



MIZAN: JOURNAL OF ISLAMIC LAW

P-ISSN: 2598-974X. E-ISSN: 2598-6252

Vol. 8 No. 1 (2024), pp. 31-50

<https://www.jurnalfai-uikabogor.org/index.php/mizan/index>

Application of Islamic Legal Principles in Public Communication Activities: A Case Study at UIN Syarif Hidayatullah Jakarta¹

Syarifah Syifa, Syarifah Gustiawati Mukri, Anastasya Suherman
Universitas Ibn Khaldun Bogor

Abstract:

UIN Jakarta Publicist Subbag becomes a medium and facilitator between the policy or the direction of the leadership not only with academic Jakarta UIN therein. Subbag public relations has also become a funnel for our publications and dissemination unit and other work units owned by UIN Jakarta. The purpose of this research was to know about the activity of marketing public relations (MPR) Subbag. Publications and Documentation of UIN Jakarta. The research methodology used is the type of qualitative research with engineering data validity using the technique of triangulation which uses the theory of PENCILS (Publications, Events, News, Community involvement, Inform of image, Lobbying and negotiation, and Social responsibility) raised by Philip Kotler. The results showed that seven of the applied theory of PENCILS, aspects of Social responsibility are still held less than optimal; Publications, Events, and News should still be optimized by holding activities and working with national and international media. Recommendations to make Subbag. Publications and Documentation have to do improvements in human resources and forming a special team to manage Public Relations activities.

Keywords: Activites; Marketing; Islamic Legal Principles; Public relations.

A. INTRODUCTION

Public Relations or public relations has an important role and function in development, this role requires the organization to build good relations with the public, so public relations is needed to handle these problems so that the organization or institution does not disappoint the public. Public relations has the task of creating, maintaining, enhancing, and improving the image of an organization or institution in the eyes of the public. In order to fulfill social responsibility, organizations or institutions serve the interests of the public in needs, desires, and interests. Public relations always try to maintain harmonious relationships with both internal and external publics. The relationship is a mutually beneficial relationship for both parties.

UIN Syarif Hidayatullah Jakarta as an educational institution has human resources that are divided into each task in accordance with the existing organizational

* Manuscript received date: January 18, 2024, revised: February 22, 2024, approved for publication: April 18, 2024

structure. In taking part in the world of education, UIN Jakarta must have direct interaction with the community as *users*, so that in its organizational structure UIN Jakarta has a *public relations* section. The *public relations* department at UIN Jakarta is tasked with building internal and external communication. Universities in Indonesia are faced with increasingly complex competition, especially with the significant increase in the number of universities from year to year, especially Islamic Universities. Universities that have a competitive advantage are universities that are able to create loyalty for *their* stakeholders, not just short-term satisfaction, but the ability of the college to create a stigma of satisfaction in the long term (Muhardi, 2004: 180).

Public relations is the spearhead of communication between subordinate employees and superiors as well as between management and outside parties, which is tasked with creating two-way traffic communications and synchronizing the goals of both parties. Communication with the internal public is carried out in order to bridge two different goals in the hierarchical structure of the organization. Conversely, communication with the external public is done in order to create an image and a conducive situation for both parties, where the growing atmosphere of mutual understanding in a harmonious life. Activities carried out by public relations must be carried out with communication, guidance and good handling, it will create mutual understanding and cooperation that will form a positive image of the company, and will form loyalty to the company, so that it will automatically create a positive image and public trust in the company. Thus it can be seen that public relations activities are closely related to the company's image. In order to form a positive corporate image, a company must carry out PR activities properly. In PR activities, a program can be said to be successful and good if the program has a positive impact on its audience, and this will be seen from the feedback given by the public on the program, namely in the form of the formation of a positive image of the company in the eyes of its public, both external and internal public.

B. METODE

This research uses a descriptive qualitative approach. Hennink, et.al. (2011: 8-9) Qualitative research is an approach that allows researchers to examine people's experiences in detail using specific research methods such as interviews, group discussions, content analysis observations, visual methods, and life histories/biographies. The qualitative approach in research focuses on subjective assessments of attitudes, opinions and behavior (Khotari, 2014: 5). Mulyana and Solatun (2008: 5), qualitative research is interpretive research that involves many methods in examining the research problem. The use of these various methods is often called triangulation with the intention that researchers gain a comprehensive (holistic) understanding of the phenomenon they are researching. According to Parwito (2008:38), the analytical footing of qualitative communication research is the substantive categories of meanings or rather interpretations of the symptoms studied,

which generally cannot be measured by numbers.

Data analysis was conducted at the beginning of the research and during the research process. Data was obtained, then collected to be processed systematically. Starting from in-depth interviews, observations, editing, classifying, reducing then the activity of presenting data and concluding data. In accordance with the type of research, namely descriptive, then after the data is collected, the next process is to simplify the data obtained into a form that is easy to read, understand and interpret which is essentially the author's effort to find answers to the problems that have been formulated. The data obtained is then analyzed qualitatively, meaning that the data obtained is explained and interpreted in depth. The data is analyzed as detailed as possible, so that it is hoped that adequate conclusions can be obtained that can be generalized.

C. RESULTS AND DISCUSSION

Researchers will present a discussion based on the results of research that has been conducted at UIN Jakarta, precisely at the Marketing Public Relations Department. The explanation given is about the activities and strategies of Marketing Public Relations of UIN Jakarta in an effort to recruit new students.

The explanation is based on the results of the researcher's interview with Mr. Fenny Arifiani, MH as Head of Documentation and Publication Division of UIN Syarif Hidayatullah Jakarta and Ms. Eva Nauli as staff of the Promotion and Communication section of UIN Jakarta. Both are competent people in implementing Marketing Public Relations strategies. Other supporting data is obtained from literature relevant to the research problem.

Implementation of Islamic Law in Communication at UIN Syarif Hidayatullah Jakarta

Indeed, the following are some examples that illustrate how the principles of Islamic law can be applied in public communication activities at UIN Syarif Hidayatullah Jakarta:

1. Honesty and Openness (Sidq and Ikhlas):

For example, in releasing research results or academic data, the university must ensure that the information submitted is correct and not manipulated for certain interests. This could take the form of regular audits of publications conducted by external parties to ensure academic integrity.

2. Adab and Politeness (Adab):

In academic forums or public discussions, lecturers and students are taught to use polite language and respect different opinions. For example, in campus debates, the

moderator is tasked with ensuring that all participants are given the opportunity to speak and avoiding the use of personally offensive words.

3. Togetherness and Cooperation (Tawassul):

A practical example is cooperation between different faculties in organizing seminars or conferences that involve more than one discipline. This promotes integration of knowledge and improves the quality of discussions and outputs.

4. Justice ('Adl):

UIN Syarif Hidayatullah Jakarta may implement an information system that provides equal access to all students and lecturers to access resources such as digital libraries, online journals, etc., without discriminating between faculties or departments.

5. Consideration and Public Good (Maslahah):

In issuing new policies that affect students, such as curriculum changes or tuition fees, the university conducts public consultations to assess the impact of such policies and ensure that the decisions taken provide maximum benefit to the academic community.

6. Respect for Privacy (Hurma):

For example, the university implements strict policies regarding the use and storage of student data that ensure personal information is not misused or shared without clear consent, in accordance with Islamic ethics and law on respect for privacy.

7. Accountability and Responsibility (Amanah):

Any lecturer or staff responsible for the management of research funds must report openly and transparently on the use of those funds. Periodic checks or audits may be conducted to ensure accountability and prevent misappropriation.

These examples show how Islamic values can be integrated into daily practices in communication and administration at UIN Syarif Hidayatullah Jakarta, supporting a fair, open and ethical academic environment.

a. **Publications**

Publicity is the dissemination of action-based information. Publications can be implemented with *one-step flow*, *two-step flow*, and *multi-step flow* (Chatra and Nasrullah, 2008:169). According to Reddi (2009:12), in his book "*Effective Public Relations and Media Strategy*".

"Publicity has been defined as 'the art of dealing with the people in masses'. It's chief function is to gain public attention for companies, clients, products or services. Publicity achieves its goal when it provides information to the target audience".

(Publications are defined as 'the art of communicating with people in a group'. Publications have the main function of gaining public attention for the company, client, product or service. Publication is said to be successful if in the process it can provide the information needed / in accordance with the targeted audience).

Publications or media relations are one of the overall functions of PR and marketing activities (White, 2012:2). Publications should subtly lead audiences in the direction we want them to go. This is usually known as persuasiveness. According to Bettinghaus and Taylor (1974, in Chatra and Nasrullah, 2008: 139) persuasion is a deliberate act to influence behavior through communication. According to Barata (2003:70), persuasive communication is communication that is carried out as an invitation or inducement to act in accordance with the wishes of the communicator. The view of Mr. XXXXXX explained that:

"...publications in state institutions are somewhat different from private ones...usually for state universities such as UIN Jakarta, there is actually no need for excessive publications...considering that state educational institutions are clearly funded by the state...so the tuition fees charged to students are relatively lower compared to private ones...after all...the publication costs of private educational institutions will be highly controlled...they must really think about the amount of costs incurred with the number of prospective students that can be achieved later...if for the state...as long as they can prove the the existence of expenditure documents...yes...like the word to the end of the world will definitely be followed...."

As Fairclough (1993, in Tahtinen, 2014:8) notes, some perspectives mean that some universities are not run as businesses, the main reason being the government funding that supports university revenues. This can make the planned MPR activities not run properly. In organizing publication activities to convey and disseminate information to the public, UIN Jakarta Public Relations utilizes several media, such as print and electronic media. Based on information from the results of research with Mr. Jatmiko, confirmed that:

"Indeed, publication is very important. The purpose of publication is to disseminate and convey all information about UIN Jakarta. So that the audience knows about the existence of UIN Jakarta Jakarta. In our publication activities we also utilize mass media such as magazines and newspapers".

In carrying out publications, UIN Jakarta utilizes the media to disseminate all information. The type of media used is more to print media consisting of magazines and newspapers. The reason for the selection of print media is because with these media,

people can know and recognize UIN Jakarta better. As for publication through newspapers, Public Relations UIN Jakarta Jakarta has cooperated with various daily newspapers in the capital city. As revealed by Mr. Jatmiko. The newspapers include Seputar Indonesia, Media Indonesia, Kompas, etc. As for magazines such as Tempo and others, the author understands that every function of Public Relations is to organize publications. The publication is carried out with the aim of getting a positive image of the company, and can also increase knowledge about the company.

Jatmiko added:

The strategy carried out by the marketing and public relations department is how to introduce *esa unggul* to stakeholders and the community and finally they can join us then of course, because the targets are different, of course the strategies used by each target are also different.

According to researchers' observations, based on Marketing Public Relations strategies, the type of publication is included in the *push strategy*. Because the push strategy is applied by making Brochures, Flyers, and Email Blust, whose purpose is as a means of publication carried out by UIN Jakarta Jakarta.

The author understands that integrated marketing communication is a process of various forms of communication to the audience. The communication aims to influence customers or certain target audiences. So that customers can directly respond to the company, such as customers knowing and believing in a brand of products/services that will be issued. That way, it can be seen that integrated marketing communication is the most important aspect in promoting a product/service to the public. In its application, integrated marketing communication is very important to build a company image. All integrated marketing communication activities also require a budget for the smooth running of their activities.

Likewise with UIN Jakarta, before conducting promotions and publications to the audience, careful planning must first be made to support the Marketing Public Relations activities. In addition, the target of communication is also determined, the goal is that the message conveyed can be received properly by the audience. So that it can create an image of the company and an understanding of the products / services produced. Or the creation of brand awarness and brand knowledge in the audience.

b.Events

Events held by UIN Jakarta, consist of certain or periodic events called special events. Annual events such as the National Exam Try Out with famous speakers. As for other events, scholarship offers for outstanding students.

Associated with Marketing Public Relations strategies. Events are included in the pull strategy. Because organizing an event can attract people to use the products offered by UIN Jakarta, besides that it can also attract people to come to UIN Jakarta Jakarta.

c. News

In creating news or information about its activities, UIN Jakarta generally uses mass media in the form of newspapers or magazines. From the results of the research obtained activities included in the creation of news by Public Relations UIN Jakarta Jakarta in an effort to increase the number of customers. The activities include publishing the sending of Email Blust, Advertorials in mass media, flyers, brochures, Email Blust can be said as a direct mail from UIN Jakarta aimed at the target audience, especially UIN Jakarta students who have joined the community or members.

In addition to publishing news to external parties or audiences. According to Ms. Yanti, UIN Jakarta Public Relations also delivers messages/news to internal audiences. The news is presented in the form of a Wall Magazine (Mading) which contains news about the events held. In addition, the Mading also affixed examples of coverage of UIN Jakarta Jakarta in the mass media. The goal is that internal parties also know the news circulating about the campus. News is an important thing that needs to be published by UIN Jakarta. Associated with Marketing Public Relations strategy is included in the push strategy. Because the news is published through the activities of making Brochures, Flyers, and Email Blust.

d. Community Involvement

Caring for the surrounding community or society is very important for a campus. Where a campus cannot stand alone without the help of surrounding communication. So it is only natural that the campus cares about the surrounding community or society. However, if it is associated with efforts to increase the number of new students, this activity is not carried out. The concern carried out by UIN Jakarta towards the surrounding community or society is realized by cutting sacrificial animals in the framework of Iedul Adha day.

Based on the results of the researcher's observations, community care activities are included in the influence strategy (pass strategy). With activities that care about the community, it will indirectly be affected through the program of activities carried out in terms of caring for the community. Although it does not have an impact on increasing the number of customers of UIN Jakarta.

e. Inform or Image

Notifying the audience of campus activities in order to attract their interest and create a positive image is certainly not an easy part. However, this activity is often inseparable from the scope of Public Relations work. Almost the same as the activity of creating news (news) that researchers have described earlier, this notification activity is realized by Public Relations through sending Email Blasts, Flyers, Brochures, and Advertorials.

The function of Public Relations is basically to connect all parties / publics both inside and outside the organization whose interests in the organization can be achieved. According to Edward L. Bernays, in his book *Public Relations* (University of Oklahoma Press), quoted in Rosady Ruslan's book explains that Public Relations has 3 main functions, namely:

- a) Providing information to the public
 - b) Conduct persuasion to change attitudes and change society directly
 - c) Attempts to integrate the attitudes and actions of an agency / institution in accordance with the attitudes and actions of the community or vice versa.
- (Ruslan, 006: 18)

So close and important is the cooperation between the fields of PR and Marketing, that there is a term to connect the activities of both called Marketing Public Relations (MPR).

The author understands that Marketing Public Relations is an activity that plans, implements and evaluates a program of promotional activities carried out by means of communication. These communication activities are carried out properly by the company so that it can be achieved as desired, and can provide customer satisfaction.

Thus Knowledge Public Relations is a promotional option that adds value to advertising campaigns Marketing Public Relations can make advertising pairs more effective and efficient in disseminating information or messages. And has the ability to persuade and at the same time can target the community or public in building product / service recognition.

Marketing Public Relations is expected to bridge the gap / obstacles that occur in delivering messages or information about the company's goods / services to the public.

In contrast, the target or goal of Marketing Public Relations is more directed towards the interests of consumers in order to achieve customer satisfaction.

Based on observations, notifications about activities and service product advantages are used for publication. So this is included in the pull strategy. Because through notification of information and positive images, it can attract audiences to act and choose UIN Jakarta.

f. Lobbying and Negotiation

According to Jatmiko, lobbying and negotiation activities are rarely carried out by Public Relations of UIN Jakarta Jakarta. The possibility to lobby and negotiate is with the media or the press. Especially in terms of news in the mass media. Here it takes the expertise of each Public Relations staff of UIN Jakarta Jakarta to persuade and negotiate with the press to sort out the news about the flagship program and facilities of UIN Jakarta Jakarta that will be published in the mass media. This is intended to prevent negative issues against UIN Jakarta that can cause a negative image in the audience.

Through negotiations or lobbying with the mass media, it is hoped that a harmonious and mutually beneficial relationship will be created between the two parties. The method of placing the mass media as friends is quite effective, because it will also indirectly have an impact on the positive image. The trick is to go and spend time together, for example in a cafe. In addition, the Public Relations of UIN Jakarta Jakarta, considers or positions people / journalists from the mass media as their own friends, as told by Mrs. Yanti. The goal is to create a harmonious and familiar relationship with the mass media. So that indirectly the media will create positive news about UIN Jakarta Jakarta.

Lobbying and Negotiation activities are included in the Pass Strategy (influence strategy). Because these activities use third parties as a complement, in this case the mass media.

g. Corporate Social Responsibility

Through this activity, it is included in the Marketing Public Relations strategy, namely the Pass Strategy (influencing strategy). The reason is because with these activities based on the description of Marketing Public Relations activities, in an effort to increase the number of new students, CSR activities carried out in accordance with what is planned by UEU are very appropriate with the aim of influencing the interest of prospective students with achievements and poor families to study at UEU. In addition, CSR activities that really include residents around the campus to study at UIN Jakarta. The scholarships given are quite varied even according to their achievements can reach 100% full scholarship.

It can be understood that Marketing Public Relations activities are related to the PENCILS formulation category, which includes Publications, News, Events, Inform, and image, Community Involvement, Lobbying and Negotiation and Social Responsibility. This formulation is actually an approach that is considered instrumental in making marketing efforts in the field of Public Relations. However, in its application, all Marketing Public Relations activities based on the PENCILS formulation are included in the three Marketing Public Relations strategies. Although it does not have a direct impact on increasing the number of new students.

As explained by Morissan (2007: 33), the purpose of communication is to create awareness or knowledge about the product with its various attributes, inform the advantages of the product, create a product image, or create a positive attitude, preference and desire to buy the product concerned. While marketing objectives refer to what is achieved by the marketing program as a whole. Marketing communication is an important aspect in the overall marketing mission and determines the success of marketing. The components or elements of marketing communication in the marketing mix are becoming increasingly important, even the two are inseparable because it is

believed that communication in marketing is able to establish between brands and consumers and potential consumers (Shimp, 2003: 4).

Based on the explanation above, the author sees that Marketing Public Relations has a very important role for a company. Likewise, when the company is experiencing problems. Then Marketing Public Relations can play a role in dealing with all existing problems. In addition, the author also understands that all activities carried out are nothing but to create a positive image of the company in the eyes of the audience. With Marketing Public Relations activities, UIN Jakarta can get closer to its audience. With Marketing Public Relations activities, UIN Jakarta remains optimistic that the number of new students will continue to increase, as well as the main goal to be achieved, namely a positive image of UIN Jakarta will still be built in the minds of the audience.

2. Marketing Concepts by UIN Jakarta Public Relations

Based on the explanation from Mr. Jatmiko, the influencing strategy carried out by UIN Jakarta is in the form of making Advertorials in mass media by explaining various advantages (3 pillars of UEU), and conducting events with Sponsorship.

a) Advertorial

In the Advertorial as expressed by Mrs. Yanti:

"Advertorial is one of the promotional tools that we do. Where in Advertorial contains information about superior programs and supporting facilities at UIN Jakarta itself. The presentation is also made as interesting and complete, so that the audience feels interested of course. The publication of Advertorial is based on the cooperation between us and the mass media".

Advertorial is a form of promotional activity using mass media. The publication of Advertorial is based on the audience's need for more accurate information about UIN Jakarta Jakarta. Advertorials are presented in the most attractive way possible and in full so that all messages conveyed in it can be received by the target audience. The information presented in the Advertorial is the mainstay majors and programs available as well as supporting facilities at UIN Jakarta.

According to Mr. Jatmiko, in publishing Advertorials in mass media, UIN Jakarta Jakarta cooperates with various media such as Seputar Indonesia, Kompas etc. Marketing Public Relations activities through the creation of Advertorials in the mass media on various advantages of UEU, are expected to build audience interest in choosing UIN Jakarta Jakarta.

The excellence of UEU illustrates the content of the three pillars on which the development of UIN Jakarta is based, as explained by Mr. Jatmiko:

"The first pillar is about entrepreneurship. Where entrepreneurship is the first pillar, the goal is to create work independence and the ability to create jobs from graduates. That

later if he graduates not only looking for work but he is able to create jobs. In its implementation, UIN Jakarta seriously develops entrepreneurship by providing business motivation for its students".

"Where with the briefing it is hoped that they will begin to grow how their interest to see how important it is to understand about entrepreneurship then by the university it is implemented into the curriculum so that all students are in any department they will learn about entrepreneurship, in order to improve or create quality competencies from the students to be able to master knowing how to do business so that they are successful in the future".

Not only that, from Mr. Jatmiko's explanation the university also helps how the students or graduates to get capital so that the university cooperates with various banks to facilitate access to capital for graduates and even business consulting as well as creating atmospheric conditions that can encourage entrepreneurship from students.

Mr. Jatmiko further explained:

"The second pillar is Information Technology. Information technology is because now is the era of information and communication, so the ability in the field of Information Technology is important. Therefore, in this pillar, the university tries to realize the implementation of a learning model based on this pillar. At UIN Jakarta, this learning process is called hybrid learning where the learning process is based on digitalization, students like it or not, whether they like it or not, they must be in touch or always touch about this technological aspect."

"Indeed, before attending lectures, students will receive training on how to attend lectures using these techniques. Therefore, the library, lecture rooms are all complete with LCDs or computers. Where in the library there is a library or web-based library, then in the lecture or in the lecture room is equipped with a computer so that lecturers can teach well through that technology, for example, we prepare a video conference class then an information system in various entrepreneurial activities as the first pillar".

Because when entering lectures lecturers teach various lecture materials already in the portal or UIN Jakarta web. So that students when the lecture takes place they often do not need to take notes because various lecture materials what is taught is already in it. Indeed, writing is still important, perhaps when later discussions or lecturer explanations are not listed in the lecture material they can take notes to clarify what has been displayed on the web, so students must really understand how to use the LCD or computer in the lecture process.

Jatmiko further explained:

"The third pillar is communication. Communication is very important because we often find that users or companies that will accept new employees usually always look at how they can communicate well, therefore communication is very important. However, we are also oriented on how to communicate globally. Therefore, communication techniques both national and international are an important concern".

The ability to master the English language is also very important which is always considered by the leaders of this university so that their students can compete globally. This is because English language skills in this era of globalization are very important because various business activities or if they work in a company often the company has gone international. Therefore, English language skills are very important.

The presentation in making Advertorial is intended to attract the attention of the target audience. So that the service products of the company will be more popular and known in the eyes of the audience and create a positive image of the company. This is in line with several roles of Marketing Public Relations, namely popularizing the service product and building the company's image (Sulaksana, 2003: 126).

According to researcher observers, making Advertorials is considered very effective and as a means of conveying cheap information. Because the Public Relations of UIN Jakarta Jakarta does not need to spend a lot of money on advertising, but only requires negotiation and cooperation with the mass media with a Barter system to get Advertorials. This is based on the existence of a harmonious relationship between Public Relations UIN Jakarta Jakarta and the mass media.

To encourage audiences to be interested in studying at UIN Jakarta, Public Relations UIN Jakarta Jakarta tries to convey messages and information through a trustworthy communication process. This means that the message conveyed is true and not made up, in accordance with what the audience wants, needs and will get. So that it can not only stimulate new students but also achieve satisfaction. This is in accordance with the statement of Thomas L. Harris which states that Marketing Public Relations functions to stimulate purchases and satisfaction through communication of reliable information and through the generation of impressions (Ardianto, 2005: 185).

b) Sponsorship

The last activity in the influencing strategy is to carry out activities with sponsors, as stated by Mr. Jatmiko that:

"Sponsorship activities are activities in the strategy of attracting audiences. But in sponsorship activities we only do it on certain activities or can be said to be tailored to the target market of UIN Jakarta Jakarta itself. One of the things we have done is sponsorship of SMA-K activities, such as the yearbook of school activities, academic activities and non-academic activities, achievement

scholarships etc. So we are not just doing a sponsorship activity. So we are not carelessly doing a sponsorship activity. With sponsorship activities, there are certainly many benefits obtained, in addition to brand awareness and brand knowledge but also result in an increase in the number of interested students".

Through this joint sponsorship activity, it is hoped that the audience will understand and recognize UIN Jakarta Jakarta. So indirectly with these activities will cause Brand Awareness in the eyes of the audience and awareness and knowledge (Brand Knowledge) of the audience. Because in the sponsorship activity, UIN Jakarta Jakarta gets benefits and compensation from the organizer. Compensation is basically promotional in nature, such as banners, banners, and inclusion of UIN Jakarta's identity. This means that UIN Jakarta can still do promotion without having to advertise, because the identity will be displayed and mentioned at the event. So that the audience is more familiar with and creates an urge to choose UIN Jakarta.

As a tactic, sponsorship also has advantages and disadvantages. The advantages are that it is able to exert great influence, broaden the company's profile and make it famous in a variety of circumstances (Greener, 2002:131). products in an environment where there does not seem to be too much competition. Meanwhile, the disadvantage is that it is not able to attract the attention of the audience. For example, in a soccer match, the audience is more interested in the match than the sponsor's name.

c)Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) as a sense of social responsibility, carried out by UIN Jakarta Jakarta is the provision of scholarships to outstanding students and underprivileged families, including:

- 1) Excellence Scholarship: 100% awarded to prospective students who have academic and non-academic achievements at the national and international levels or have a grade 1 and grade 2 report card score of at least an average of 8.
- 2) Scholarships for underprivileged families around the campus up to 70%.
- 3) Scholarship for outstanding students with an IP of at least 3.5.
- 4) Sibling Family Scholarship up to 20%.
- 5) Teacher's child scholarship 35%.
- 6) 100% Employee child scholarship.

The scholarship program that is carried out in addition to fulfilling CSR activities has proven to attract prospective students who have above-average academic abilities, and this can improve the academic reputation of the Study Program / Department concerned.

d)Email Blasts, Brochures, and Flyers

Regarding how the implementation of the encouragement strategy carried out by UIN Jakarta Jakarta, Mr. Jatmiko as Director of the Marketing Public Relations Department explained that:

"Actually, there are many certain strategies that we use. But if the activities carried out in Marketing Public Relations are related to this strategy, yes by making brochures and flyers sending Blust Emails. With these activities it can be said to be an effort to increase the number of customers. The reason for implementing this strategy is basically to introduce UIN Jakarta to the public".

Related to the above statement, it can be seen that the strategy of encouraging is applied by Public Relations UIN Jakarta Jakarta, in an effort to increase the number of customers. Not only that, the activity is also used as a publication media to introduce service products to the public. This can be seen in the activities of its activities in the form of sending Email Blust, Brochures, and Flyers.

Before explaining how to send information through Email Blust, Brochures, and Flyers, researchers first explained about Email Blust. Based on a statement from Mr. Jatmiko who stated that:

"Email Blust is a tool for delivering messages or information using advanced technology, namely the internet. With Email Blust we send information about UIN Jakarta events. Where sending Email Blust is based on the data base system that we have".

Blust Email activity is a very effective means of sending messages or information. Because sending information via Email Blust can be directly directed to the audience or customers. So in other words, it can also influence the audience to act, as well as the creation of brand awareness in the eyes of the audience. So that Public Relations UIN Jakarta Jakarta can easily find out from the audience through observing the number of incoming email balances.

Information delivery activities through Brochures and Flyers are carried out by presenting unique messages so that all information can be well received by the audience. Thus, the activity of delivering messages through Brochures and Flyers is carried out continuously. Where the Brochures and Flyers contain facilities at UIN Jakarta Jakarta. Usually it is equipped with information about programs and majors at UIN Jakarta Jakarta. Not only that, the color combination on Brochures and Flyers is made interesting. The goal is by looking at Brochures and Flyers, the target audience can be encouraged to read which ultimately enrolls at UIN Jakarta. This is in line with what Koen Hartati, Public Relations Staff of UIN Jakarta, said:

"We certainly have 3 pillars. What is the name, UIN Jakarta as a visionary, modern and strong university. But the pillars are entrepreneurship, IT and information and communication technology. For entrepreneurship, we have been implementing it since the 80s, that we are a visionary for entrepreneurship with our courses on entrepreneurship. Then IT, we develop our IT-based facilities such as the library, so from where we can open or we want to borrow we are ready. Communication, we implement it with new students we hold something

called toefl. So that they can be ready to graduate from esa unggul to have provisions for the outside world in the form of good English communication ".

According to the researcher's observation, it can be seen that making Brochures and Flyers is done based on the approval of the Director of Marketing and Public Relations of UIN Jakarta Jakarta. The General Manager has more authority to make decisions, so every appearance or layout before being published to the public must pass the selection time made by the Director of Marketing and Public Relations. So to speak, all choices or decisions are what will later be published to the public.

With the encouragement strategy activities, through sending Email Blust, Brochures and Flyers, it is hoped that all information and messages can be well received by the target audience. As well as causing brand awareness and brand knowledge in the minds of the audience. So that with these activities it can indirectly increase the number of new students of UIN Jakarta Jakarta.

e) Mega Marketing

The application of attractive strategies carried out by UIN Jakarta Jakarta, according to the results of the interview Mr. Jatmiko explained that:

"The way of publication and promotion that UIN Jakarta is using a third person is done only at certain events, for example when the Public Lecture calls practitioners such as the President Director of Garuda. And the results get a positive response, from students who register this activity is quite effective and has a direct impact on increasing the number of students ".

Publication or promotion activities carried out through the appearance of guest stars as a third party, according to researchers' observations, is an effective strategy. Because by presenting guest stars at certain events, Public Relations UIN Jakarta Jakarta can immediately see the response of the audience. This is done by assessing the number of customers who come when the event is held.

From the observations of researchers in attracting prospective students after activities through the Push, and Pass strategies, awerness and interest of prospective students are formed welcomed by the next strategy, namely Pull. This strategy is very precise activities including ease of registration (Saturday-Sunday remains open), tuition fees can be paid in installments etc.

In the implementation of UIN Jakarta Public Relations activities, work on the basis of orders and approval from the Director of Marketing Public Relations. Likewise, in running and applying the three marketing public relations strategies, which include Push, Pull, and Pass Strategy. All based on the approval of the Director of Marketing Public Relations.

It can be understood that the three strategies are very important because these strategies can attract new students. In carrying out *Marketing Public Relations* strategies, UIN Jakarta usually utilizes publicity through mass media and relies on mass trust to attract public sympathy.

Referring to the opinion of Philip Kotler in Kasali (1994: 12) which presents the idea of Mega Marketing, namely by including two new "P" elements. If previously only "4P" (*Place, Promotion, Product, and Price*), then the two additional elements are (*Power, and Public Relations*). In the future, it becomes a 6P formula.

This means that the 4P formula is conventional, easy to control because the correlation or relationship of the components is tangible and can be measured. As for 2P (*Power*), namely the strength of opinion, perception, response and goals to be achieved by PR. It is difficult to measure and the problem of image or trust is the result is difficult to know the benchmark and difficult to control because it is qualitative. (Ardianto, 2004: 33)

3.The Role of UIN Jakarta Public Relations

As explained by Morissan (2007: 33), the purpose of communication is to create awareness or knowledge about the product with its various attributes, inform the advantages of the product, create a product image, or create a positive attitude, preference and desire to buy the product concerned. While marketing objectives refer to what is achieved by the marketing program as a whole. Marketing communication is an important aspect in the overall marketing mission and determines the success of marketing. Components or elements of marketing communication in the marketing mix are becoming increasingly important, even both are inseparable because it is believed that communication in marketing is able to establish between brands and consumers and potential consumers. (Shimp, 2003:4).

Based on the explanation above, the author sees that Marketing Public Relations has a very important role for a company. Likewise, when the company is experiencing problems. Then Marketing Public Relations can play a role in dealing with all existing problems. In addition, the author also understands that all activities carried out are nothing but to create a positive image of the company in the eyes of the audience.

With Marketing Public Relations activities, UIN Jakarta can get closer to its audience. With Marketing Public Relations activities, UIN Jakarta remains optimistic that the number of new students will continue to increase, as well as the main goal to be achieved, namely a positive image of UIN Jakarta will still be built in the minds of the audience.

D. CONCLUSIONS

Based on the analysis of research data and related to the research objectives, researchers can draw several conclusions as follows: The function and role of PR at UIN

Jakarta already exists but has not been running properly and still needs to be improved, because it can be seen that there is already planning and university activities in carrying out Public Relations activities at UIN Jakarta.

In PR activities, the university tries to provide as complete information as possible to the community. Forms of public relations that have been carried out include distributing brochures, holding exhibition activities, participating in educational exhibitions, through news, social services, providing support for student activities outside the campus and others. However, the planning and implementation of PR activities is still not systematic, besides that there is no special section that manages it. This can be seen as for example for the way of publication and promotion that UIN Jakarta is using a third person is done only at certain events, for example during the Public Lecture calling practitioners such as the President Director of Garuda. And the results get a positive response, from students who register This activity is quite effective and has a direct impact on increasing the number of students. In addition, the strategy carried out by the marketing and public relations department is how to introduce UIN Jakarta to stakeholders and the public.

REFERENCES:

- Aggarwal, Vir Bala. 2006. *Essentials of Practical Journalism*. D.K. Agencies: New Delhi.
- Alhamda, syukra. 2011. *Textbook of metlit and statistics*. Deepublish: Yogyakarta.
- American marketing associations. Definition of marketing. <https://archive.ama.org/def.of.marketing> accessed on October 10, 2017.
- Ardianto, Elvinaro. 2011. *Handbook of Public Relations*. Simbiosis Rekatama Media: Bandung.
- Baedowi, ahmad, et al. 2015. *Effective School Management: The Experience of Sukma Bangsa School*. PT Alvabet Library: Tangsel.
- Barata, Atep Adya. 2003. *Basics of Excellent Service*. PT Elex Media Komputindo: Jakarta.
- Butterick, Keith. 2012. *Introduction to Public Relations, Theory and Practice*. Rajawali Press: Jakarta.
- Cannon, Joseph P.; Perreault, William D.; and McCarthy, E. Jerome. 2008. *Basic marketing, a Global-Managerial Approach*. Translator: Fitriati and Cahyani. Fourth Edition: Jakarta.
- Chatra, Emeraldy and Nasrullah, Rulli. 2008. *Public Relations, Public Relations Strategy in Facing Crisis*. PT Salamadani Pustaka Semesta: Bandung.

- Creswell, Jhon D. 2014. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4th ed. Sage Publications: Washington DC.
- Darmadi. 2017. *Development of Learning Models and Methods in the Dynamics of Student Learning*. Deepublish: Yogyakarta.
- Effendi, Onong Uchjana. 1993. *Human Relations and Public Relations*. Mandar Maju: Bandung.
- Fajar, Marhaeni. 2009. *Communication Science, Theory and Practice*. Graha Ilmu: Jakarta.
- Goddard, Wayne and Melville, Stuart. 2006. *Research Methodology, An Introduction*, second edition. Million: Lansdowne.
- Grant, Nigel. 1969. *Society, School and Progress in Eastern Europe*. Pergamon Press: London.
- Greener, Tony. 2002. *Tips for Successful Public Relations and Image Building*, third print. Bumi Aksara: Jakarta.
- Gregory, Anne. 2015. *Planning and Managing Public Relations Campaigns*. Kogan Page: U.K.
- Hanover Research. 2014. *Higher Education Branding and Public Relations*. Washington DC
- Heath, Robert L., and Coombs, Timothy W. 2006. *Today's Public Relations*. Sage Publications: London.
- Hennink, Monique; Hutter, Inge; Bailey, Ajay. 2011. *Qualitative Research Methods*. Sage Publications: London.
- Jones, Gareth R. 2011. *Contemporary Management*. McGraw Hill Irwin: New York.
- Kagji, Yulianto. 2016. *Administrative Science Research Methods*. Deepublish: Yogyakarta.
- Khotari, C.R. 2009. *Research Methodology: Methods and Techniques*. New Age International Publishers: New Delhi.
- Kirwin, Andrew. 2000. *The Function of Corporate Identity in Organizational Culture*. University of Colorado: Denver.
- Kriyantono, Rachmat. 2006. *Practical Techniques of Communication Research*. Kencana Prenada Media Group: Jakarta.
- Kumar, Rajendra C. 2008. *Research Methodology*. APH Publishing: New Delhi.

- Luo, Yi. 2009. Public Relations Function In A Higher Education Setting: An Examination Of Communication Management In Two Eastern U.S. Universities, Paper Presented At The Annual Meeting Of The International Communication Association. New York.
- Mulyana, Dedy and Solatun. 2008. Communication research methods, examples of qualitative research with a practical approach. PT Remaja Rosdakarya: Bandung
- Mukri, S. G., Aji, A. M., & Yunus, N. R. (2017). Relation of Religion, Economy, and Constitution In The Structure of State Life. *STAATSRECHT: Indonesian Constitutional Law Journal*, 1(1).
- Nurkolis. 2003. School-based Management: Theories, Models and Applications. PT Gramedia Widiasarana Indonesia: Jakarta.
- Oliver, Sandra. 2010. Public Relations Strategy. Kogan Page: UK.
- Parwito. 2008. Qualitative Communication Research. LkiS: Yogyakarta.
- Primarni, Amie. 2003. Introduction to Public Relations. Lentera Ilmu Cendikia: Jakarta.
- Rachmadi, F. 1994. Public Relations in Theory and Practice. PT Gramedia: Jakarta.
- Ramaswamy and Namakumari. 2013. Marketing Management, 5e. McGraw Hill Education: New Delhi.
- Reddi, C.V. Narasimha. 2009. Effective Public Relations and Media Strategy. PHI Learning Private Limited: New Delhi.
- Rosady, Ruslan. 2005. Public Relations Management and Communication Media, Conception and Application, revised edition. PT Raja Grafindo Persada: Jakarta.
- Savio, Annamarie. 1992. Public Relations In Higher Education: The Public Relations Functions Of The University Of Natal, Durban from 1989-1992 with special emphasis on NU focus. University of Natal: South Africa.
- Sinatra, Lina and Darmastuti, Rini. 2008. Study of the Role of Public Relations in Improving the Image of Private Universities in Central Java. *SCRIPTURA Scientific Journal*, vol.2, No. 2, July 2008: 95:105.
- Singh, Kumar Yogesh. 2006. Fundamentals of Research Methodology and Statistics. New Age International: New Delhi.
- Smith, Ronald D. 2005. Strategic Planning of Public Relations. Lawrence Erlbaum Associates Publisher: New Jersey.
- Sucahyowati, Hari. 2014. Management: An Introduction. PT Raja Grafindo: Jakarta.

- Sulistyaningtyas, Ika Devi. 2007. The Strategic Role of Public Relations in Higher Education. *Journal of Communication Science*, volume 4, number 2 December 2007.
- Tahtinen, Eva. 2014. The role Of Corporate Identity In University Branding: The Case of Aalto University School Of Business. Thesis. Department of Communication Aalto University School of Business: Finland.
- Education science development team FIP UPI. 2007. *Education Science and Application*. PT Imperial Bhakti Utama: Bandung.
- Tondowidjojo, Jhon. 2004. *The Basis and Direction of Public Relations*. Grasindo: Jakarta.
- Treadwell, Doanld and Treadwell, Jill B. 2004. *Public Relations Writing: Principles in Practice*. Sage Publications: London.
- Wasesa, Silih Agung and Macnamara, Jim. 2010. *Public Relations Strategy*. PT Gramedia Pustaka Utama: Jakarta.
- White, Morag. *The Publicity Push, How to Build and Sustain A Media Profile*. Green Olive Press: Australia.