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The Function and The Role of Public Relation in The Milenial Education Center

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Abstract: The development of an educational institution is influenced by two factors, they are internal and external factors. The internal factor becomes the mainly attention as the first step to develop the institution to be more accountable institution and an idol in the public. one of the forgotten and neglected roles is its role as a public relation. One of the indicators of a successful public relation is the interest of the public to enter the institution. Otherwise, the unsuccessful public relation in the institution is that the public has the doubt, pessimism about the institution, which can decrease public interest and trust to the institution, and can cause the institution to come into bankruptcy. Developing the understanding about the vision and mission in an institution/school is an important part in public relation. It is necessary for the public to get some information easily and hoe the institution can raise public curiosity about the institution sp that they . they will follows the aim of the institution. Furthermore, in this milleneal era, in which the development of technology is widely spread, the information is easily accessible so that the public relation has a wider role to give the data or information efficiently and effectively. In addition, a public relation has to fulfill the function of the public relation and the management. They are the function as a research planning, coordinating, participation and advisory. The activity of the public relation is the researching facts or fact finding, planning, communication or evaluating. Finally, the public relation has to reflect to become a mutual way of relationship, and it can also build a good relation between two profitable sides and giving feedback to the institution or the public.

Keywords: *education, public relation, milenial*

A. Introduction

Progress in an educational institution that influenced by several factors, both internal and external factors. Internal factors are very dominant attention as the first step to make an educational institution develop, quality, and become an idol for the community, one internal factor that is often forgotten or even sometimes considered less

important is the role of PR (public relations) or often called public Relations.

Public relations is a business that is intentionally carried out, planned on an ongoing basis to create mutual understanding between an institution or institution and the community (Nasution, 2006, p. 9). The mutual understanding will avoid misunderstandings, misperceptions,

so that a positive image of an educational institution will be built.

Public relations has a very large role and task because it can affect the progress and failure of an institution, this is where a public relations officer can measure his ability or competence how he can develop his potential to make an institution so that it can become big or vice versa can be lost. People who are competent in communication means they can communicate effectively (Turistiati, 2016, p. 65).

One indicator of the success of a public relations officer at an educational institution is the large number of interested people and the interest of the community to study in the institution of education, and the vice versa, the success of a public relations officer at an educational institution is the emergence of feelings of doubt, pessimism which results in a decrease in interest and interest in the community even the level of trust of the community is very low, making the institution 'out of business'.

Some people assume that the functions and duties of public relations are merely delivering letters, and receiving guests, or just as a 'spokesperson', they do not understand and understand how the vital role and the amount of responsibility that must be undertaken as a public relations officer, actually the public relations functions and duties involve the whole information that must be conveyed both to the citizens of the educational institution itself and to the wider community, this information is a very important part of being able to become an understanding and attraction for the people who read and see, how a public relations person can collect data, analyze, process and process, conclude, plan action, and then convey information to the public using various media so that the message to be conveyed can be received, on the contrary from the community the emergence of curiosity towards the educational institution has a

positive effect to further improve the quality of an academic services and non academic so that the purpose of educational institutions that have been launched through the vision and mission can be realized.

Now, in the Millennial era there are many things that should be done as a public relations officer, technological advances alleviate and facilitate the role of public relations to be able to provide information to the public unlimitedly, information conveyed by public relations can be accessed by anyone, anytime, anywhere, by utilizing social media or using public relations internet through an information system can provide information about matters relating to the institution. For the community, it is a tremendous advantage, they can find out the information they want without having to come and ask directly to the educational institution, they have enough access to the information system owned by the educational institution and they get the information.

The main tasks of public relations institutions of Education with the community have a basic task, among others, to provide information and convey the ideas of school people to the community, help school leaders prepare and provide information to the community and develop plans and follow-up activities related to community service as a result of mutual communication with parties outside (Suryosubroto, 1988: 22). The main task is to obtain understanding, support, trust and appreciation from the public or the general public. Referring to the objectives and demands of the information age, the SIM as an information system that starts from the process of collecting, processing, detention, to spread to the officer concerned in order to carry out all the tasks as well as possible, it takes as supporter which is effective on functioning of public relations.

In the end, the PR must put themselves in the position of men right reserved. The two-way relationship patterns are symmetrical, ie the relationship well between the two sides mutual reciprocity and mutual benefit for both the educational institutions and for the society . So that what is the purpose and expectations of educational institutions can be achieved optimally, and vice versa, what is needed by the community can be easily and satisfactorily served.

B. Understanding of Public Relations

Public relations is a management function that can help in choosing channels of mutual communication, mutual understanding, control and collaboration between organizations and their public, discuss management issues, increase knowledge and responsiveness to public opinion, and serve with responsibility for the public interest, acting to provide direction of wisdom (Adnan & Anggara, 1996, p. 21).

The International Public Relations Association (IPRA), a leading public relations institution in the UK and Europe, published in November 1987, stated "public relations is the overall effort carried out in a planned and sustainable manner in order to create and maintain good and mutual understanding between organizations and all its audiences "being public relations is a series of activities organized in such a way as a series of integrated campaigns or programs, and all of them are ongoing and regular (Anggoro, 2002, p. 2).

PR is an art as well as social science disciplines to analyze trends, predict every possible consequences of any actions, include input and advice to the leaders of the organization, and implement a program - a program of action which is planned to serve the needs of the organization or the public interest (Kusumastuti, 2002, p. 15).

According to Edward Bernyas quoted by Danandjaja (2011: 14) stated " Public

relations is to provide information directly and persuasively to the public in order to change the actions and attitudes of the public can integrate with the actions and public attitudes of an institution ". From this understanding it is clearly seen that the role of a public relations or public relations s namely me mberikan d ith information to stakeholders of interest to invite the public to want to change the actions and attitudes as desired by a publicist or public relations.

Whereas according to JC Seidel, Public Relations Director, Division of Housing, State of New York quoted by Oemi Abdurrachman (1995: 24-25) defines: " Public relations is the continuing process of endeavors to obtain goodwill and understanding of its customers, its employees and the public at large, inwardly through self analysis and correction, outwardly through all means of expression ".

This definition confirms that public relations is a continuous process of management's efforts to obtain the good name and understanding of its customers, employees and the public in general; into by conducting analysis and improvements to oneself, coming out by holding statements. Of course the statements issued to the public are statements that provide positive information and do not damage the image of the institution.

From the above definitions, it can be taken the similarity of essence in the notion of public relations, among others:

1. There is a reciprocal relationship between the organization or institution and the community;
2. The management function is inherent in using planning research with ethical standards;
3. The existence of analysis and evaluation through field research on attitudes, opinions, and social tendencies and communicating to the management or leadership;

4. Planning in good faith, mutual understanding and mutual acceptance from the public (internal and external) as the end result of public relations activities;
5. Implementation or follow up on planned activism programs, communicate and evaluate;
6. There is management counseling to ensure that wisdom, procedures for activities can be socially accountable in a context for the mutual benefit of both parties.

From the understanding of public relations above it can be concluded that the notion of public relations or public relations is an activity carried out by establishing a relationship of relations by using symmetrical and mutually beneficial communication between the organization and the entire external and internal stakeholders whose purpose is to foster mutual understanding, *goodwill*, and cooperation to achieve the common goals desired.

C. Function of Public Relations in Educational Institutions

In essence there is no principle difference between the function of public relations schools or educational institutions with the function of public relations in general, namely supporting management activities in achieving organizational goals, how to foster harmonious relations between organizations and their public, to prevent psychological obstacles, both those caused by the organization and from the public (Ruslan, 1991, p. 9).

Developing an understanding of the vision and mission of the school becomes an important part as a public relations officer, how to interpret the school's vision and mission into an information that is interesting, easy to understand, easily interpreted and easily understood by the public, giving rise to public curiosity about

what we inform then make the public follow what is the purpose of an educational institution. The strategic plan of an educational institution is also an information capital that can be developed by a public relations officer, how the direction of policies and strategies to be carried out in a certain period of time, how to manage them, also attracts the community towards the educational institution.

The other main function as public relations is developing an understanding of the aims and objectives of the school, assessing school programs in words of fulfilled needs, developing awareness of education in the community, uniting the elements involved in educational institutions, building and maintaining trust in schools, informing the public about school work, and the most important is support for improving and maintaining school programs (Sutisno, 1986, p. 145).

In carrying out its operations, a public relations officer fulfills public relations and public relations management functions, including:

1. The function of public relations is to carry out research, planning, coordinating, administrative, production, community, participation, and advisory.
2. Public relations activity is the search for facts or problems (fact Finding), planning, (planning), communication (communication), evaluation (evaluating).

The other public relations functions are:

1. Developing community understanding of all aspects of school education programs.
2. To be able to determine, how the community hopes for school and what hopes - expectations about the purpose of education at school.

3. To get enough assistance from the community to the school, both financial, material and moral.
4. A greater sense of responsibility towards the quality of education.
5. Engaging the community cooperatively in an effort to solve education problems and improve cooperation between schools and communities (Tim Pengembang MKDK IKIP Semarang, 1991, p. 212).
6. Strengthen goals and improve the quality of life and livelihoods of the community.
7. Exciting people to establish relationships with schools (Mulyasa, 2004).

According to Djanalis Djanaid quoted by Frida Kusumastuti (2002: 22). There are two functions of Public Relations, namely:

1. Constructive function, this function is likened to "Road alignment". So public relations is the foremost "guardian" behind which there are many people who have many goals from educational institutions. There are marketing objectives, production goals or graduates, objectives of the institution's leadership and so on, this public relations department prepares the public to accept the institution's policies, public relations also prepares the institution to understand public interests, public relations evaluates behavior, the public and institutions to be recommended to the institution's leaders. PR prepares conditions for mutual understanding, mutual trust and mutual assistance with the goals of the public or the institution they represent, public relations must make planned, sustainable activities that tend to

be proactive, including preventive or preventive actions.

2. Corrective function, likened to "Fire extinguisher", that is, if the fire has already spread and burned the institution, then public relations must be able to extinguish the fire, meaning that if the institution occurs a problem - critical problems with the public then public relations must be able to find a way out.

Whereas according to Onong Uchjana Effendy (1998: 153), formulate that the function of *public relations* is as follows:

1. Supporting management activities in achieving organizational goals.
2. Fostering harmonious relations between organizations and the public, both external and internal public.
3. Creating reciprocal two-way communication by disseminating information from the organization to the public and channeling public opinion to the organization.
4. Serve the public and advise the leadership of the organization in the public interest.

From the opinion of the experts above, it can be concluded that the whole public relations has the function of symbiotic mutualism or mutual benefit both externally and internally, meaning that when informing out a public relations officer must strive for the growth of attitudes and images and positive public views on all organizational actions and policies so that a trust in the academic, internally a PR person must be able to recognize, identify, things - things that can lead to an attitude, an image and a negative outlook on society before any act or policy do. This means that a public relations officer must be able to identify and know what is happening in the institution,

A data, policy, program and actions - the actions of the institution must be developed by public relations into an interesting information to the public at large so as to obtain public support and public acceptance, perfection in providing this information makes a public relations officer must be part of the decision of an institution, PR need to know detailed information about the activities, policies, strategic plans educational institutions, and others, so that PR can know what should be done and informed public, so in its implementation did not pose a misperception on the individual college, public or the community and the institution it represents.

Public Relations is a management function to achieve certain goals or targets of an educational institution, before carrying out its public relations work must have a clear and detailed work program, look for the correct data and facts , plan, communicate and coordinate, then evaluate the results is stamped by the organization. evaluating overall activities including provisions as policies and planning of actions, so that a formula is found and solutions to the shortcomings of previous activities and policies, a public relations officer must be able to maintain and maintain good communication and relationships between the institution and its organization and the media mass becomes a very big role for public relations.

D. The role of Public Relations is institutionalized by Education

The role of public relations developed by *Glen M. Broom and GD Smith* in the issue of Issue Management by Prayudi (2008: 18) can be distinguished into two, namely:

1. The Role of Communication Technicians (*Communication Technician Role*)

Public relations practitioners have expertise in the field of communication and journalism-writing, editing, audio-

visual production, graphics and production of messages needed to implement the PR program. Public relations practitioners are not involved in making decisions organization. Public relations practitioners who carry out this role usually plays an important role in a priority organization a model of public information public relations or a press agency in which public relations make releases to the media regarding the organization.

2. The Role of Communication Managers (*Communication Manager Role*)

Public relations practitioners systematically plan and organize public relations program as an organization, giving input to company management and public relations policy and regularly conduct research or evaluate work them. The management gives authority to practitioners public relations to manage their own activities (Prayudi, 2008, p. 8).

The role of public relations according to *Dozier & Broom* in Rosady Ruslan, can be divided into four, namely:

1. Expert Advisor (*Expert Prescriber*)

Experienced and highly capable public relations practitioners to be able to help find the right solution to the problem relations with the public (*public relationship*) that is or will be faced by the company concerned.

2. Communication Facilitator (*Communication Facilitator*)

Public relations practitioners must be able to act as communicators or mediator for help management in terms of listening what is the hope and desire of the public and vice versa, so that it can create mutual understanding, trust, respect, support and good tolerance from both parties.

3. Facilitator Problem Solving Process (*Problem Solving Process Facilitator*)

The role of public relations is to help the company leadership well as an advisor (adviser) up to the retrieval process decisions or actions of execution in overcoming problems that occur rationally and professionally.

4. Communication Technician (*Communications Technician*)

This makes the role of public relations as a journalist in resident only provide technical communication services or commonly known with the method of communication in organization.

While the role of public relations in educational institutions according to Zulkarnain Nasution, as follows:

1. Fostering harmonious relations with the internal public (in the environment of educational institutions, such as: lecturers / teachers, staff administration and students) and relations to external public (outside educational institutions, such as parents of students and outside the institution) education).
2. Fostering two-way communication to the internal public (lecturers / teachers, employees and students / students) and external public (institutions) outside / agency, community and mass media) by disseminating messages, information and publication of research results and various policies that have been set by the leadership.
3. Identify and analyze an opinion or variety problems, both those in educational institutions and those in the community.

4. The ability to hear desires or aspirations found in the community.

5. Be skilled in translating policies leadership well (Nasution, 2006, p. 4).

From the description above it can be concluded that the role of public relations institutions in education is as follows:

1. Public relations in educational institutions has the role of identifying and analyze opinions that develop well within the institution education and in the community.
2. Public relations in educational institutions acts as a liaison communication between the school / educational institution with community / public.
3. Public relations in educational institutions plays a role in fostering relationships harmonious between public *internal*, *external* public with *mass media* so that it can create and build a positive image and reputation.

It is clear that the role of public relations is institutionalized by education not only as a "spokesperson" or delivering letters only, public relations has a very large role and responsibility, namely as a strong communicator, great data analyzer, reliable information provider, how a public relations process information must be able to provide positive effects and stimuli for educational institutions and for the community so that harmonious relationships are established.

E. The Role of Educational Institution Public Relations in the Millennium Era

Educational institutions have a very close and inseparable relationship with the community, without the role of the community of educational institutions there will be no existence, on the contrary without

public education institutions will not get formal knowledge , this interrelated and mutually beneficial relationship pattern must be maintained and managed , Management of school relations with the community is part of education management activities especially in schools.

As a basis for school needs to establish relationships with stakeholders, school relations activities with the community have there are many objectives and ways to achieve goals, each of which requires action and requires the use of certain media to achieve the objectives of the relationship between the school and the community .

The things that are generally considered in choosing communication media as expressed by Robbins (2005: 214) include :

1. The ability of the media to culture information
2. The media's ability to provide feedback
3. A is an emotional / personal touch to the media.

From Robbins's opinion, it can be concluded that the media must have the ability to synchronize the information that will be conveyed by a public relations institution to the public or the public , the information conveyed through the media must be understood and understood by the community. providing positive stimulation in the form of emotional bonds of how people want to know more about even the sense of belonging to the community to educational institutions.

In the era of globalization which is often referred to as the millennial era, the emergence of computers and the internet was greeted enthusiastically by almost all people in this world, because they can communicate with anyone even though their presence is very far apart, besides they can know everything the information they need, and with also easy they get something they want without having to come to the intended location, the community using the facilities

on the internet can all be obtained easily and quickly.

Computers and the internet as an alternative in the use of communication media in various organizations, one of which is school. ICT (Information and Communication Technology) is a continuation of IT (Information Technology). The concept of communication as a dialogical process between educational institutions and the community is one of the considerations for the entry of elements of communication in IT.

The development of information and communication technology can be used by everyone, especially educational institutions, this use in order to provide services to the public or the wider community, especially the delivery of information services to educational institutions , because information contained in ICT in the form of database preparation.

With the existing database can be developed into an information system that can be accessed widely so that it can provide information that is so detailed about what is desired by the community as users of information services from the relevant educational institutions. The use of ICT by public relations can not only improve the quality of learning and structuring information systems in schools, but also as a means of connecting schools with parties outside of school (Syamsul Mu'arif, 2004: www.tokohindonesia.com).

The activities performed by a publicist regarding publicity and information processing communication via the internet include aspects of data management, computer networks, database systems, computer programs and a management information system (MIS) to be an alternative to adjusting the development of the information age as it can presenting information quickly, precisely, accurately, easily accessible, effective and efficient compared to manual information processing

that requires a long process, stages - stages of implementation, a long time, not a little cost, especially they often have to come directly place to go.

This is what makes information delivery through the use of the internet a wise choice for public relations. As Wilbur Seramin said, The condition of success in communication is a condition that must be met if we want the response we want, as for the condition as follows:

1. The message must be designed and delivered in such a way that it can attract the attention of the communicant
2. The message must use symbols aimed at the same experience between communicators and communicants so that they both understand.
3. The message must pay attention to the personal needs of the communicant and suggest several ways to obtain appropriate needs for the group situation where the communicant is at the time he is mobilized to provide the desired response (Effendy, 2000).

F. Public Relations Media Communication or Public Relations

1. House Journal

One form of communication media that is often used is the house journal Public Relations, The House journal that appeared in America as a pioneer was The Lowell Offering (1842),

In his book Essentials of Public Relations, Frank Jefkins further mentions that Journal House has various other names such as House Organ (internal publishing), employ newspaper (newspaper), company newspaper (newspaper), besides those mentioned by jefkins there are also names the other is in house magazine

(internal magazine), which in Indonesia is called an internal magazine.

2. Forms of Internal Journal House

The term "journal" is broadly interpreted, namely as a publication or printed material that is published regularly. The forms vary such as magazines, newspapers, newsletters, and wall magazines.

According to Frank Jefkins, there are five main forms of house journaling, including:

- a. The sales bulletin: bulletin as a medium of regular communication between a sales manager and his sales in the field. Publish weekly
- b. The news letter, contains news items that are intended for busy readers.
- c. The magazine, containing writing in the form of features, articles and pictures, photographs, published every month or quarter.
- d. The tabloid newspaper, is like a popular (general) newspaper, and contains very important news headlines, short articles and illustrations.
- e. The wall newspaper, a form of communication media staff (wall magazine).

Then in its development in the 1980s there appeared an electronic house journal, namely:

- a. Audio tapes: news recorded on small cassette tapes, using tape tapes employees hear in the office, home, car.
- b. Video tapes: the company has its own studio that is transmitted via TV which is distributed strategically.
- c. Electronic newspapers: readers can call indexes and subject pages that they want via

computers spread out in seoarti offices, train stations, factories, supermarkets, or malls (Effendy, 1993, p. 147)

3. Advertisement

The difference in advertising as a marketing tool and advertising as a public relations tool is to see messages advertised as long as they are related to advertising products as a marketing tool, but when advertisements carry messages related to the company, they mean advertising as a public relations media.

4. Exhibition

Public Relations utilizes the exhibition as publicity, a public relations officer can lobby officials or community leaders who are asked to open exhibitions so that they can be enshrined by being photographed with the background of officials and company stands or educational institutions and displayed in mass media.

5. Internal media

The aim of internal media is to create well informed and foster loyalty among employees.

6. Internet media

All public relations activities can be done through internet media, so that public relations activities can be flexible and cheaper.

7. Photography

Required by public relations as publication material, reports, news, advertisements, or for the benefit of archives / documentation.

8. Film

Film for public relations is a medium of communication, instruction, research, and so on. Through public relations film can convey a message .

9. Pers

Mass media groups are radio, television, newspapers, magazines and

books. Some activities that PR can do are press conferences, press tours, and press clipping.

While according to Abdul Kadir (2003: 374) a lot of resources on the internet that can used by educational institutions in order to provide information to the public include:

- a. email: facility for sending electronic mail
- b. User group: facility for conducting discussion forums
- c. LISTSERV: facility to conduct discussion forums using e-mail
- d. IRC: a facility for interactive conversations in written language
- e. Telnet: a facility to connect to other computer systems
- f. FTP (File Transfer Protocol): a facility for transferring computer files
- g. Gopher: a facility to find information contained on a server through a hierarchical menu
- h. Archie: a facility to find files on FTP sites
- i. Wide Area information service: a facility to search data on the internet that is carried out by mentioning the name of the database and keywords that are searched
- j. World Web: a facility in the form of a system that makes information accessible through a hypertext approach.

Social media is a form of a description of technological developments that enables the exchange of various information content, both in the form of opinions, insights, experiences and views, both audio, visual and even audiovisual (Pienrasmi, 2015). This, of course, can be used by public relations to disseminate information to the

public more efficiently , effectively and substantially, so that people can find out information easily.

Solis (2009: xvii) defines social media as a form of democratization of message content and is a phenomenon of changes in the rules of the game in the process of finding and disseminating information (including creating and sharing message content).

While Safko & Brake in Me Lenan and Howel (2010: 12) defines social media by emphasizing "activities, activities, and behavior in a community consisting of various groups of people who unite online to share information, knowledge and opinions using media conversation ". Med he conversation is a web-based application that can make it easier to create and transmit content more easily in the form of words, photos, videos and audio.

From the opinion of the experts it can be concluded that social media is an activity and behavior of a person with his group to provide information, as well as democratic views, both audio, visual and even audiovisual online that allows creating or discovering something new.

For public relations in educational institutions , the presence of the internet with all its resources has attracted attention and become a necessity and the necessity to provide information widely to the public so that they can easily access the information they need by using a domain.

Domains are internet protocol addresses that are converted from numbers to names with the intention of being easy to remember. Each domain that is tangible in an internet application has different facilities, according to the needs and needs of the owner. The existence of a web / website is defined as a page that is equipped with animated images and can interact with the database (Abdul Kadir: 386).

There are also many educational institutions that can be utilize and

supplement their facilities using e-mail and conversation rooms. It aims to communicate and inform matters related to the institution itself which are considered worthy of publication or inappropriate publication to stakeholders . So that it does not cause misunderstandings in educational institutions and the public can choose information that is what they want.

G. Conclusion

Public relations is a management function that can assist in selecting channels of mutual communication, mutual understanding, control and collaboration between organizations and the public, discuss management issues, increase knowledge and be responsive to public opinion, and serve with responsibility for the public interest, acting to provide direction of wisdom, not to cause misunderstanding, misperception, between an educational institution and the community so that conditions for mutual need and mutual benefit are created.

A public relations person has good planning before delivering any information, the strategic steps of a public relations officer in effect give the educational institution the effect, therefore public relations must be able to collect data validly, analyze, process or process, conclude, plan the delivery of information, then inform community using media.

Developing an understanding of the vision and mission of the school becomes an important part as a public relations officer, how to interpret the school's vision and mission into information that is interesting, easy to understand, easily interpreted and easily understood by the public, giving rise to public curiosity about what we inform and then making public follow what is the purpose of an educational institution.

The use of management information systems by utilizing the existence of the internet is a necessity of a public relations

institution because by using public relations internet facilities can provide accurate information, so that it is quickly and easily accessible to the public whenever and wherever.

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