

# Public Relations Strategy Through Social Media in Building a Positive Image in the Era of Society 5.0 At UM Laboratory Middle School, Malang City

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## Abstract

This research aims to describe how public relations strategies through social media can build a positive image of the era society 5.0 at State University of Malang Laboratory Middle School. The approach in this research is through a qualitative approach. The type of research used is a case study. Data collection techniques through in-depth interviews, observation and documentation. The results of this research are (1) the school's perspective on the positive image of schools in the era of society 5.0 through social media at the UM Laboratory Middle School in Malang City, namely (a) following developments, (b) innovation and technology programs, (c) use of social media to build a positive image; (2) a description of the image in the era of society 5.0 at the UM Laboratory Middle School in Malang City through social media, namely the school's social media depicts a situation that is actually true; (3) evaluating the results of the community relations strategy at the first Malang City UM Laboratory Middle School in the short term, the school can see the number of community interactions with the educational content created by the school; (4) the advantages and disadvantages of the social media strategy at UM Laboratory Middle School, Malang City, namely the first advantage of the strategy is that it provides direct, economical information, more reach broad, and innovative educational content. There are 2 shortcomings of the strategy, namely internal and external, from internal is the lack of human resources and time, people's understanding of mistakes that are quickly seen, from external, namely differences in terms and rules that apply to every social media platform the school uses; (5) efforts to support and solution social media strategies at the UM Laboratory Middle School in Malang City. The first is an effort to support the advantages, namely that the school strives for things related to image with sincere and sincere work. Meanwhile, the solution to overcome obstacles is that public relations become a liaison between the school and the community through social media.

**Keywords:** public relations, social media, school image, society 5.0 era

## 1. Introduction

The increasingly advanced development of education creates competition between educational institutions is becoming increasingly strict and open, especially now that there is a zoning system for state school registration, which is causing the problem of unequal distribution of students, especially in big cities, therefore many students are switching to private schools. However, there are still many private schools that are having problems attracting new students, due to the large number of educational institutions in the city. One of the school's efforts to face this competition is to build the school's image in the eyes of the community (public). Public relations are activities to create and gain respect, trust, support and understanding of society (Suryosubroto, 2012).

People who act as customers of educational services are looking for something different from the general products usually marketed by educational institutions. So educational

institutions need to update their ideas so that the products or services offered are attractive and of high quality, as stated by Ramadina et al., ( 2021) that in marketing education, schools must be able to create superior and unique programs so that people are interested in choosing that school.

Current educational institutions are still not maximizing educational marketing , in fact many still don't know how important this is. Education providers are required to continue to be creative in bringing out the advantages and uniqueness of their schools so that educational service customers need and want them (Madani, 2020).

For this reason, educational institutions feel the need to develop educational marketing strategies amidst competition with other educational institutions, because educational marketing strategies are important things that have a broad impact on educational institutions themselves. According to Rizky et al. (2020) one of the educational marketing strategies that is often used by educational institutions is promoting schools through distributing brochures, putting up pamphlets or banners, through teachers who are teaching staff at schools, visiting their schools directly to get information related to the school and so on.

Apart from that, Malang City UM Laboratory Middle School is one of the 7 best private middle schools in Malang City according to the Ministry of Education and Culture (Gina, 2023). Schools are starting to realize the importance of building a positive image through social media. The steps taken in implementing the strategy through social media are by creating a special team in creating content on social media for schools.

The reason the researcher conducted this research was because the UM Laboratory Middle School in Malang City is one of the 7 best private middle schools in Malang City (Gina, 2023). Malang City UM Laboratory Middle School is a public private school that applies the Cambridge curriculum in Malang City, where other public private schools still use the national curriculum (kliping-um, 2018). Then the school's social media, especially Instagram, UM Laboratory Middle School, Malang City, has more followers than the other 7 best private schools in Malang City.

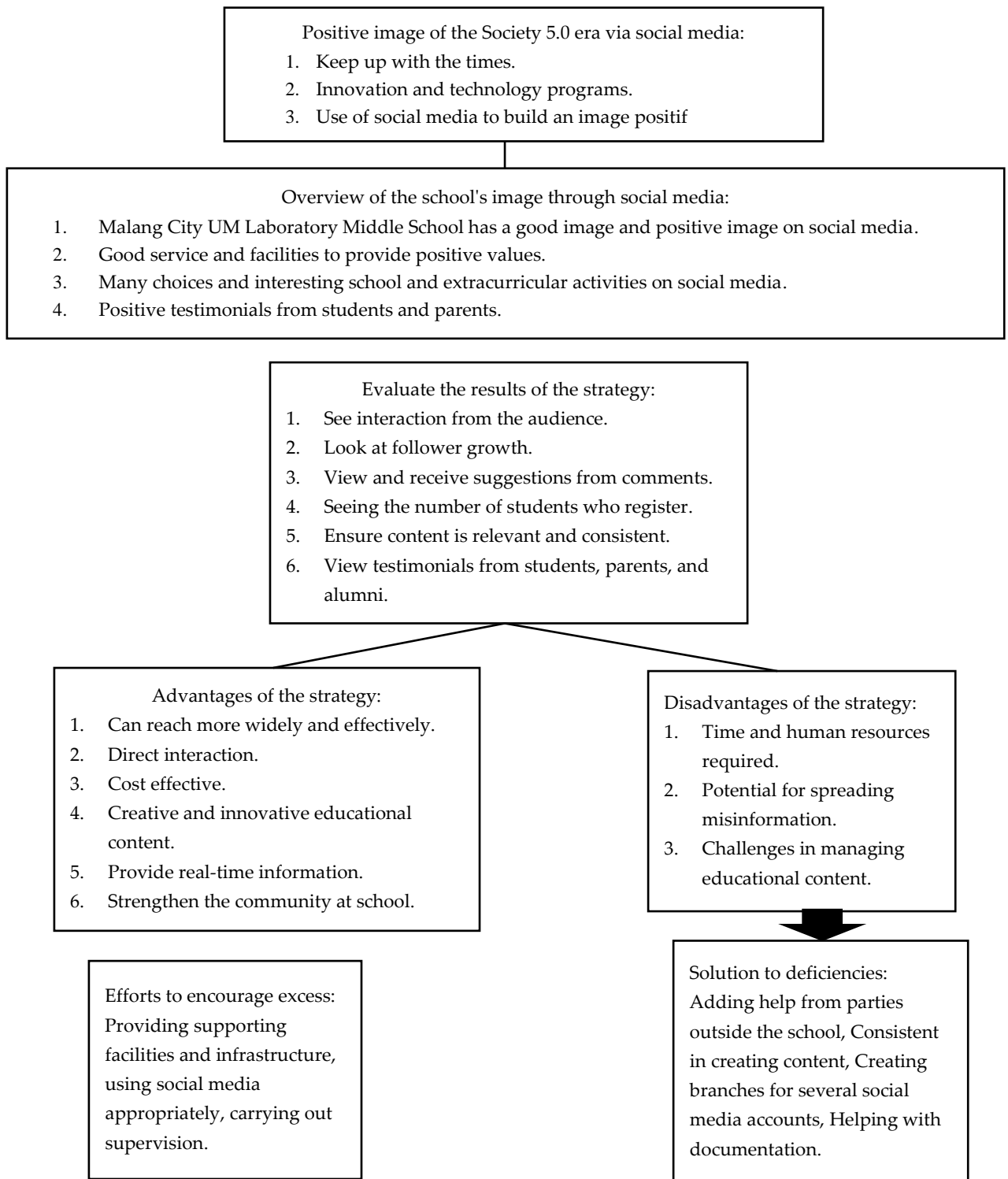
## **2. Method**

The approach in this research is through a qualitative approach. The type of research used is a case study. Data collection techniques through in-depth interviews, observation and documentation. Data analysis was carried out by data reduction, data presentation, and drawing conclusions. In checking the validity of the data, the researcher applied diligent observation, triangulation, and checking informants (members check). The research stage was carried out in the planning stage, implementation stage and reporting.

## **3. Results and Discussion**

### **3.1 Result**

Public relations strategies carried out in building an image positive through social media in the Society 5.0 era, namely planning, implementing, monitoring, evaluating, and continuing to innovate following current developments. The following is a chart of the overall findings regarding the public relations strategies carried out in building a positive image of the school through social media in the Society 5.0 era as follows



**Figure 1. Chart of Findings on Public Relations Strategies Through Social Media in Building a Positive Image in the Society 5.0 Era.**

### **School Perspective on the Positive Image of Schools in the Era of Society 5.0 M through Social Media UM Laboratory Middle School Malang City**

Research findings related to the positive image of the Society 5.0 era through school social media are in 3 aspects as follows: 1) Keeping up with the times. Using social media as a promotional strategy helps schools stay relevant and connected to the digital generation, so they can attract more students and increase their positive image in the eyes of the public. Thus, promotional strategies through social media not only help schools increase visibility and attractiveness, but also ensure that they remain relevant amidst rapid technological developments and social change; 2) Innovation and technology programs. Demonstrating innovation in education can attract the attention of students and parents who are looking for education that is modern and relevant to the needs of the times, as well as showing that the school is always trying to improve the quality of its learning through educational content shared on school social media; 3) Utilization of social media to build a positive image. In the era of society 5.0, social media has become a very effective tool for building and strengthening a positive image of schools. Through social media (Instagram, YouTube, TikTok, Facebook, School Website, WhatsApp) schools can directly communicate with students, parents and the wider community, as well as show their various initiatives and achievements. Thus, effective use of social media can help schools build a positive image of the school on social media.

By using social media as a promotional tool, schools can ensure that they remain visible and attractive to students and the community. Through various platforms such as Instagram, YouTube, TikTok, Facebook, school websites, and WhatsApp, schools can expand their reach. The promotion and ensuring that positive messages about the school can spread quickly and widely. Thus, the use of social media not only helps improve the positive image of the Malang City UM Laboratory Middle School but also ensures that the school remains relevant amidst rapid technological and social changes, this is in line with the theory of Kaplan and Haenlein in Haromain (2023) on the use of social media digital such as, interactivity, involvement, and the influence of social media in building a positive image, and managing public opinion or society through social media. More advanced the culture, the more sophisticated the technology used. In addition, the use of technology includes all aspect life including in the field of Education (Sukardi, 2021).

By utilizing social media effectively, schools can build deeper connections with the community and increase their trust and reputation, this is in line with Triwiyanto (2015) that actively participating in activities both in the academic and non-academic fields is able to build a positive image of the school or institution education.

### **Image Description in the Era of Society 5.0 SMP Laboratory UM Malang City Through Social Media**

Research findings related to the image of schools in the era of society 5.0 through social media are in 4 aspects as follows: 1) Malang City UM Laboratory Middle School has a good image and positive image on social media, is well known to the public and is popular with the public. Parents also believe in sending their children to Malang City UM Laboratory Middle School because they have seen digital traces or good images through school social media such as student achievements on the school website and school Instagram; 2) Good service and facilities to provide positive values. This will also have a good impact and build a good positive image in

society, stakeholders and students. Good services and facilities that are in accordance with those on school social media are the main key in building a positive image on social media; 3) There are many choices and interesting school and extracurricular activities on social media. Sharing photos and videos of school activities, such as flag ceremonies, art performances, social services, or extracurricular clubs, shows active school life. This can also reflect the school's support for the development of students' social and leadership skills. Showing various school activities gives an idea that the school does not only focus on academics, but also pays attention to the development of other skills that are important for student growth; 4) Positive testimonials from students and parents. Sharing testimonials from students and parents about their experiences at school can provide a more personal picture of life at school. Positive and honest testimonials can be very effective in building a positive image.

The image of a school in the era of society 5.0 is a person's depiction or assessment of an educational institution or school via social media. Image can be said to be good and image is not good. In depicting an image, it can be through real situations in the school and packaged to be uploaded on the school's social media. This is as explained by Imron & Sumarsono (2017), the image is formed from how the institution carries out its operational activities which have the main basis in terms of service.

Then, with a good image like that of Malang City UM Laboratory Middle School, namely as a child-friendly driving school, along with very superior activities, programs and achievements, this can provide an attractive image and reputation. This is in line with the theory of Imron & Sumarsono (2017) that image will influence trust or the public trust in the school. Public This trust can help schools compete with other educational institutions.

Malang City UM Laboratory Middle School also has various interesting programs and activities as a forum for students to channel their talents and interests and what is unique is that this program is not available in other schools. This is similar to the opinion of Munir & Ma'sum (2022) that the positive image of schools on social media, in this case is the image of an educational institution regarding the good and bad of that educational institution.

### **Evaluating the Results of the Community Relations Strategy at the UM Laboratory Middle School, Malang City**

As for evaluating the results of the strategy in building a positive image on social media in the Society 5.0 era at the UM Laboratory Middle School, Malang City, as follows: 1) See interaction from the audience. Measures how many people interact with school social media content, such as likes, comments, and shares. A high level of interaction indicates that the content being shared is relevant and interesting to the audience. Evaluate the level of interaction by looking at the number of likes, comments, and shares on each upload to ensure the educational content created is effective in attracting the attention of the audience; 2) Looking at the growth of followers (Following). Monitor the growth of the number of followers on all school social media accounts. The increasing growth shows that more and more people are interested and want to follow school developments. The growth of followers on social media is an important indicator to measure the extent of reach and interest in the activities and achievements of the Malang City UM Laboratory Middle School; 3) View and receive suggestions from comments. Judging from the comments and messages received on social media, whether they are positive, negative, or neutral. Positive comments indicate that the school's image in the

eyes of the public is good. We analyze audience comments from comments and messages to ensure that the response to our education is generally positive and builds a good image of the school; 4) Seeing the number of students who registered. Measure how effective social media strategies are in driving action, such as new student enrollment or participation in school events; 5) Ensure content is relevant and consistent. Evaluate whether the content shared is relevant to the school's values and mission and consistent in conveying a positive message. Relevant and consistent content helps build a strong school identity and image. Thus, always ensuring that the content shared is relevant to school values and consistent in conveying messages that build a positive image can build a good positive image on social media in the Society 5.0 era; 6) View testimonials from students, parents and alumni. Collect and analyze feedback and testimonials from students and parents. Positive feedback can be used as promotional material and validation of the success of a social media strategy, using positive testimonials as promotional material on social media.

Activities after implementation are evaluation activities. Evaluation aims to correct, review, whether school activities have been carried out well according to plan or not optimally. In this evaluation activity you will be able to find out the obstacles, obstacles and deficiencies that occur in the process of implementing public relations activities. This is explained by Nasution (2020) that evaluation is a system function that makes adjustments to plans, ensuring that deviations from system goals are only within tolerable limits.

Collect and analyze feedback and testimonials from students, parents. Positive feedback can be used as promotional material and validation of the success of a social media strategy, using positive testimonials as promotional material on social media. This is in accordance with what was stated by Effendy in Harini (2014) that in evaluation or assessment the function is to review the implementation of a plan consisting of programs whose preparation is supported by the results of research carried out carefully and in the evaluation a review of the factors is carried out. obstacles in planning or in the implementation process.

These functions in planning for the school community must work together in a unified manner because each school member has their own role and function so that if all parties can work together well then this will facilitate the process of achieving common goals (Wijaya & Al Amin, 2020).

### **Advantages and Disadvantages of Social Media Strategy at UM Laboratory Middle School, Malang City**

Some of the advantages of the strategy of building a positive image of the school through social media at the UM Laboratory Middle School in Malang City are as follows: 1) Can reach more widely and effectively. Social media allows schools to reach a wider community, including prospective students, parents, alumni. This social media allows the dissemination of information quickly and effectively; 2) Direct interaction. Through social media, schools can interact directly with students, parents, and alumni, thereby strengthening relationships and building closer relationships; 3) Cost effective. Using social media as a promotional tool is very profitable in terms of costs, making it possible to reach many people without spending a lot of money such as making banners; 4) Creative and innovative educational content. Schools can express creativity through interesting and innovative content on social media, such as videos of student achievements and inspiring stories from alumni; 5) Providing real- time information. Through

social media, schools can convey the latest information quickly and efficiently, ensuring everyone is always informed about school activities and programs; 6) Strengthening communities in schools. Schools use social media to build strong and solid communities, where every member feels connected and involved in school activities.

Some of the shortcomings of the strategy of building a positive image of the school through social media at the UM Laboratory Middle School in Malang City are as follows: 1) Time and human resources required. Effectively managing all your social media accounts requires a lot of time, energy, and resources. Teams need to be consistent in creating and monitoring content. So, managing social media requires time and a sufficient team to produce consistent content and monitor interactions on social media; 2) Potential for spreading misinformation. Social media risks spreading misinformation that could damage a school's reputation if not immediately corrected, because a little bit of misinformation is seen more quickly by viewers; 3) Challenges in managing educational content. Keeping content consistently relevant and of high quality is a challenge because you must always attract audience interest by creating content that is currently in high demand and then repackaging it into educational content.

The image of the school in educational institutions is made the main and important thing because it is to attract people who see whether the school's image is good or not. The school's image can be seen from the services provided to the community, or stakeholders and the achievements obtained by students which can now be seen through the school's social media.

According to Imron & Sumarsono (2017) there are many forms of public imaging in schools, including: (1) imagery related to the school's physical environment; (2) imaging of the services provided; (3) imagery related to learning, (4) imagery related to the attitudes and behavior of school residents; (5) image related to transparency of school programs and budgets; (6) image related to the school's academic and non-academic achievements; and (7) imagery related to the existence of alumni.

Meanwhile, there are two shortcomings in building the school image at UM Laboratory Middle School, Malang City, namely the lack of internal and external strategies. Disadvantages of internal factors are as follows: (1) Lack of time and human resources, (2) Potential for spreading misinformation. Furthermore, there are external shortcomings, namely the challenge of managing educational content on all school social media. Keeping the content consistently relevant and of high quality is a challenge for schools.

This is explained by Qibtiyah (2018) as the obstacles that occur in building a positive image: (a) the community does not understand education and understanding of the school community itself and does not understand good relations between the school and the community, (b) lack of good communication between the school community and the community, so that communication is ineffective between the school community and the community/parents. Then added by Grant in Utari (2017) the basic practical obstacles for minorities to participate are: (a) lack of public knowledge; and (b) lack of human resources.

## **Supporting Efforts and Solutions for Social Media Strategy at UM Laboratory Middle School, Malang City**

Several efforts to encourage the advantages of the strategy of building a positive image of the school through social media at the Malang City UM Laboratory Middle School, are as follows: 1) Providing supporting facilities and infrastructure. The school helps by providing facilities and infrastructure that help in creating educational content, for example creating a special Podcast room along with a special computer for video editing, the school even provides a special cellphone for this activity; 2) Proper use of social media. Choosing social media that suits your target is very important. Each social media has different characteristics and user markets. For example, Instagram and TikTok may be more effective for reaching students, while Facebook, Instagram, school websites, YouTube are suitable for all groups, both students and parents, and WhatsApp is more suitable for disseminating internal information. Schools need to understand where their targets are most active and focus on building a strong presence on those social media platforms; 3) Carry out supervision. Schools help by continuously monitoring the progress of educational content creation activities, such as continuously reminding the social media team about the time limit for when content must be uploaded.

Optimizing efforts to support the advantages of strategies for school image is very important, because if these supporting efforts are carried out then activities that influence image will produce maximum results. The next support effort is hard work, sincere work, and thorough work. If these efforts are made, it is hoped that the desired school goals can be achieved.

This is in line with the theory of Harun & Sudaryanti (2020) that in designing school branding through the characteristics used and uniqueness which refers to the suitability of the formation of certain main values which are the school's priorities. Then Zakaria et al., (2023) argue that educational institutions can build an impression of quality, both product quality and service quality. Educational institutions can also build a good perception in society.

Public relations is expected to be able to overcome various obstacles in carrying out school branding. These solutions are implemented so that the school's image continues to improve and continues to have a good image in the community. Marketing strategy activities via social media at UM Laboratory Middle School in Malang City involve all school members, this is in accordance with the opinion of Adam (2015) who explains that all school members are given tasks and functions according to their competencies, talents and interests.

### **4. Conclusion**

Based on the results of the research that has been carried out, the following conclusions can be drawn: (1) The school's perspective on the positive image of the school in the Society 5.0 era through social media at the UM Laboratory Middle School in Malang City. The school's perspective on a positive image during the Society 5.0 era as a whole, namely the use of social media by schools in building a positive image of the school in the Society 5.0 era, is a must; (2) Image description in the Society 5.0 era of Malang City UM Laboratory Middle School via social media. The positive image of the current Society 5.0 era on school social media is depicted through situations that are true; (3) Evaluate the results of the community relations strategy at the UM Laboratory Middle School in Malang City. Schools have their own way of evaluating the results of strategies, this is usually done in the short term and long term; (4) The advantages and disadvantages of social media strategies at UM Laboratory Middle School, Malang City. The

advantage of the strategy of building a school image through social media at the UM Laboratory Middle School in Malang City is that it provides direct, economical information cost, more reach extensive, and innovative educational content. There are two shortcomings in building the school image at UM Laboratory Middle School, Malang City, namely the lack of internal and external strategies ; (5) Supporting efforts and social media strategy solutions at UM Laboratory Middle School, Malang City. The school strives for matters related to image with sincere and sincere work, thereby improving the image of the school which is expected to produce maximum results according to what has been done and this Islamic and academic character also supports the image, and the school always promotes the real conditions existing in the school. Meanwhile, the solution to overcome obstacles in improving the school's image through social media in the era of society 5.0 at the UM Laboratory Middle School in Malang City is that public relations become a liaison between the school and the community through social media, creates good communication, and fosters good relationships in a way that the school must continue to monitor. and monitoring the creation and interaction on school social media.

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