

Electronic Public Relations in Islamic Education Institutions

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ABSTRACT

Background. The rapid development of information technology has brought significant changes to the practice of Public Relations, from the conventional era to the digital era. New challenges emerge, including the need for faster and more efficient information and communication. The use of gadgets and the internet makes it easier to communicate without time and space boundaries, forcing public relations practitioners to adapt to these developments. Therefore, public relations must follow digital trends to remain relevant and effective in carrying out their duties.

Purpose. The purpose of writing this study is to discuss what electronic public relations is. Cyber public relations or electronic public relations is a new concept where in its implementation public relations uses online-based media. There are many benefits that can be taken from electronic public relations, one of which is building relationships between organizations and the public effectively and efficiently.

Method. This research method uses library research methods. The library research method is a study that studies various reference books and the results of previous research which is useful for obtaining a theoretical basis regarding the problem to be researched. The theoretical basis used is taken from e-journals, e-books, and script files. The theoretical basis that has been obtained is used as material to compile this study.

Results. The results of implementing Electronic Public Relations (E-PR) in educational institutions show improvements in various aspects of communication and institutional image management. E-PR allows educational institutions to communicate more quickly and efficiently with their public without being bound by time and space constraints. With unlimited internet access, institutions can convey information anytime and anywhere.

Conclusion. The conclusion of this research is that Electronic Public Relations (E-PR) in educational institutions increases the effectiveness of communication and builds a positive image with the public through digital media. E-PR enables faster and more efficient two-way interactions, while saving operational costs. Even though it provides many benefits, challenges such as data security, credibility, and technology adaptation must still be considered. Good management can overcome these challenges and improve the institution's reputation. Overall, E-PR is an important tool in facing the development of the digital era in educational institution public relations.

KEYWORDS

Education, Public Relations, Technology

INTRODUCTION

In the era of globalization and technological progress, the existence of Islamic educational

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institutions is required to be more adaptive in facing current developments (Abenov, 2019). One aspect of concern is how the institution can utilize information technology, especially in terms of public communication (Al-Hamad, 2021). Electronic Public Relations (E-PR) is one way for Islamic educational institutions to strengthen their image and build relationships with society at large (D'agostini, 2020). With E-PR, institutions can more easily reach their audiences through digital platforms, while increasing their visibility and reputation in cyberspace (Almatrodi, 2023).

Electronic Public Relations has a very important role in supporting the sustainability and existence of Islamic educational institutions (Bulgakova, 2019). Through various digital communication tools such as websites, social media and email, institutions can convey information quickly, precisely and effectively (Flores, 2020). This not only increases efficiency in communication, but also opens up greater opportunities for institutions to compete on the global stage (Araya, 2021). As internet usage increases, a digital presence for Islamic educational institutions becomes a necessity.

On the other hand, the implementation of Electronic Public Relations in Islamic educational institutions also faces challenges that are not small (Carpenter, 2020). One of the biggest challenges is how to keep Islamic values in harmony with modern practices in the world of digital communications (Jangre, 2022). In this context, E-PR must be able to package information in a way that remains in accordance with Islamic law but remains attractive to a modern audience (Zhou, 2023). Another challenge is the limited human resources who master technology, which often becomes an obstacle in implementing E-PR in Islamic educational institutions.

However, the huge potential of implementing Electronic Public Relations cannot be ignored. Good E-PR management can strengthen institutional relationships with stakeholders, including parents, students and the wider community (Amin, 2020). This also provides an opportunity for institutions to be more transparent in conveying their vision, mission and educational programs offered (Čábelková, 2021). In the long term, E-PR can help Islamic educational institutions increase their competitiveness amidst increasingly fierce global competition.

With the increasingly rapid development of technology and the increasing dependence of society on digital information, the implementation of Electronic Public Relations in Islamic educational institutions has become an urgent need (Petrescu, 2023). Therefore, an appropriate and comprehensive strategy is needed so that institutions can utilize E-PR optimally (Osipovskaya, 2020). Islamic educational institutions must be able to adapt to these changes without abandoning their Islamic identity which is the main foundation in their management (Vinogradova, 2019).

RESEARCH METHODOLOGY

This research method uses a library research approach, namely a method that focuses on collecting data and information from various written sources (Amith, 2019). In this case, researchers will utilize reference books, scientific articles, e-journals, e-books, and academic documents such as theses that are relevant to the topic being researched. This approach aims to obtain a strong and comprehensive theoretical basis for understanding the phenomenon being discussed (Culbert, 2021). This method is very important in identifying and summarizing the theoretical concepts underlying the study, resulting in a deeper understanding and a theoretical framework that can be used as a basis for research analysis (Greenhalgh, 2019).

Analysis in library research involves the process of critically reviewing the sources collected, with the aim of finding patterns, gaps, or agreements in the existing literature (Dai, 2023). By comparing various perspectives from the references used, researchers can develop stronger arguments and identify gaps that have not been discussed in previous research. As a result, this research not only provides a comprehensive theoretical foundation, but also offers a critical view of the development of existing concepts, as well as recommendations for further research or practical implications that can be drawn from this study.

RESULT AND DISCUSSION

Meaning of E-PR

Before knowing what E-PR is, we need to first know what public relation is. According to Cutlip and the Center public relation is part of the management function that is responsible for assessing public attitudes, identifying the wisdom and procedures of a person or organization for the public interest, as well as planning an activity and program to obtain and fulfill public support and existence (Apolo, 2020).

While according to Frank Jefkins public relation is a form of planned communication, both internal and external communication, between an organization and all its audiences to achieve specific goals based on mutual understanding (Araya, 2021). From the two definitions it can be concluded that public relations is an effort made by an organization to build relationships with the public.

The development of technology every time shows an extraordinary improvement, such as the existence of the internet. The existence of the internet can help facilitate the practice of public relations with the audience so that E-PR or electronic public relations was born (Evans, 2020).

According to Onggo electronic public relation is a public relation initiative that uses internet technology as a means of publicity (Gumz, 2022). E-PR is not only needed by organizations but also becomes a public need as a whole (Lodhia, 2021). In today's digital era, society or the public needs interaction or an online community, where through the online community users can communicate and exchange information electronically via email or chat without having to face to face (Klosky, 2022). With the use of electronic technology from both the organization and the public can create effective E-PR.

While according to Muttaqin, E-PR is an acronym for Electronic Public Relation, the prefix 'E' itself has the meaning of electronic which indicates the use of internet electronic media such as e-commerce, e-banking, e-mail and so on (Ploug, 2021). While PR is Public Relations or Public Relations activities. EPR itself is a Public Relations (PR) initiative that uses internet media as a means of publicity (Lucas, 2022). Where E-PR is a form of conventional Public Relations that is adapted according to technological developments in the 2.0 era that makes offline media change into online media, so Public Relations must adapt and become E-PR (Odendaal, 2020).

E-PR in the Education Board is the use of electronic media carried out by the Board's public relations in developing a positive image as well as building good relations between an Education Board and its public (Rayburn, 2021). In addition, by using E-PR the Board of Education can create

two-way communication in public relations activities because the media used provides a platform for its users to be able to communicate in two ways.

E-PR Principles

According to the Big Indonesian Dictionary, a principle is a principle or truth that is the basic principle of thinking, acting and so on. Principle (from the word principia) means beginning, the starting point from which certain things arise (Wang, 2019). Principles can also be interpreted as principles or truths that are the basic basis for thinking and acting.

In establishing relationships with humans, there are several principles that must be adhered to to develop better human relations (Wen, 2019). These principles were put forward by Keith Davis. There are eight principles in developing better human relations. These principles consist of:

Individual interests

Attention to individual interests is carried out through approaches such as the interpersonal approach. form of treating each person as. Individuals or employees can be seen from the attention given to other employees through encouragement and so on. It is hoped that this encouragement can increase work morale and also the performance of other employees.

Accept each other

According to Davis, employees, trade unions and management or superiors need to accept each other as individuals and groups.

Common interests

In implementing public relations, we also pay attention to common interests. Collaboration is usually carried out at work because often the work given by superiors exceeds the individual's capacity. For this reason, cooperation is carried out through division of work with other employees so that assigned work can be completed quickly and mutual interests can be achieved.

Openness of communication

Open communication with employees is also carried out through discussions, both formal and informal. Apart from discussions, open communication can also be carried out while work is being carried out.

Employee participation

Employee participation is carried out by involving participants in conveying opinions, ideas and suggestions for all components in the organization.

Local identity

Davis said that individuals can receive the greatest opportunities to recognition, pride and job satisfaction through identification with the local work unit.

Local decisions

It was said by Davis that the people closest to the problems affecting themselves can develop the most satisfying solutions if given the authority to solve those problems.

High moral standards

There is some agreement on the areas in which employee satisfaction is necessary for high morale. This area consists of the adequacy of direct supervision, satisfaction with the work itself and so on.

From the several principles above, the researcher concluded that several principles that can be applied to E-PR are as follows:

Common interests

Communicate with an approach that is appropriate to the online media used so that mutual interests can be realized.

Openness of communication

When providing online information to the public, the information must be honest and open.

Local identity

Providing opportunities for public relations to manage a good online reputation.

Local decisions

Provide space for public relations to resolve problems that occur.

Benefits of E-PR

Electronic Public Relations has become increasingly well known to most audiences. The use of the internet by Public Relations practitioners is an additional strength to assist in carrying out their duties, for all activities (Ho, 2023). Electronic Public Relations can be easily accessed by the public wherever and whenever they want. The use of the internet is very effective when viewed from today's society which cannot be separated from the internet and gadgets, because the internet creates a new perspective for each individual to fulfill their life needs (Qiao, 2021). Following are some of the benefits of electronic public relations according to Bob Julius Onggo; 1) Constant internet communication is like a security guard or secretary who never sleeps 24 hours with the potential to target the public all over the world, 2) Electronic public relations allows you to respond quickly and immediately to all problems and questions from the public, 3) The global internet market has closed the geographical gap once you are connected to the online world, 4) The interactive nature of the internet can enable you to get feedback from website visitors, 5) Two-way communication between the organization and the public, this activity can build strong and useful relationships

Apart from that, using web media for public relations purposes is a big savings on paper, printing and shipping costs. Savings are one of the benefits of using cyber-PR (Liaw, 2021). As Onggo said: PR in the physical world is considered to be able to influence market responses and responses more. The expenses are also more economical than advertising expenses (Sembekov,

2021). E-PR can make organizations more economical considering that E-PR does not require stationery or printing costs. So the benefits of E-PR can be summarized as follows; 1) Allows the public to connect with the organization 24 hours a day, 2) Make it easier for organizations to respond to problems that occur quickly and precisely, 3) Allows organizations to connect anywhere, 4) Make it easier for organizations to get feedback from the public, 5) Build relationships effectively and efficiently, 6) Save costs.

The main focus of E-PR

E-PR is the application of ICT (Information and Communication Technologies) devices which are used for PR tasks. The aim is to speed up the delivery of information and to provide a quick response to problems that arise. According to Ongo, the main focus of E-PR is targeting online media and collaborating with them to convey Public Relations messages.

According to Solis and Breakenridge, they emphasize E-PR as a communication activity, including understanding how the public uses online media and participating in interacting and providing information that can help the public. So it can be concluded that the main focus of E-PR is maximizing online media in the use of delivering messages and establishing relationships with the public. From the two views above, it can be concluded that the main focus of E-PR is how to optimize the use of technology so that relationships between organizations and the public become more effective.

E-PR Ethics

According to Austin Fogothey, in his book *Rights and Reason Ethics*, ethics is related to all sciences about humans and society such as anthropology, psychology, sociology, economics, political science and law. The difference lies in the aspect of necessity. Ethics is different from moral theology because it relies on religious principles, but is limited to knowledge generated by human energy itself. Ethics is a practical, normative science regarding human 'right and wrong behavior' and can be understood by pure reason.

Opinion from I.R. Poedjawijatna, in his book *Ethics*, states that ethics is a branch of philosophy. Ethics seeks truth and as philosophy it searches for true information as deeply as possible. The task of ethics is to find a measure of the good and bad of human behavior. Ethics wants to find out which human actions are good. In connection with the definitions or opinions of the figures mentioned above regarding ethics, a general conclusion can be drawn that 'a relationship with a person's actions that can give rise to 'judgments' from other parties regarding the merits and demerits of the actions concerned is called ethics.'

In Public Relations, the code of ethics is referred to as the Public Relations code of ethics or public relations code of ethics or public relations professional ethics. In the book *Public Relations Ethics* written by Rosady Ruslan, it is stated that public relations professional ethics is part of the field of special ethics or applied ethics which concerns social dimensions, especially the professional field. In its implementation, a publicist must be able to work or act through mature and correct considerations. A professional can distinguish ethically what can be done and what cannot be done in accordance with the guidelines of the professional code of ethics adopted by the person concerned.

The International Public Relations Association (IPRA) states the public relations code of ethics as follows; 1) Personal and professional integrity, healthy reputation, compliance with the constitution and IPRA code, 2) Behavior towards clients and employees, 3) Behavior towards the public and the media, 4) Behavior towards colleagues

Public relations professional ethics can create a synergistic relationship between an organization and its clients. Service to clients should be given special attention by public relations because as a management function in an organization or company, the role of public relations and its relationship is very close to clients and even acts as an intermediary between the organization and its clients.

While ethics in the use of information technology is the basis or value related to morals, procedures, values about right and wrong, rights and obligations about information technology and communication that is embraced by society.

Some ethics in the use of IT include; 1) Not publishing information related to pornography and nudism in any form, 2) Not publishing information that is directly offensive and negative about tribe, religion, and race, 3) Not publishing information that contains instructions to commit illegal acts, 4) Does not feature the exploitation of minors, 5) Does not publish or exchange material that contains acts of pirating, hacking, cracking, 6) If using photos or other information that is not the work of one's own work must include the identity of the source, 7) Does not carry out technical attacks to other users, 8) Respect the rules and ethics in the internet community that apply, 9) For violations committed by the manager can be reprimanded directly by members.

So from the two ethics above, it can be concluded that the ethics in using E-PR are in line with public relations ethics, but there are also several differences in E-PR ethics, including; 1) Convey accurate and honest information and public relations must be transparent regarding identity, 2) Respect individual and organizational privacy, 3) Provide consistent and trustworthy information, 4) Ensure that messages do not harm society, 5) Comply with all applicable laws and regulations applies, 6) In crisis situations, it is important to act quickly and honestly, 7) Avoid situations where personal interests can affect objectivity and professionalism, 8) Demonstrate respect and courtesy in all forms of communication, 9) Use technology in an ethical and responsible, 10) Open to feedback and criticism from the public.

Government E-PR

In government, the government's use of the internet is known as electronic governance (e-gov). E-gov is one of the strategies carried out by the government to help realize good governance. One way is through the use of websites. Where every government agency, both central and regional, is required to have its own website or portal.

The main difference between the functions and duties of public relations (public relations) in government agencies and non-government institutions (private commercial companies) is that nothing is traded or transactions occur, either in the form of goods or services offered to parties in need. commercially.

The role of Government Public Relations can be part of a tool or channel of government agencies (The Public Relations is functional as a tool or channels of government publication

activity), namely to facilitate the process of positive interaction and disseminate information regarding national or regional and provincial development publications through cooperation with the mass media/press.

In general, Public Relations/PR of government agencies has a dual role. The outgoing function is to attempt to provide information or messages in accordance with the policies and objectives of the institution concerned towards the interests of the community as the target audience. The internal function is that the public relations party is obliged to absorb the aspirations or wishes of the public/society which are aligned with the interests of the agency in order to achieve common goals.

Through the website, communication functions can be conveyed and there are several public relations activities that can be carried out, including:

To convey information

Rely on websites to convey information about government through the activities of creating news, writing articles, monitoring articles.

To be persuasive

Through government websites, public relations can influence society especially the young public who are considered technologically savvy. Public Relations carries out publication activities which are released on the website. Apart from that, websites can also be used to promote leadership. Public relations does this by displaying photos of the governor and deputy governor alternately on the website.

For entertainment

Public relations can also rely on websites for entertainment. For example, by providing a crossword puzzle menu with questions about the area.

For education

Websites are used to educate people, such as writing history about an area.

Opportunities and Challenges of E-PR in Educational Institutions

In the current era of globalization, advances in technology have built openness in society so that the use of technology is something that is commonplace in society (Lacey, 2019). The purpose of using E-PR in educational institutions is as a tool to improve the image of an educational institution to the public (Fejling, 2019). Conventional communication patterns have been replaced with new technology that is easier and more practical, namely E-PR. Some of the benefits of E-PR include; 1) Considering that the internet does not stop and has a target audience that can operate all the time, communication time will always last, 2) Fast response, without the need to guess or do research first, 3) Interactive online feedback from clients or visitors.

It is more economical for companies to use the internet because it is enough to provide clear information through the website. From the several explanations of the benefits of E-PR above, it can be concluded that several opportunities for using E-PR in educational institutions are; 1) E-PR allows communication between educational institutions and the public without limited space and time, 2) E-PR allows educational institutions to get feedback from the public, 3) makes it easier for educational institutions' public relations to promote academics and school programs, 4) makes it possible Public relations institutions monitor and analyze the effectiveness of their activities, 5)

Facilitate public relations practitioners in building a positive public image, 6) E-PR can build a strong alumni network, 7) Using E-PR in educational institutions can also save costs.

The use of Electronic Public Relations in educational institutions has many benefits which are not only felt by an educational institution, but can also be felt by the public (Yi, 2021). However, in using E-PR there are also challenges or shortcomings that cannot be replaced by E-PR, namely chemistry or the feeling of 'click' felt by the public which occurs because of direct meetings or face-to-face meetings. Apart from that, several E-PR challenges include; 1) Protect the personal information of students, parents and staff from cyber threats such as hacking and phishing, 2) Build and maintain credibility in digital communications, 3) Educational institutions that implement E-PR must continue to adapt to digital technology that continues to develop, 4) Manage criticism or negative comments without damaging the Institution's reputation, 5) Educational Institutions may face limited budget or human resources to manage, 6) Information disseminated via digital media can easily be misinterpreted so Educational Institutions must be careful in conveying information.

CONCLUSION

Electronic Public Relations (E-PR) is an adaptation of conventional public relations that utilizes internet technology and digital media to build relationships between organizations, in this case educational institutions, and the public. E-PR allows faster, more effective and efficient communication because it can be done without space and time limitations. Apart from that, E-PR also opens up opportunities for educational institutions to receive direct feedback from the public, promote academic programs, and build a positive image at a more cost-effective rate. Through the use of digital media, educational institution public relations can monitor and analyze the effectiveness of the public relations activities carried out.

Although it offers many benefits, E-PR also faces a number of challenges. The main challenges in implementing E-PR in educational institutions include maintaining the privacy of student, parent and staff data from cyber threats, as well as building credibility in the digital communications realm. In addition, educational institutions must continue to adapt to rapid technological developments and be careful in conveying information so that it is not misinterpreted. Limited budget and human resources can also be obstacles to effective E-PR management. Despite these challenges, E-PR remains a critical tool for improving public relations in today's digital era.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

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