

## **PUBLIC RELATIONS MANAGEMENT IAIN BONE IN DISCLOSURE OF INFORMATION ABOUT CAMPUS**

**Qudratullah**

State Islamic Institute of Bone

[qudratullah@iain-bone.ac.id](mailto:qudratullah@iain-bone.ac.id)

### **Abstract**

This research aims to explore the management of IAIN organizations Bone in disseminating information about the campus. Management needed to achieve goals in a measured manner so that they are not original just do it. But there is a map to reach the destination. These stages include planning, organizing, implementing, and supervision. Need to dig deeper into the management of IAIN Bone organization in an information disclosure to the public. This study uses a qualitative method. Research data was collected through observation, interviews, and documentation. Primary data was taken from selected informants to explore organizational management in disseminating information about the campus. While the data is secondary to previous literature-relevant works of literature in this research. The data is presented in descriptive analysis. Data collected was analyzed by reducing the data, then presenting it, and finally drawing conclusions. Research result shows that Planning for dissemination of IAIN Bone information is carried out in a careful and gradual manner namely with editorial planning, design and working time, and dissemination of information. Organizing is done by dividing the work desk and duties to every human resource in it according to the potential and competence possessed. Implementation disseminating information in several media owned. Among them is Instagram @iainbone\_ and Facebook fan page with an account IAIN Bone and a website with the address [www.iain-bone.ac.id](http://www.iain-bone.ac.id). Supervision was conducted to evaluate the results of the performance that has been done. The goal is to improve information service systems for the Public.

***Keywords:*** *Digital Media, Information, Organizational Management*

## **Introduction**

Information in the current era has become one of the basic human needs along with the development of information and communication technology that is increasing rapidly. Information disclosure reform shows that today's society really needs a variety of information as per their needs. On the other hand, existing institutions are also required to provide excellent service in providing fast and accurate information to the public.

This effort is a form of effort to continue to exist in the midst of human life that tends to choose and use fast and practical services. Moreover, public information disclosure has been ushered in Law Number 14 of 2008. In the Law on Public Information Disclosure, it is stated in article 3 that one of the objectives of public information disclosure is to "Improve the management and service of information within the Public Agency to produce quality information services". (Public Information Disclosure Act, 2018:4). Each institution has a policy in its own efforts to provide excellent service related to information disclosure to the public. Including universities that are required to be responsive in disseminating information about campuses to the general public and the academic community in it. Currently, universities have various means of conveying information to the public.

The development of information and communication technology certainly has an impact on making it easier to be 'closer' to the community. In addition to websites, social media such as Facebook, Twitter, Instagram, and other social media are also used in disseminating information to the public. However, of course, despite having found many suggestions, it is necessary to have good management in regulating all information services to the public.

Public relations management is needed in facing competition among existing universities. People certainly like universities with excellent service in all aspects, including information services. as it is known that management is a process or framework that involves guidance or direction of an institution or group in achieving the goals that have been set. Group members are directed to carry out the stages as a process of achieving goals. Group members are directed to do what should be done, determine the way, and understand how to do the way that has been

determined by measuring all the possibilities that will happen. (Terry, 2005: 1).

Management is needed to achieve goals in a measurable manner so that it does not just do it. But there is a map to reach the destination. These stages include planning (planning), organizing (public relations), actuating (implementation), and controlling (supervision) (Terry. 2010: 9). These four stages are important stages that are described in more detailed stages for the achievement of public relations goals. From this description, it is necessary to dig deeper into the public relations management of IAIN Bone in the disclosure of information to the public.

## **Research Method**

This study aims to describe and describe the management of the IAIN Bone organization in the disclosure of information about the campus. This study uses a qualitative method. The research location is at the State Islamic Institute (IAIN) Bone campus on Jalan Hos Cokroaminoto, Watampone.

Research data were collected through observation, interviews, and documentation. Primary data is taken from selected informants to explore organizational management in disseminating information about campuses. While secondary data from previous works of literature is relevant to this research. The data are presented in descriptive analysis. The collected data is analyzed by reducing the data, then presenting it, and finally drawing conclusions.

## **Results and Discussion**

Implementation of IAIN Bone Organizational Management in disseminating information is described in the following stages:

### **Planning**

Planning is the initial stage in disseminating information to the public. IAIN Bone has determined several plans that are considered appropriate to be realized in the next stage. As stated by Gary A. Yuki, planning means the first step in deciding what to do, how to do it, who will do it, and when it will be done (Yuki, 1998: 66).

"Before the information is created and distributed, we certainly do some planning in advance. Especially the editorial information that will be disseminated. We also set the means of information to be disseminated anywhere" (Humans IAIN Bone, 2019).

The information disseminated is packaged as attractively as possible in terms of design appearance and also an editorial that is comfortable for the public to read.

"We write information by paying attention to the design of the information packaging and also the editorial. We do that because not all of us use media that demands that the appearance tends to be comfortable to read because the design is good or the editorial is complete. For example, the Instagram that we use to disseminate campus information. It is necessary to create attractive designs and concise and clear writing so that readers are comfortable reading it" (Humans IAIN Bone, 2019).

Planning that is no less important according to the Public Relations of IAIN Bone is the preparation of the right time when it is carried out and when it is disseminated.

"We also plan the time to work on and the time to disseminate the information that has been determined. This is so that the risk of delays in information does not occur so that people who need it, especially students related to academic information, are fully received and clear" (Humas IAIN Bone, 2019).

From these data, it can be concluded that the planning for the dissemination of information on IAIN Bone is carried out in a careful and gradual way, namely by editorial planning, design and processing time and information dissemination

## **Organizing**

Organizing is the second stage that must be done after careful planning. A series of activities will be carried out in compiling managerial performance which aims to carry out the plans that have been set by first

establishing the task structure, each of which is charged to existing human resources.

Organizing is the process of distributing work desks to each human resource according to their potential and competencies. The tasks given will be carried out individually by always coordinating with one another (Fattah, 2008,71).

The organizing process will result in a formulation of the organizational structure and task desk of each human resource as its full responsibility. The structure is organizational a picture of work divided by tasks that will be coordinated in achieving goals. (Munir, 2006:119).

This organization emphasizes strong cooperation between human resources who take advantage of their strengths and potential according to their fields. Indeed, this organization is not just divided, but it is necessary to look at the talents and interests of every human resource who will work and cooperate with each other comfortably and calmly.

In disseminating information, IAIN Bone certainly organizes to divide the tasks of the members in it.

"Of course, the division of tasks is carried out so that the work does not get stuck. We divide according to the talents and interests of the existing members. So there is indeed someone who specifically collects information, writes editorials, designs, and disseminates it. We do all of that in a structured and organized manner" (Humans IAIN Bone, 2019).

In addition, the assigned tasks are also set with a deadline so that the dissemination of information does not risk being spread late.

"Distribution needs to be timely. In addition to dividing tasks, we also provide work limits or deadlines for each task given to each member. Those who write must write immediately, as well as those who design and distribute it in every means of information" (Humans IAIN Bone, 2019).

Organizational structure is an absolute thing for every member to do. If unable to do so, another individual is given the authority to change work.

"The tasks that have been distributed are absolute. But if there are obstacles, other members will be ordered to work on them so that they

don't have an impact on late information being disseminated. In essence, we are working hard so that information is disseminated quickly and accurately" (IAIN Bone 2019 PR).

From these data, it can be concluded that the organization in disseminating information about the IAIN Bone campus is carried out by dividing work desks and tasks to each of the human resources in it according to their potential and competencies.

This is in line with the activities carried out in the organization, namely:

- a. Defining work, namely identifying the main activities to determine the main needs in achieving the target. This stage has not been considered and the *job desks* of each member have not been divided.
- b. Grouping work, which is to design or describe the organizational structure that is divided per member so that they have their respective responsibilities.
- c. Assigning work, which is to allocate work targets for each member. In dividing the work to each member, it must be done with accountability so that there are no irregularities in it.
- d. Integrating work, which combines one job with another so that all data goes according to plan. Integrating work should not overlap so that nothing is missed and becomes an omission. (Abeng, 2006:111).

## **Implementation**

Implementation is the third stage by executing the initial plan through the division of tasks that have been carried out. Every human resource in it works according to the division of tasks without denying coordination with other members. In this implementation, the briefing is also carried out by not missing any of the plans that have been set from the start. Implementation is also not just done, there needs to be directed so that it is carried out according to the plan in order to achieve the goals to be achieved (Syukur, 2011:10).

Implementation of the plan is carried out with guidance from superiors. The members in it cannot be released just like that. They still

need to be guided so they don't work arbitrarily. The purpose of guiding is done to direct it to work in accordance with the existing corridor.

However, it should be noted that the provision of guidance is not on the pressure of power but the ability to provide direction and motivation to work as capital of strength for members. (Agustian, 2000:107).

In carrying out the dissemination of information about campuses, IAIN Bone disseminates information quickly because it already has templates for several existing facilities.

"Information is collected and then a narrative and design are made. The work is short. It only takes a few minutes because we already have a clear template. Likewise, for image designs for Instagram, there is already a design template so there is no need to design from scratch again" (Humans IAIN Bone, 2019).

Dissemination of information about the IAIN Bone campus was also carried out in several media. These include the IAIN Bone fan page, Instagram, and the campus website.

"We disseminate information through the IAIN Bone fan page, Instagram, and the campus website. The presentation is certainly different. There are full writings, pictures with short and clear writings" (Humans IAIN Bone, 2019).

The media is distributed with an account in the name of IAIN bone. This is of course because on behalf of IAIN Bone as an institution that disseminates information.

"Currently we are disseminating information on several accounts. The Instagram account is named @iainbone\_ and the Facebook fan page with the IAIN Bone account and a website with [www.iainbone.ac.id](http://www.iainbone.ac.id). Those are all the media we use. We are also trying to respond if no feedback from the community" Although basically the effort to explain information is prioritized so that there are no more questions. (Humans IAIN Bone, 2019).

It can be concluded that IAIN Bone disseminates information in several media owned. Among them are Instagram @iainbone\_ and a Facebook fan page with an IAIN Bone account and a website with the address [www.iain-bone.ac.id](http://www.iain-bone.ac.id). The media used is also a means to respond to the public's response to information distributed by IAIN Bone. Although

basically efforts to explain information are prioritized so that there are no more questions. Information is collected and then a narrative and design are made. The work is short, only a few minutes because we already have a clear template. Likewise, for image designs for Instagram, there is already a design template so there is no need to design from scratch again.

## **Controlling**

Controlling processes is the last stage in management. This supervision is an evaluation stage of the implementation that has been carried out previously. All efforts to implement activities are carried out to ensure that all plans run as expected. (Didin and Hendri, 2003:156).

In controlling processes or supervision, it is also hoped that further improvements are found if errors are found in the activities carried out so that in the future, they will get maximum results.

According to the Public Relations of IAIN Bone, there are several things that need to be considered in supervision, namely mistakes that should not be repeated.

"By supervising the three previous stages, it becomes a lesson not to make mistakes or become deficient. This supervision is very important. We strive to provide the best information services for the community. Therefore, we carry out supervision" (Humans IAIN Bone, 2019).

The supervision carried out is also monitored through the comment column available on the media used to disseminate information.

"Our monitoring also looks at the community's response through the comments column. Be it on Facebook, Instagram, or the website. Of course, if there are deficiencies, they will be commented on, especially those who are the most active and active on Instagram" (Humans IAIN Bone, 2019).

The supervision carried out is also expected to be able to improve the information disclosure service system to the public in an excellent manner.



"The supervision that we carry out on the performance that has been carried out is of course aimed at improving the information service system to the community. Of course, we will strive for future development for the dissemination of better campus information" (Humans IAIN Bone, 2019).

Table 1. Result of the research

No.	Public Relation Management	Implementation
1.	Planning	Planning for the dissemination of information on IAIN Bone is carried out in a careful and gradual way, namely by editorial planning, design and processing time, and information dissemination.
2.	Organizing	Organizing of the dissemination of information on the IAIN Bone campus is carried out by dividing work desks and tasks to each of the human resources in it according to their potential and competencies
3.	Actuating	Implementation of information dissemination in several media owned. Among them are Instagram @iainbone_ and a Facebook fan page with an IAIN Bone account and a website with the address <a href="http://www.iain-bone.ac.id">www.iain-bone.ac.id</a> . The media used is also a means to respond to the public's response to the information disseminated by IAIN Bone. Although basically efforts to explain information are prioritized so that there are no more questions. Information is collected and then a narrative and design are created. The work is short, only a few minutes because we already have a clear template. Likewise, for image designs for Instagram, there are already design templates so there is no need to design from scratch again. The supervision carried out by IAIN Bone in disseminating information is by observing the comments column of the information

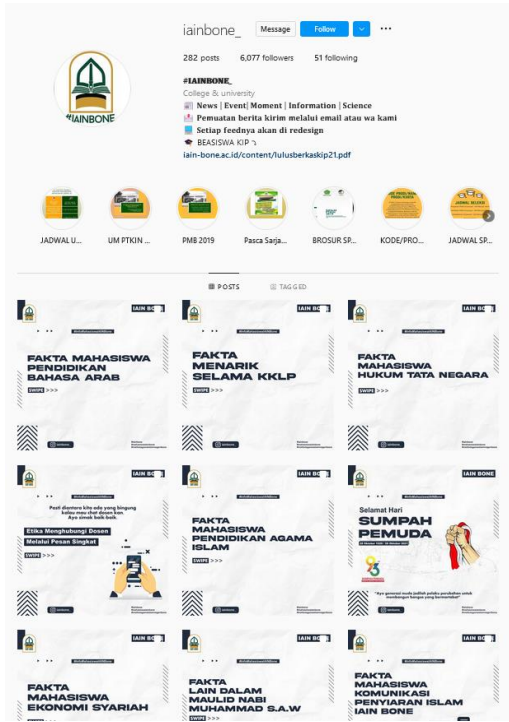
No.	Public Relation Management	Implementation
		dissemination media used by IAIN Bone, either through Facebook, Instagram, or the campus website.
4.	Controlling	Control is carried out to evaluate the results of the performance that has been carried out. Of course, it aims to improve the information service system for the public. Of course, in the future, we will strive for better campus information dissemination.

*Source: results of data processing by researchers*

In other words, the control process carried out by IAIN Bone in disseminating information is by observing the comment column of the dissemination media used by IAIN Bone, either through Facebook, Instagram, or the campus website. management control is carried out on the performance results that have been carried out.

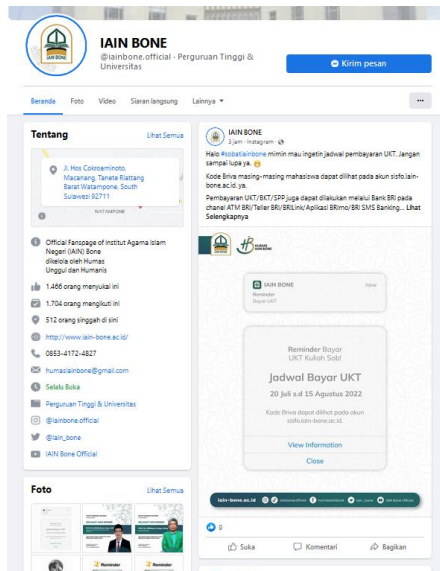
Rather, it aims to improve the information service system for the public. Then, the officeholders will make efforts to develop the campus for better information dissemination.

Picture 1: Display of IAIN Bone on Instagram



Source: Instagram.com/iainbone\_, 2022

Picture 2: Display of Fanpage Facebook IAIN Bone



Source: facebook.com/iainbone, 2022

Picture 3: Display of the Posting on Fanpage Facebook IAIN Bone



Source: facebook/iaibone, 2022

Picture 4: Display of the Feed Back Comment Column on Instagram



Source: Instagram.com/iaibone\_, 2022

## **Conclusion**

From the data collected, the results showed that the management of the IAIN Bone organization in the disclosure of information about the campus was carried out by planning the socialization of IAIN Bone carefully and gradually, namely by editorial planning, designing, and processing time, and disseminating information. The implementation of the dissemination of information about the IAIN Bone campus is carried out by dividing work desks and tasks to each HR in it according to their potential and competence. Implementation of information dissemination in several media owned. Among them are Instagram @iainbone\_ and a Facebook fan page with an IAIN Bone account and a website with the address [www.iain-bone.ac.id](http://www.iain-bone.ac.id).

The media used is also a means to respond to the public for responses to information distributed by IAIN Bone. Although basically efforts to explain information are prioritized so that there are no more questions. Information is collected and then a narrative and design are created. The work is short, only a few minutes because we already have a clear template. Likewise, for image designs for Instagram, there is already a design template so there is no need to design from scratch again.

The supervision carried out by IAIN Bone in disseminating information is by observing the comment column of the information dissemination media used by IAIN Bone, either through Facebook, Instagram, or the campus website. Supervision is carried out to evaluate the results of the performance that has been carried out. Of course, it aims to improve the information service system for the public. In the future, the manager will seek better campus socialization.

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