary needs, one of which is the internet. The existence of internet technology is currently used massively in most sectors, one of which is a management information system (MIS), which can be used as an applicable information service for the community (Lee *et al.*, 2018). The school's Youtube channel is one example of a component of a SIM that can be empowered to mediate PR with schools (Literat *et al.*, 2018). This YouTube social media-based SIM is also valid as a communication, information delivery, and school promotion medium. The official use of the school's YouTube account supports the delivery of informational content more efficiently and effectively.

Youtube is an internet medium that functions as a medium of information or valuable online communication in introducing and presenting an organization or institution to the broader community (Amarasekara & Grant, 2019; Boy *et al.*, 2020). The school's Youtube account is also intended as a medium for conveying information so that promotions and communications aimed at the school can be recognized by a broad audience (Berezhna *et al.*, 2022). Youtube is in line with the main tasks of school PR, including being responsible for delivering school information visually or audio to the community (Octarensa & Aras, 2020). The spread of information through YouTube reaches more people than through conventional methods. School Youtube accounts must contain continuous and exciting content, so the public does not feel bored (Putra *et al.*, 2021). Therefore, educational institutions provide clear and detailed information about school profiles to attract public or audience perceptions. YouTube has made the right choice as an alternative for delivering information and school promotion media because YouTube is considered a dynamic and interactive medium, promoting the institution's existence and adding insight (Kozinets, 2019). It is hoped that YouTube can be used as a solution to the problems faced (Kiraina, 2020).

Therefore, in order to achieve the function of PR in order to gain trust from the public in schools or educational institutions, it is necessary to empower a management information system (SIM) based on a Youtube account, which is a medium of communication, promotion, and conveying school information. Based on the above phenomenon, this study aims to analyze the PR Tool on Youtube social media for Madrasah Senior High Schools in Indonesia to capture prospective new students in 2022.

METHOD

The method chosen in this research is literature study or literature study through content analysis. Therefore, the contents of this article are based on data that has been studied or analyzed from scientific works, such as journals, articles, or books aligned with the topic of discussion and research objectives. The literature study is a technique for collecting data through review studies on reports, notes, literature, and books related to the problem solved (Snyder, 2019). Furthermore, Zed (2004) argues that a *literature study* is defined as a research method through a series of activities in data collection. Research data is collected by searching for information related to empowering school Youtube accounts to improve the school image obtained based on supporting data from previous research. The data can be used to strengthen research. Then, this research uses a study by observing social media as a school YouTube account with more than 2000 *subscribers*, provided that the comment column is activated on each content presented.

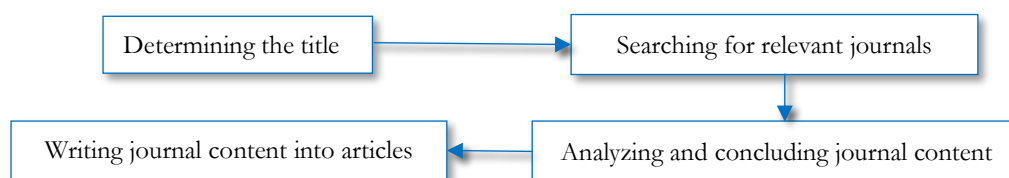


Figure 1. Method of a Literature Study

This study examines or analyzes several journals related to the use of social media to optimize the school's image. The research data were analyzed using the Miles and Huberman data analysis using three parts of the analysis that went hand in hand: data reduction, data presentation and conclusion drawing (verification).

RESULT AND DISCUSSION

Result

The results of this article come from a study or analysis of each journal, article, or book pin related to the topic that has been selected. The discussion presented uses the school's YouTube account to improve the school's image to attract prospective new students' interest. Through the process of reviewing or analyzing journals, articles, and books, it is hoped that this can add information about the topics discussed. Based on the research that has been done by Irawan *et al.* (2016), it was stated that good community service could be seen based on the delivery of information about schools to the community. This study analyses the need to develop school social media accounts through the UML (Unified Markup Language) model. The research also stated that social media accounts are dynamic and interactive, so they are appropriate as a medium for developing competence and existence or information about school quality. The school's YouTube can be accessed anytime and anywhere according to what is needed and conditions. The research found that school YouTube could solve the problem of delivering conventional or manual school promotion information because it was considered inefficient or effective.

Furthermore, research from Akbar and Tjendrowaseno (2015) suggests social media (*Website, Youtube, and Instagram*) as an information medium that introduces and displays school profiles to the public by using the internet. In his opinion, educational institutions require interaction by

providing information about the school so that students or the wider community can know it by providing information that is urgent to be presented in a clear, detailed and complete manner with the school's theme. Social media can be accessed anytime, anywhere, online. Furthermore, the benefit of this research is to provide convenience to school residents and the general public in accessing information about the school. Then there is data that Indonesia has many schools complete with school profile webs. However, few are complete using e-learning, *question boxes*, and student registration. It is necessary to perfect it so that it becomes a web that can meet the needs of all parties, ranging from schools, students and the community.

Hia *et al.* (2020) research findings aim to know the benefits of communication and information technology on websites and social media as PR information. Here, school PR play a role as a school forum in conveying information to the public about matters related to the realization of school images, profiles, programs, and school promotions. Researchers have the opinion that the role of school public relations is required in developing technology through the use of online media such as websites or YouTube as a medium for school information to the community. In addition, this finding also shows that ICT through social media and websites is a medium for conveying school information and means of communication between schools, the public, and parents. Furthermore, Gu (2017) stated that his research aimed to describe, explore, and compare the content provided on the website to determine whether it is relevant to creating perceptions and communication from parents. So parental participation can be based on a theoretical framework in reviewing and analyzing the content of the school's website or social media. Evaluation of design features and evaluation metrics proposed by parents can be applied so that parental participation in education is based on the social aspects of student development. The advantages of technology are providing *resources* and easy access to developing parental involvement with social media. In addition, social media provides various information and opportunities for parents to be involved in improving teachers' quality of teaching and learning. All school components work intensely in good marketing strategies for students and parents. The findings of this research, namely social media such as websites and YouTube accounts of private schools, can attract attention compared to public schools in complete information, website display and other fascinating social media accounts.

Research conducted by Wiryotinoyo *et al.* (2020) stated that using social media for publication is essential and appropriate for teachers, students, and schools. Then this finding also mentioned that school social media and a communication medium could also be a reference for learning writing techniques and empowering student organizations, especially student journalism. Therefore, utilizing social media such as YouTube and school websites as media for the promotion and dissemination of activities, program information, and other school activities can be directed to become a forum for developing journalistic creativity in students. However, the limited internet for students residing in remote areas and the limited human resources who understand social media are the obstacles or problems discussed in this study.

Furthermore, research from Utari suggests that things that are the focus of attention in procurement for organizing school social media, namely:

1. Competition between existing schools requires awareness to form a joint communication network outside the school or the wider community, holding facilities and paying attention to the expected human resources. I was able to encourage the process of managing school social media.
2. Utilizing social media as a PR medium that is packaged through the appearance or design of social media allows the message content to be paid more attention based on school characteristics so that characters or characteristics can build a favourable school profile.
3. The management of the school's social media staff still has unsupportive human resource (HR) problems and unclear or specific job descriptions or explanations, so the evaluation has not been carried out comprehensively (Komalawati, 2020).

This research is also stated in the implementation of school social media; besides being the responsibility of PR, other essential contributions are needed, such as the principal acting on all existing shortcomings. Based on research from Fadillah and Setyorini (2021), it was stated that school social media in meeting the needs of students aims as a medium of communication and information delivery that is run efficiently and effectively because the process of conveying the message is faster and has a broader reach. Then there are the benefits of using social media for communication and publishing information with internal or external parties. In addition, this study also states that students play a role in managing social media. It aims to make it easier for schools to know and understand the needs of their students so that social media can take place in harmony with existing functions.

Subsequent research from Solekhan (2012) stated that schools need to develop innovations to increase interaction so that services are more comprehensive with guardians of students or parents and the community through technology developing massively. One form of innovation that can be implemented is social media. Here, the school is required to have media as a tool in the means of interaction between the school and the community as well as a means of school existence in the virtual world. Using social media such as Youtube for communication and information media, you should be able to optimize the improvement of learning services for external and internal schools. The school's YouTube channel is used to introduce the school's profile to a broad audience to get to know the school. Then the findings from Álvarez and Inés-García (2017) state that school social media is not only a source of documentation and information but also a means of communication that the wider community can access. School social media has become a communication tool that is quite important, needed, and improved by the school through the support of the education authorities. This research also discusses how to manage social media in private and public schools, so there are many views and practices in managing school social media, positive developments in function or use, and many improvements are still needed.

Then the research of Taddeo and Barnes (2016) states that school social media can provide various platforms according to the needs of stakeholders and function in the promotion and appearance of school profiles; in addition, social media is a means of communication, exchanging information and ideas and creating renewable insights. So, human resources, according to the field, are needed in developing and maintaining school social media. It aims to make school social media more attractive and operate massively to the maximum. For material broadcast on school social media, for example, YouTube accounts, it is confirmed through the agenda or suggested changes from *developers*, along with the school's mission, what is needed that is in line with educational principles.

Furthermore, Ningsih and Pramusinto's research states that behaviour or image is formed based on other people's or society's values. This research also mentions the background of the formation of PR, namely the delivery of each policy to internal parties (students, teachers, employees, and parents) and external parties (community). In this case, PR use the media to establish communication and provide information to the public through electronic media, print media, and direct communication processes (Ningsih & Pramusinto, 2017). Another role of PR in improving the image is providing academic and non-academic activities from all stakeholders and providing information to the public for assessment. Furthermore, Harini's research states that school PR efforts to improve school image have three processes starting from planning, implementation, and evaluation. The three stages are interconnected, so the stages are carried out to the maximum so that the following stages also thrive in line with expectations. School public relations seeks to improve the school's image by conveying information through websites, school magazines, and other information media (Harini, 2014). The effort was chosen to provide information and establish communication with the community to create a harmonious relationship between the school and the community.

Furthermore, the research by Wiguna *et al.* (2018) stated that the role of PR and the media that had been carried out aimed to create a positive image of the school. Furthermore, online or print media are the right choice for PR to deliver information about schools. Therefore, harmonious relations with the public can be created from various components: academic quality, along with professional performance improvement from school principals and educators, who have good communication between stakeholders in schools, along with the curriculum provided to produce quality graduates. The fulfilment of these elements can foster a good image of the school in the community. Next, Aji and Andriyani's research states that planning, implementing, and evaluating PR can maximize the school's image (Andriyani, 2020). The results of this study state the patterns of school understanding related to planning, organizational implementation, implementation, and evaluation that are useful for fostering collaborative relationships with the community in improving school quality with internal and external collaboration. In addition, this study also states that schools use social media as a communication tool with students, parents, and the community.

Subandi's research on strategic planning and academic implementation of social media-based information systems is discussed through the D&M model approach (Subandi *et al.*, 2018). This study uses value chain analysis and SWOT to determine the possible success opportunities. In this case, the quality of information is fast, precise, and accurate through the Academic Information System (AIS). Besides this, social media has a good chance when the completeness, eligibility, and facilities are up to standard, easy to use, with a sound security system, and easy to implement. Furthermore, based on Gusliana's research states that school social media is a form of publication with electronic media that is familiar as a school weapon in showing quality to the broader community, as well as an information medium for outsiders who have a desire to know about the school (Gusliana *et al.*, 2020). It is reinforced by social media, making finding information about schools easy. Furthermore, using social media management information systems can help schools, especially with publicity, be efficient, effective, and inexpensive because the information is spread more widely and efficiently. In this regard, schools can be recognized by the wider community, which is one of the advantages schools have.

Gilleece and Eivers' research argues that in the short term, school social media will have the function of storing information. Then the information provided can be used as input for parents of prospective students when selecting schools for their children (Gilleece & Eivers, 2018). This school's social media must be creative and informative, so visitors do not feel monotonous. In addition, school social media is not comprehensive when discussing information needs from the parents' side and highlighting areas that have the potential to be improved. Apart from discussions from parents or the community through efficient or effective scopes, it is inevitable that this will affect the positive image of the school. It can be used as proof that the school can compete with others.

Discussion

Based on the results of the previous literature, it can be concluded that efforts to optimize PR tools in schools are needed to keep up with the times. In line with the development of science and technology in the era of the industrial revolution 4.0, it is essential for school PR to empower technology through a management information system through the application of the school's Youtube account form as a medium for conveying information, establishing communication, and promoting schools. It is hoped that the school's Youtube account can be used as a liaison between schools and students, parents and the wider community efficiently and effectively.

The definition of PR, abbreviated PR, is an activity carried out by an organization or institution to foster relationships with the community in order to gain trust. From this trust, information is obtained about schools scattered in the community. Therefore, in addition to the

development of technology in the era of the industrial revolution 4.0, it provides benefits to schools in facilitating the provision of information about schools to the community. Furthermore, the concept of management information systems is defined as a collection of elements that interact in the formation of information. SIM will assist the school in distributing information to the public through the school's Youtube account.

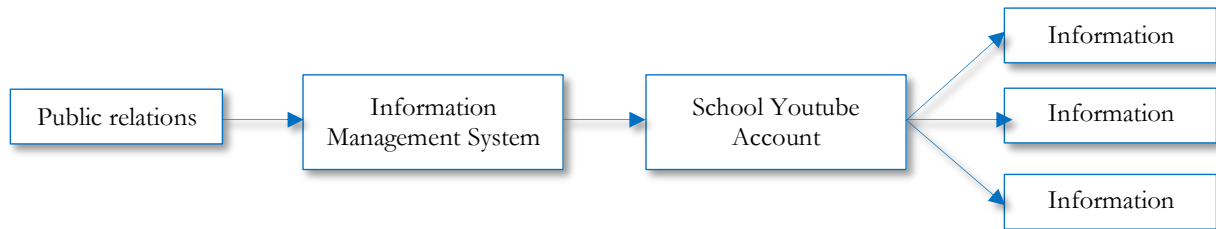


Figure 2. Discussion Flow

The school's Youtube account is an online or online medium that has a function in publication media such as school profiles displayed in detail, complete and according to existing facts. The school's Youtube account also delivers the information, establishes communication, and promotes the school to *stakeholders* or the community. When the function of the school's Youtube account is considered to have been carried out well, the growth of harmonious relations between the school and the community can create perceptions from the community towards the school. This level of trust can give the school an advantage in getting the attention of prospective students or students.

The Role of School Public Relations (PR)

PR, in its progress, is based on how the community develops. Entire organizations or institutions carry out programs with PR because humans are defined as social beings, commonly called social beings. Therefore, PR make a significant contribution and are needed by institutions to achieve goals in harmony with the definition of PR from Abdurrachman, a program of growing and getting support, understanding, trust, and public appreciation (Abdurrachman, 2001). On the other hand, Hariri stated that the definition of PR in education has the aim of increasing understanding of the community according to educational needs, which is driven by an interest in cooperation within the framework of program support based on good communication between schools and the community (Harini, 2014). From the theory of these experts, it is concluded that PR are a form of the program held by an institution to create good relations with the community to gain trust and support.

Suryosubroto stated the role of PR below.

1. Provide information and ideas to the community, supported by the introduction (promotion) of the school to the community.
2. Prepare information and help leaders to gain public attention.
3. Assist in developing plans and sustainable activities related to the provision of community services so that two-way communication arises (Suryosubroto, 2012).

Schools here are obligated to provide information about needs, programs, goals, and conditions transparently to the community. In this regard, community relations aim to benefit both parties, especially in line with school achievements. In addition, the primary purpose of PR is to improve the quality of schools and gain public trust. In line with Rahmat and Bakti's opinion, which defines the purpose of PR, the first is to improve the quality of learning; the second is to improve the quality of student learning; the third is to improve the quality of student growth and development along with the quality of society (parents) (Rahmat & Bakti, 2016). The main targets to gain trust are the general public, school committees, universities, and business partners. If the PR program is carried out well, it will produce a good form of cooperation. Furthermore, the rapid development of technology can also assist in realizing the role of PR in schools more optimally.

Utilization of Management Information Systems Based on School Youtube Accounts

The development of science and technology in the era of the industrial revolution 4.0 has an influence on almost all aspects of life, one of which is the aspect of education required to participate in the development of the times. In this case, experts make technology so that they can use the media to build good relations with the community. Every innovation that has been made can provide various benefits and make life easier for the community. In addition, the emergence of the internet can be utilized in various *sectors* of life, one of which is SIM, which can be a necessary information service. This SIM is more systematic, structured, and attractive, which can help make good relations between *stakeholders* more effective and efficient. In line with Siamndjuntak's opinion, *information systems* are defined as how to unite elements where the interactions are carried out systematically and regularly in forming information.

On the other hand, Rochaety argues that management information systems, especially education, are deemed necessary in shortening the process when planning, organizing, mobilizing, and controlling decisions because the information is produced promptly in the external or internal environment. This information system is expected to make it easier, especially for various activities in the field of education, especially the media, which are often used by schools to establish good relations with the community. So Youtube is part of the management information system (MIS), which has benefits such as a media liaison between schools and the community.

The definition of YouTube is one of the internet media that provides appearances and introductions from school profiles or online. To support the smooth process of PR activities, they add information materials that are required to be completed. Part of the comprehensive information in the school's YouTube is the school profile with an explanation of the school's vision and mission, the school curriculum, other institutional information, staffing, and programs in the school. Besides this, YouTube can be used as a helpful communication medium and can be responded to directly by the public. In line with Rahmat and Bakti's statement that the benefits of social media, especially PR, namely the search for information about activities by competitors, can be known and seen by the public as spectators (Rahmat & Bakti, 2016). So, you can have a good chance when the consideration and feasibility of the facility are up to standard and easy to implement correctly. Therefore, school YouTube has three objectives, including:

1. Information

The definition of *information* is necessary because they can immediately make decisions quickly and accurately by obtaining information from a person or institution. Therefore, information is required to be accurate, timely, and relevant. In line with Solechan's opinion, the quality of information consists of 3 pillars: firstly accurate, secondly timely, and lastly relevant (Sholechan, 2021). This video presents information in the form of secondary data or school support that can be conveyed to the public.

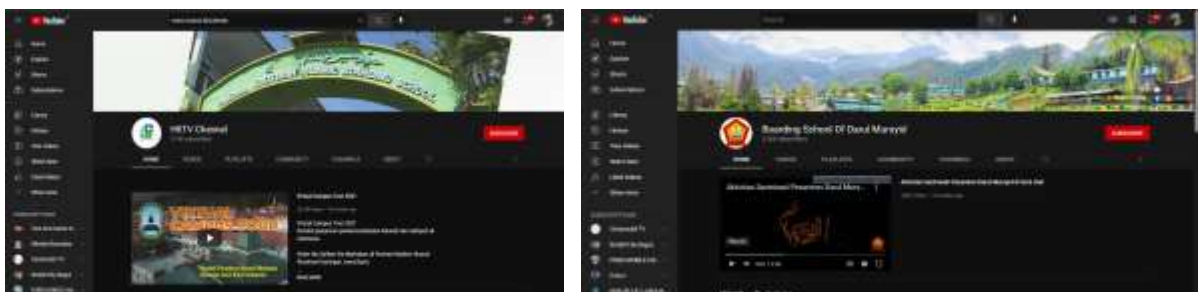


Figure 3. Boarding School of Husnul Khotimah Islamic YouTube Account (a); Boarding School of Darul Mursyid YouTube Account (b)

For example, the Husnul Khotimah Kuringan Modern Islamic Boarding School in West Java, which has 17.4 thousand *subscribers*, and the Boarding School of Darul Mursyid, which has as many

as 5.26 thousand *subscribers*, can provide complete information to the public that is needed. The content of the information shared consists of the school structure, vision, mission, achievements, and alums of the school. From the information published, the public should take what is needed, and the school is more familiar so that there is a sense of public trust in the educational institution.

2. Communication

Communication is defined as a form of delivery of information originating from one party to another. This communication process can be carried out directly (speaking) or indirectly (communication media). YouTube is a form of indirect communication media that delivers information through writing, audio, and visuals. In addition to the information provided, school YouTube should also be able to accommodate the aspirations of the audience or readers as a form of motivational material and evaluation.

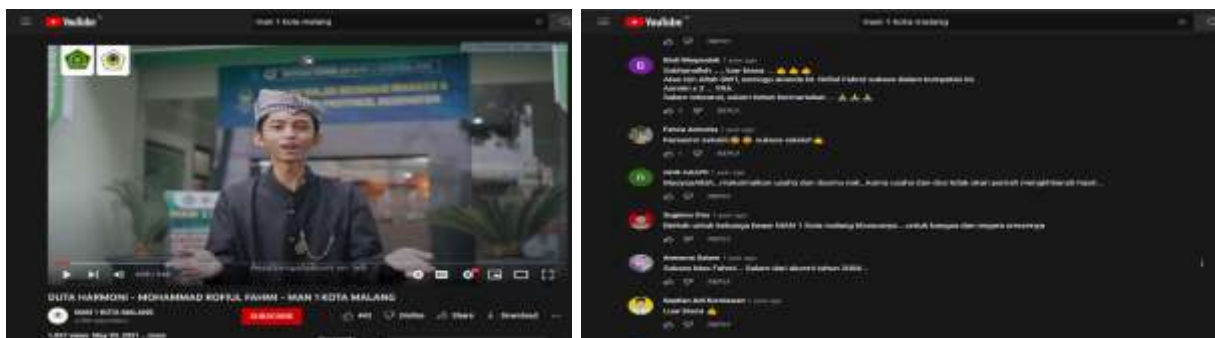


Figure 5. YouTube Content for MAN 1 Malang City (a); Content Comment Column for MAN 1 Malang City (b)

For example, the Youtube of Madrasah Aliyah Negeri 1 Malang City activates the comment column, which will be commented on directly by the *viewer* (audience). So, it was concluded that there was already good reciprocal communication through the information from the school, as shown by the audience's response regarding satisfaction with the information that had been seen. Then the audience's comments are essential in motivating and evaluating schools in other activities.

3. Promotion

The definition of promotion is defined as an effort the notification of a particular product that is part of the way to attract public or consumer interest. Then the school competition is quite tight, so the promotion of the selected school intends to excel in the image of the school itself and the school's profile in the community. In line with Sofiyana and Trihantoyo's opinion, each school has its uniqueness while maintaining its reputation in the community (Sofiyana, 2012). The availability of information and communication with *stakeholders* is part of a school promotion. This promotion is a form of attracting the attention of prospective students in the context of accepting new students (Penerimaan Peserta Didik Baru or PPDB) by showing PPDB videos on the school's YouTube.



Figure 7. School Promotion Content from Youtube MAN IC Serpong

School promotions are successful when seen from the number of prospective students registered to participate in the school's new student admissions series. So, the more prospective students registered, the more the school has gained trust from the community or the public. So, this is used as an arena or a place to prove that schools can compete with each other transparently. The delivery of information, communication links, and promotion forms are essential for schools in seeking public trust. In line with Anani-Bossman's statement, the PR image has an accurate and definite impression based on understanding or knowledge (Anani-Bossman, 2021). So, it is concluded that the information or insight given by the school to the community will give an impression of reality. So, YouTube has become an essential medium for school publications.

CONCLUSION

Relations with the community aim to gain benefits from both parties. Therefore, if PR activities are carried out properly, they will also produce good cooperation. Which could be the necessary information service. A systematic, attractive, and well-structured Management Information System (MIS) will support good relations with *stakeholders* that are more effective and efficient. School YouTube is part of a MIS that can be used as a liaison between schools and the community. The information components in the school's YouTube channel include school profiles that contain the school's vision and mission, school curriculum, institutional information, staffing information, and school programs. In addition, YouTube can be a medium of communication that gets a direct response from the public. YouTube is the right choice to be an alternative in delivering information, communication media, and school promotion media because YouTube is considered to be an interactive and dynamic medium to add insight as well as the existence of schools. With interesting YouTube videos, it supports public trust in schools.

In this era of technology 4.0, education is essential in carrying out the function of PR as a medium for school publications. Youtube has three functions, namely as a medium for delivering information, establishing communication, and promoting school media. If the youtube function is carried out correctly, there will be a harmonious relationship between the school and *stakeholders*. It can then create public trust in the school. This public trust will make it easier for schools to attract prospective new students to attend these schools. However, the research is limited to library research; field research is needed to get more accurate and comprehensive results.

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