



DISERTASI

Diajukan untuk memenuhi salah satu syarat guna meraih gelar
Doktor Ilmu Manajemen

Judul:

**MANAJEMEN REPUTASI DI PERGURUAN TINGGI SWASTA (PTS)
MELALUI PEMBERDAYAAN HUMAS**

Disusun oleh:

**PAULA TJATOERWIDYA ANGGARINA
NIM. 118211001**

**PROGRAM STUDI DOKTOR ILMU MANAJEMEN
PROGRAM PASCASARJANA
UNIVERSITAS TARUMANAGARA
2024**



PENGESAHAN DISERTASI

Nama : Paula Tjatoerwidya Anggarina
NIM : 118211001
Program Studi : Doktor Ilmu Manajemen
Judul Disertasi : Manajemen Reputasi di Perguruan Tinggi Swasta (PTS)
melalui Pemberdayaan Humas
Promotor Utama : Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU., A.E.
Promotor Pendamping : Dr. Dra. Fransisca Iriani Roesmala Dewi, M.Si.

Disertasi tersebut telah diuji pada sidang Terbuka/Promosi, tanggal 10 Juni 2024 dan dinyatakan lulus, dengan Tim Penguji terdiri dari:

Ketua : Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU., A.E.
Anggota : 1. Dr. Dra. Fransisca Iriani Roesmala Dewi, M.Si.
2. Prof. Dr. Haris Maupa, S.E., M.Si.
3. Eko Suhartanto, S.T., M.T., Ph.D.
4. Dr. Drs. Eddy Supriyatna-Mz, M.Hum., M.M.
5. Prof. Dr. Mts. Arief, S.E., M.M., MBA., CPM.

Jakarta, 10 Juni 2024

Promotor Utama

Prof. Dr. Ir. Agustinus Purna Irawan, M.T.,
M.M., IPU., A.E.

Promotor Pendamping

Dr. Dra. Fransisca Iriani Roesmala Dewi,
M.Si.

Mengesahkan

Direktur
Program Pascasarjana,

Prof. Dr. Ir. Agustinus Purna Irawan, M.T.,
M.M., IPU., A.E.

Ketua Program Studi
Doktor Ilmu Manajemen,

Prof. Dr. Haris Maupa, S.E., M.Si.

PERNYATAAN KEASLIAN

Yang bertanda tangan di bawah ini:

Nama : Paula Tjatoerwidya anggarina
NIM : 118211001
Program Studi : Doktor Ilmu Manajemen Program Pascasarjana
Judul Disertasi : Manajemen Reputasi di Perguruan Tinggi Swasta (PTS)
melalui Pemberdayaan Humas
Promotor Utama : Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU., A.E
Promotor Pendamping : Dr. Dra. Fransisca Iriani Roesmala Dewi, M.Si.

Menyatakan dengan sebenar-benarnya bahwa Disertasi ini merupakan karya ilmiah saya sendiri dibawah bimbingan Promotor Utama dan Promtor Pendamping dan sepanjang pengetahuan saya di dalam naskah Disertasi ini tidak terdapat karya ilmiah lain yang pernah diajukan/ditulis/diterbitkan sebelumnya, kecuali yang secara tertulis dikutip dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila dikemudian hari ternyata di dalam naskah Disertasi ini dapat dibuktikan terdapat unsur-unsur plagiasi dan kecurangan, saya bersedia menerima sanksi atas perbuatan tersebut sesuai dengan peraturan perundang-undangan yang berlaku, termasuk peraturan di Universitas Tarumanagara.

Jakarta, 01 Juni 2024

Yang membuat pernyataan



Paula T. Anggarina
NIM : 118211001

KATA PENGANTAR

Puji syukur kepada Tuhan, atas berkat dan kasih-Nya, karena penelitian disertasi ini dapat diselesaikan tepat waktu dan disusun sebagai salah satu syarat untuk mengikuti ujian terbuka di Program Studi Doktor Ilmu Manajemen, Program Pascasarjana Universitas Tarumanagara.

Judul penelitian disertasi ini adalah **Manajemen Reputasi di Perguruan Tinggi Swasta (PTS) Melalui Pemberdayaan Humas**, merupakan rencana penelitian disertasi yang ditujukan untuk menghasilkan sistem manajemen reputasi melalui pemberdayaan Humas PTS dengan membangun pengelolaan informasi dan komunikasi untuk meningkatkan kepercayaan para pemangku kepentingan yang berdampak pada keberlanjutan.

Penulis mengucapkan terima kasih atas semua bimbingan yang telah diberikan kepada penulis, sehingga dapat menyelesaikan penelitian disertasi ini dengan baik.

1. Prof. Dr. Ir. Agustinus Purna Irawan, M.M., IPU, ASEAN Eng., sebagai Rektor dan Direktur Program Pascasarjana Universitas Tarumanagara.
2. Prof. Dr. Haris Maupa, S.E., M.Si., Ketua Program Studi Doktor Ilmu Manajemen Universitas Tarumanagara.
3. Prof. Dr. Ir. Agustinus Purna Irawan, M.T., M.M., IPU, A.E. sebagai Promotor Utama Disertasi.
4. Dr. Dra. Fransisca Iriani Roesmala Dewi, M.Si. sebagai Promotor Pendamping Disertasi.
5. Para narasumber dan responden yang telah berkenan menjadi sumber informasi untuk penelitian disertasi:
 - a. Prof. Dr. Agus Setyo Budi, M.Sc (Kepala LLDIKTI wilayah III Jakarta periode 2020-2022, Dr. Ir. Paristiyanti Nurwardani, M.P. (Kepala LLDIKTI wilayah III Jakarta periode 2022-2023), dan Prof. Dr. Toni Toharudin, S.Si, M.Si. (Kepala LLDIKTI III Jakarta periode 2023-sekarang).
 - b. Yayat Hendayana, S.S., M.Si (Koordinator Umum Humas dan Kerja sama Ditjen Diktiristek) dan Doddy Zulkifli Indra. A, S.I.Kom., M.Si. (Sub Koordinator Humas Dikti, Pranata Humas Ahli Madya), Dinna Handini, S.Sos., M.I.Kom (Penanggung Jawab Kehumasan Ditjen Diktiristek)
 - c. Noviyanto, S.T., MMSI (Kepala Bagian Umum LLDIKTI wilayah III Jakarta)
 - d. Dhita Widya Putri, S.I.Kom., M.Si.(Kapokja Humas dan Kerja sama LLDIKTI wilayah III Jakarta) dan tim Humas
 - e. Dra. Amelita Lusia, M.Si., CPR (Kabiro Humas dan KIP Universitas Indonesia)
 - f. Syarief Oebaidillah, S.Sos (Ketua Fortadik), Yohanes Enggar H, S.Fil. (Editor Kompas.com), dan Citra Larasati S.Sos. (Redaktur Medcom.id) dan teman-teman media yang selalu solid mendukung Untar melalui peliputan dan pemberitaan
 - g. Glory Oyong, S.I.Kom (Direktur Komunikasi Korporasi Kompas Gramedia), Istikomah, S.PT (Pranata Siaran Ahli Madya RRI Jakarta), Ade Alawi (Pemimpin Redaksi Media Indonesia)
 - h. Markus Gunawan (Direktur Kompas Gramedia Radio Network) dan Vivi Lesmana (Direktur Radio Sonora).
 - i. Tri Alida Apriliana, S.I.P., M.I. Kom (UBhara), Cendera Rizky, M.Si. (Kaprodi Ilmu Komunika UMN) Emilya Setyaningtyas, M.I.Kom, MIPR (Head of Communication Reputation Department, LSPR)
 - j. Para guru dan siswa SMA Kristoforus 1, Kristoforus 2, Tarsisius 1, Kanaan, Tarakanita
 - k. Pimpinan dan tim Humas seluruh PTS di lingkungan LLDIKTI wilayah III Jakarta

6. Bapak Ibu Dosen dan Karyawan Program Studi Doktor Ilmu Manajemen yang telah memberikan bimbingan dan pelayanan selama penulis menempuh Studi di Program Studi Doktor Ilmu Manajemen.
7. Teman-teman mahasiswa Program Studi Doktor Ilmu Manajemen Angkatan Pertama Tahun 2021.
8. Tim Humas Untar yang selalu memberi support dan dedikasinya untuk menjadi Humas PTS terbaik.
9. Keluarga yang terkasih dan tercinta (Inggil, Maria, dan Mario) yang selalu memberi cinta dan dukungan.

Semoga hasil penelitian disertasi ini dapat memberi manfaat besar bagi pengembangan praktik kehumasan di PTS dan menghasilkan luaran yang bermanfaat bagi pembaca dan bagi pengembangan ilmu.

Jakarta, 3 Juni 2024

Penulis,

Paula Tjatoerwidya Anggarina

NIM: 118211001

ABSTRAK

Persaingan antar Perguruan Tinggi (PT) makin intensif, antar Perguruan Tinggi Negeri (PTN), PTN dan Perguruan Tinggi Swasta (PTS), dan antar PTS. Berdasarkan data Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, pada tahun 2024 jumlah PT di Indonesia sebanyak 4.356, terdiri dari 349 PTN dan 4.007 PTS. Jumlah PTS di LLDIKTI wilayah III Jakarta adalah 268. Besarnya jumlah PTS, berdampak pada persaingan antar PTS dalam memperoleh kepercayaan masyarakat khususnya untuk mendapatkan mahasiswa. Menghadapi persaingan tersebut, memaksa PTS mengadopsi strategi keunggulan kompetitif untuk memenangkan persaingan dan keberlanjutan, dengan membangun reputasi.

Penelitian ini bertujuan membangun sistem manajemen reputasi PTS dengan pemberdayaan Humas. Fokus penelitian adalah mengeksplorasi faktor utama yang mempengaruhi reputasi PTS serta bagaimana pengelolaan reputasi melalui pengelolaan informasi dan komunikasi yang dilakukan oleh Humas ke seluruh pemangku kepentingan internal dan eksternal. Metode penelitian adalah penelitian kombinasi (*Mixed Methods*) dengan model *Sequential Explanatory Design*, yaitu metode yang menggabungkan metode penelitian kuantitatif dan kualitatif secara berurutan, dimana tahap pertama penelitian dilakukan dengan menggunakan metode kuantitatif dan tahap kedua dengan metode kualitatif. Teknik pengumpulan data dilakukan melalui survei kuesioner, wawancara mendalam, dan Focus Group Discussion (FGD).

Hasil penelitian adalah diperolehnya sistem manajemen reputasi bagi PTS melalui pemberdayaan Humas, dengan memenuhi 5 (lima) faktor pendukung reputasi meliputi akreditasi, kualitas lulusan, SDM, peringkat (ranking), dan kepemimpinan. Humas sebagai elemen penghubung ke dan dari para pemangku kepentingan harus memahami peran dan tugasnya, serta didukung saluran komunikasi dan perangkat Humas yang tepat, agar komunikasi efektif serta mendukung reputasi. Keberhasilan sistem manajemen reputasi harus memperhatikan dan mengantisipasi faktor-faktor negatif yang berdampak pada penurunan reputasi bagi PTS.

Kata Kunci: PTS, Manajemen Reputasi, Humas, Faktor Pendukung Reputasi

ABSTRACT

Competition between higher education institutions (HEIs) is intensifying, both between state-owned, state and private, and between private. Based on the data of the Ministry of Education, Culture, Research, and Technology, in the year 2024 the total number of HEIs in Indonesia is 4,356, consisting of 349 state and 4,007 private. Specifically in the Jakarta area, based on data from the Higher Education Service Institution (LLDIKTI) region III, the total number of private HEIs are 268. With a large number of private HEIs, there is a competition between private in gaining public trust, especially to attract students. Facing this competition, it forces private HEIs to adopt a competitive advantage strategy to win the competition, by building a reputation.

The research method is a combination research (Mixed Methods) with Sequential Explanatory Design model, which is a method that combines quantitative and qualitative research sequentially, where the first stage of research is conducted using quantitative methods and the second stage with qualitative methods. Data collection techniques were conducted through questionnaire surveys, in-depth interviews, and Focus Group Discussions (FGDs).

The result of the research is a reputation management system for private HEIs through PR empowerment by fulfilling 5 (five) factors that affect reputation, namely accreditation, quality of graduates, human resources, ranking, and leadership. PR as an interface element of reputation to and from internal and external stakeholders of private HEIs must understand its role and duties very well using the right communication channels and PR tools to support reputation. The success of the reputation management system must also anticipate negative factors that have an impact on the decline of reputation for private HEIs.

Keywords: Private HEIs, Reputation Management, Public Relations, Reputation Factors.

DAFTAR ISI

HALAMAN SAMPUL	i
HALAMAN PERSETUJUAN	ii
HALAMAN PENGESAHAN	iii
HALAMAN PERNYATAAN KEASLIAN PENELITIAN	iv
KATA PENGANTAR	v
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI	viii
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
DAFTAR LAMPIRAN	xi
DAFTAR SINGKATAN/SIMBOL	xii
DAFTAR ISI	
BAB 1 PENDAHULUAN	
1.1 Latar Belakang	1
1.2 Identifikasi Masalah	9
1.3 Batasan Masalah	10
1.4 Rumusan Masalah	10
1.5 Tujuan Penelitian	10
1.6 Manfaat Penelitian	11
1.7 Urgensi Penelitian	11
BAB 2 STUDI PUSTAKA	12
2.1 Perguruan Tinggi Swasta	12
2.2 Reputasi	13
2.3 Manajemen Reputasi	15
2.4 Hubungan Masyarakat	21
2.5 Pemberdayaan Humas PTS	21
2.6 Pemangku Kepentingan (Stakeholders)	27
BAB 3 METODE PENELITIAN	29
3.1 Metode Penelitian dan Analisis Data	29
3.2 Pelaksanaan Penelitian	32
3.3 Responden dan Informan Penelitian	35
3.4 Diagram Alir Penelitian	35
BAB 4 HASIL PENELITIAN DAN PEMBAHASAN	36
4.1 Langkah Kerja Penelitian	36
4.2 Kerangka Kerja Konseptual Penelitian	38
4.3 Data Hasil Penelitian	39
4.3.1 Tahap Pertama: Studi Tentang Pemilihan PTS dan Saluran Informasi	39
4.3.2 Tahap Kedua: Studi Tentang Pemahaman Reputasi	45
4.3.3 Tahap Ketiga: Studi Faktor-faktor yang Mempengaruhi Reputasi PTS	50
4.3.3.1 Aspek Akreditasi	59
4.3.3.2 Aspek Kepemimpinan	61

4.3.4	Tahap Keempat: Studi Kehumasan PTS	62
4.3.5	Tahap Kelima: Studi Pemberdayaan Humas PTS (Peran dan Tugas)	68
4.3.6	Tahap Keenam: Studi Pemberdayaan Humas PTS (Saluran Komunikasi dan Perangkat Humas)	79
4.4	Pelaksanaan Focus Group Discussion (FGD)	90
4.5	Pembahasan Keseluruhan Hasil Penelitian	100
4.6	Novelti Penelitian	101
BAB 5 PENUTUP		103
5.1	Kesimpulan	103
5.2	Implikasi Hasil Penelitian	103
5.3	Limitasi Penelitian	104
5.4	Saran	105
5.5	Luaran Hasil Penelitian	106
REFERENSI		107
LAMPIRAN		119
Lampiran 1. Peserta FGD (Ruang 1)		119
Lampiran 2. Peserta FGD (Ruang 2)		120
Lampiran 3. Peserta FGD (Ruang 3)		121

DAFTAR GAMBAR

Gambar 1.1	Jumlah PT di Indonesia	2
Gambar 1.2	Akreditasi PT di Indonesia	4
Gambar 1.3	Akreditasi Prodi di Indonesia	4
Gambar 1.4	Akreditasi PTS di LLDIKTI Wilayah III Jakarta (dalam persentase)	5
Gambar 3.1	Metode Penelitian Mixed Method (Creswell, 2003)	31
Gambar 3.2	Kerangka Berpikir Manajemen Reputasi PTS	33
Gambar 3.3	Elemen-elemen Reputasi Universitas Model Mateus Acosta (2022)	34
Gambar 3.4	Diagram Alir Penelitian	35
Gambar 4.1	Alasan Utama Pemilihan PTS	40
Gambar 4.2	Saluran Komunikasi Untuk Mencari Informasi Tentang PT	43
Gambar 4.3	Faktor-faktor Yang Mempengaruhi Reputasi PT	54
Gambar 4.4	Paristiyanti Nurwardani (Kepala LLDIKTI wilayah III Jakarta, 2022-2023), Agustinus Purna Irawan (Rektor Untar), dan Paula T. Anggarina (Ka. Humas Untar)	55
Gambar 4.5	Citra Larasati (Medcom.id), Yohanes Enggar (Kompas.com), Syarif Oebaidillah (Media Indonesia), dan Yugih Setyanto (Kabid. Eksternal Untar)	57
Gambar 4.6	Ade Alawi (Pemred. Media Indonesia), Agustinus Purna Irawan (Rektor Untar), Paristiyanti Nurwardani (Kepala LLDIKTI wilayah III Jakarta, 2022-2023), Istikomah (Radio Republik Indonesia), Glory Ojong (Direktur Corcom. Kompas Gramedia), dan Mahasiswa	58
Gambar 4.7	Pengembangan Model ke-1: Faktor-faktor Yang Mempengaruhi ReputasiPTS	59
Gambar 4.8	Humas Sebagai Ujung Tombak Publikasi Informasi	63
Gambar 4.9	Humas Sebagai Sumber Utama Informasi	64
Gambar 4.10	Pengembangan Model ke-2: Humas sebagai Elemen Interface Reputasi PTS dan Pemangku Kepentingan	66
Gambar 4.11	Humas Sebagai Ujung Tombak Publikasi	69
Gambar 4.12	Humas Sebagai Komunikator	69
Gambar 4.13	Humas Sebagai Kreator	69
Gambar 4.14	Humas Sebagai Evaluator	70
Gambar 4.15	Humas Sebagai Fasilitator dan Mediator	70
Gambar 4.16	Humas Sebagai Eksekutor	70
Gambar 4.17	Humas Sebagai Pengelolaan Masalah dan Krisis	70
Gambar 4.18	Doddy Zulkifli (Sub Koordinator Humas Ditjen Diktiristek, Pranata Humas Ahli Muda), Yayat Hendayana (Koordinator Humas Ditjen Diktiristek, Pranata Humas Ahli Madya), dan Paula T. Anggarina (Ka. Humas Untar)	75
Gambar 4.19	Agus Setyo Budi (Kepala LLDIKITI wilayah III Jakarta, 2020-2022)	76
Gambar 4.20	Pengembangan Model ke-3: Peran dan Tugas Humas Untuk Mendukung Reputasi PTS	79
Gambar 4.21	Saluran Komunikasi	80
Gambar 4.22	Perangkat Humas	86
Gambar 4.23	Pengembangan Model ke-4: Saluran Komunikasi dan Perangkat Humas Untuk Mendukung Reputasi PTS	88
Gambar 4.24	Dokumentasi Focus Group Discussion	99
Gambar 4.25	Sistem Manajemen Reputasi PTS	102

DAFTAR TABEL

Tabel 1.1	Akreditasi PTS di Jakarta (PDDIKTI 4 April 2004)	5
Tabel 4.1	Faktor-faktor Yang Mempengaruhi Pemilihan PT	41
Tabel 4.2	Hasil Survei Pemahaman Reputasi PTS	46
Tabel 4.3	Faktor-faktor Yang Mempengaruhi Reputasi PT	51
Tabel 4.4	Rangkuman Pelaksanaan FGD	90

BAB 1

PENDAHULUAN

1.1 Latar Belakang

Persaingan antar Perguruan Tinggi (PT) semakin intensif (Lafuente-Ruiz-de-Sabando et al., 2018). Menghadapi persaingan yang tinggi di pasar pendidikan, memaksa lembaga pendidikan tinggi mengadopsi strategi keunggulan kompetitif untuk memenangkan persaingan (Thomas, 2011). Ditambahkan oleh Hardjana (2008) bahwa reputasi dipercaya sebagai syarat untuk memenangkan persaingan dan menjamin keberlangsungan hidup (*survival*) karena dalam situasi kompetisi yang tinggi, reputasi dapat menolong perusahaan mengembangkan dan memelihara eksistensinya dengan membuat strategi komunikasi yang tepat. Universitas bukan hanya sebagai lembaga pendidikan tinggi saja tetapi juga merupakan lembaga bisnis, oleh karenanya perlu menjadi perhatian untuk menarik mahasiswa, dosen, dan investasi penelitian (Azoury et.al, 2014).

Pandemi Covid-19 yang melanda dunia di awal tahun 2020, memperparah situasi sehingga berujung pada ketidakberlanjutan bisnis. Berdasarkan data World Bank yang disampaikan Menteri Bappenas Suharso Monoarfa, bahwa 60% perusahaan bisnis dunia sudah mengalami kebangkrutan (Sindonews.com, Desember 2020). Gambaran singkat di masa pandemi, juga dialami Perguruan Tinggi Swasta (PTS) di Jakarta tahun 2021. Menurut Kepala Lembaga Layanan Pendidikan Tinggi (LLDikti) wilayah III Jakarta Prof. Dr. Setyo Agus Budi, M.Sc. bahwa jumlah mahasiswa berkurang 20 ribu dari semula 661.130 di tahun 2020, menjadi 641.047 di tahun 2021 (Tempo.co, November 2021).

Situasi atau kondisi seperti di atas membawa organisasi masuk ke dalam fase krisis, yang terkadang tidak diperhitungkan, yang kemudian dapat menyebabkan kegagalan. Setiap organisasi harus memasukkan kondisi darurat dalam perhitungan bisnisnya agar selalu siap jika dihadapkan pada situasi krisis, tidak terkecuali PTS yang juga menghadapi situasi krisis, terlebih di saat pandemi, seperti dikatakan Setyo Agus Budi di atas. Berkurangnya jumlah mahasiswa, menurunnya kemampuan membayar biaya studi, berubahnya metode pembelajaran dan komunikasi berbasis teknologi menuntut semua pihak beradaptasi dan melakukan perubahan.

5.5 Luaran Hasil Penelitian

Berdasarkan penelitian yang telah dilaksanakan, dihasilkan luaran penelitian sebagai berikut:

- 1) Anggarina, P. T., Irawan, A. P., Dewi, F. I. R., & Devotyasto, M. (2023). Building the Reputation of Private Universities Based on Lecturer and Student Research Performance. *International Journal of Application on Economics and Business*, Volume 1 No. 2, 2023. pp. 695-704.
- 2) Anggarina, P. T., Irawan, A. P., Dewi, F. I. R., Noviyanto, Dhita, (2024). Media Relations Management of Private University in Supporting Reputation Enhancement. *International Journal of Application on Economics and Business*. Volume 2, No. 1, 2024. pp. 2786-2797.
- 3) Anggarina, P. T., Irawan, A. P., & Dewi, F. I. R., (2024). Improving Reputations to Support Consumer Loyalty Through Publication of Private Higher Education Performance”. *International Journal of Application on Economics and Business* (Accepted)
- 4) HKI “Model Pengelolaan Perguruan Tinggi oleh Humas” dengan nomor EC 00202429128, 2 April 2024. Pencipta: Anggarina, P. T., Irawan, A. P., Dewi, F. I. R. (Granted)
- 5) Anggarina, P. T., Irawan, A. P., & Dewi, F. I. R., (2024). Higher Education Reputation Management Through Increasing The Role of Public Relations. *Humanities and Social Sciences Letters*, Scopus Q3, ISSN:2312-4318 (Accepted)
- 6) Anggarina, P. T., Irawan, A. P., & Dewi, F. I. R., Dhita, Eunice, Andriew, Canan, (2024). The Role of Private University Leaders In Building Reputation Through Institutional Accreditation. *International Journal of Application on Economics and Business*. (Accepted)

REFERENSI

- Abimbola, T., & Vallaster, C. (2007). Brand, organisational identity and reputation in SMEs: an overview. *Qualitative market research: an international Journal*, 10(4), 341-348.
- Ahuja, N. (1989). *Public Relations*. New Delhi: Surjeet Publication.
- Alsharairi, A., & Jamal, J. (2021). Strategic Communication of Corporate Social Responsibility Activities in Strengthening Customer Based-Organizational Reputation: Evidence from Jordanian Banks. *American Journal of Humanities and Social Sciences Research*, 5(4), 266-287.
- Anggraeni, E. Y. & Irviani, R., 2017. Pengantar Sistem Informasi. 1 penyunt. Yogyakarta: Andi.
- Argenti, P. A., & Druckemiller, B. (2004). Reputation and the Corporate Brand. *Corporate Reputation Review*, 6(4), 368-374.
- Amado Mateus, M., & Juarez Acosta, F. (2022, June). Reputation in higher education: a systematic review. In *Frontiers in Education* (Vol. 7, p. 925117). Frontiers.
- Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. *Journal of Marketing Research*, 4(3), 291-295.
- Avidar, R., Ariel, Y., Malka, V., & Levy, E. C. (2015). Smartphones, publics, and OPR: Do publics want to engage?. *Public relations review*, 41(2), 214-221.
- Azeem, M., Taib, C., & Lazim, H. (2019). A study on mediating effect of institute reputation on relationship between institute social responsibility and student loyalty: Exploring concerns in Pakistani private HEIs. *Management Science Letters*, 9(12), 2093-2104.
- Azoury, N., Daou, L., & Khoury, C. E. (2014). University image and its relationship to student satisfaction-case of the Middle Eastern private business schools. *International strategic management review*, 2(1), 1-8.
- Baines, P., Egan, J., & Jefkins, F. W. (2004). *Public Relations: Contemporary issues and techniques*. Routledge.
- Balter, D., & Butman, J. (2005). *Grapevine : The New Art of Word of Mouth Marketing*. New York: Portfolio Hardcover.
- Baraibar-Diez, E., & Sotorrió, L. L. (2018). The mediating effect of transparency in the relationship between corporate social responsibility and corporate reputation. *Review of Business Management*, 20, 05-21.

- Bartlett, J. L., Pallas, J., & Frostenson, M. (2013). Reputation and legitimacy: accreditation and rankings to assess organizations. *The handbook of communication and corporate reputation*, 530-544.
- Barney, J. 1991. Firm resources and sustained competitive advantage. *Journal of Management*, 17: 99–120.
- Bartodziej, C. J., & Bartodziej, C. J. (2017). *The concept industry 4.0* (pp. 27-50). Springer Fachmedien Wiesbaden.
- Benitez, J., Ruiz, L., Llorens, J., & Castillo, A. (2017). Corporate social responsibility, employer reputation, and social media capability: An empirical investigation. In *Proceedings of the 25th European Conference on Information Systems (ECIS)*, Guimaraes, Portugal, 950-967.
- Benoit WL (1995) *Accounts, Excuses, and Apologies: A Theory of Image Restoration Strategies*. Albany, NY: State University of New York Press.
- Berger, J., & Iyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of consumer research*, 40(3), 567-579.
- Botan, C. H., & Hazleton, V. (2010). *Public relations theory II*. Routledge.
- Brammer, S. J., & Pavelin, S. (2006). Corporate reputation and social performance: The importance of fit. *Journal of management studies*, 43(3), 435-455.
- Brewer, A., & Zhao, J. (2010). The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney. *International Journal of Educational Management*.
- Bruning and Ralston, "Using a Relational Approach to Retaining Students and Building Mutually Beneficial StudentUniversity Relationships", *Southern Communication Journal*, 66, (4), pp. 337 – 345, 2001.
- Caruana, A. (1997). Corporate reputation: concept and measurement. *Journal of product & brand management*.
- Chen, C., & Esangbedo, M. O. (2018). Evaluating university reputation based on integral linear programming with grey possibility. *Mathematical Problems in Engineering*, 2018.
- Chun, R. (2005). Corporate reputation: Meaning and measurement. *International journal of management reviews*, 7(2), 91-109.
- Clarkson, M. E. (1995). A stakeholder framework for analyzing and evaluating corporate social performance. *Academy of management review*, 20(1), 92-117.

- Czarnecka, A., & Ni, L. (2011, March). Exploring The Effects Of Organization-Public Relationship Outcomes And Communication Coorientation On Organizational Reputation In A Higher Education Setting. In *14 Th International Public Relations Research Conference* (P. 134).
- Coombs, W. T. (2007). Crisis management and communications. *Institute for public relations*, 4(5), 6.
- Cutlip, S. M., Center, A. H., & Broom, G. M. 2006. *Effective Public Relations*. (9th ed.). Upper Saddle River, N.J.: Pearson: Prentice Hall.
- Creswell W. J., 2003. *Research Design: Qualitative and Quantitative, and Mixed Approaches*, Thousand Oaks, CA: Sage
- Davies, D. (2002). Risk management—protecting reputation: Reputation risk management—the holistic approach. *Computer Law & Security Review*, 18(6), 414-420.
- Davies, G., & Chun, R. (2009). The leader's role in managing reputation. In *Reputation Capital*, 311-323. Springer, Berlin, Heidelberg.
- Deephouse, D. L. (2000). Media reputation as a strategic resource: An integration of mass communication and resource-based theories. *Journal of management*, 26(6), 1091-1112.
- Del-Castillo-Feito, C., Blanco-González, A., & González-Vázquez, E. (2019). The relationship between image and reputation in the Spanish public university. *European Research on Management and Business Economics*, 25(2), 87-92.
- Delgado-Márquez, B. L., Escudero-Torres, M., & Hurtado-Torres, N. E. (2013). Being highly internationalised strengthens your reputation: An empirical investigation of top higher education institutions. *Higher Education*, 66(5), 619-633.
- Dilenschneider, L Robert. (2010). *The American Management Assosiation (AMA) Handbook Of Public Relations Leveraging PR In The Digital World*. United State : Library of Conggres Catalog
- Dinan, W., & Miller, D. (2007). *Thinker, faker, spinner, spy: Corporate PR and the assault on democracy*.
- Donaldson, B., & McNicholas, C. (2004). Understanding the postgraduate education market for UK-based students: a review and empirical study. *International Journal of Nonprofit and Voluntary Sector Marketing*, 9(4), 346-360.
- Echchabi, A., & Al-Hajri, S. (2018). Factors Influencing Students' selection Of Universities: The Case Of Oman. *Journal of Education Research and Evaluation*, 2(2), 83-88.

- Einwiller, S. A., Carroll, C. E., & Korn, K. (2010). Under what conditions do the news media influence corporate reputation? The roles of media dependency and need for orientation. *Corporate Reputation Review*, 12, 299-315.
- Eyrich, N., Padman, M.L., & Sweetser, K.D. (2008). PR practitioners' use of social media tools and communication technology. *Public Relations Review* 34, 412-414.
- Fernandez, J. L. (2010). An Exploratory Study Of Factors Influencing The Decision Of Students To Study At Universiti Sains Malaysia. *Kajian Malaysia: Journal Of Malaysian Studies*, 28(2).
- Fombrun, C., & Shanley, M. (1990). What's in a name? Reputation building and corporate strategy. *Academy of management Journal*, 33(2), 233-258.
- Fombrun, C. J. (1995). Reputation: Realizing value from the corporate image
- Fombrun, C., Reputation: Realizing Value from the Corporate Image. (Boston: Harvard Business School Press, 1996), 4-5.
- Fombrun, C., & Van Riel, C. (1997). The reputational landscape. *Corporate reputation review*, 1-16.
- Fombrun, C. J. and Van Riel, C. B. M. (2004) *Fame and Fortune: How Successful Companies Build Winning Reputations*, Prentice-Hall, New York .
- Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000). The Reputation QuotientSM: A multi-stakeholder measure of corporate reputation. *Journal of brand management*, 7(4), 241-255.
- Fraenkel, J.R., Wallen, N.E., Hyun, H.H. (2012). *How to design and evaluate research in education, eight edition*. New York: The McGraw-Hill Companies.
- Freeman, R. E., & Phillips, R. A. (2002). Stakeholder theory: A libertarian defense. *Business ethics quarterly*, 12(3), 331-349.
- Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B. L., & De Colle, S. (2010). Stakeholder theory: The state of the art.
- Gazzola, P. (2014). Corporate social responsibility and companies' reputation. *Network Intelligence Studies*, 2(03), 74-84.
- Gibson, A. (2010). Measuring business student satisfaction: A review and summary of the major predictors. *Journal of higher education policy and management*, 32(3), 251-259.
- Gibson, D., Gonzales, J. L., & Castanon, J. (2006). The importance of reputation and the role of public relations. *Public relations quarterly*, 51(3), 15.

- Gołata, K., & Sojkin, B. (2020). Determinants of building image and reputation of university towards its stakeholders. *Marketing Instytucji Naukowych i Badawczych*, (1 (35)), 29-58.
- Gotsi, M., & Wilson, A. M. (2001). Corporate reputation: seeking a definition. *Corporate communications: An international journal*.
- Grunig, J. E. (1992). The development of public relations research in the United States and its status in communication science. In *Ist Public Relations eine Wissenschaft?* (pp. 103-132). VS Verlag für Sozialwissenschaften.
- Grunig, J. E. (2013). *Excellence in public relations and communication management*. Routledge.
- Gureeva, A. A. (2015). Social networks as mediacommunications resource management image of Russian higher educational institutions.
- Guth, D. W., & Marsh, C. (2016). *Public relations: A values-driven approach*. Pearson.
- Hall, R. 1992. The strategic analysis of intangible resources. *Strategic Management Journal*, 13: 135–144.
- Hall, R. (1993). A framework linking intangible resources and capabilities to sustainable competitive advantage. *Strategic management journal*, 14(8), 607-618.
- Hallahan, K. (2001). Improving public relations web sites through usability research. *Public relations review*, 27(2), 223-239.
- Hardjana, A. A. (2008). Komunikasi dalam manajemen reputasi korporasi. *Jurnal ilmu komunikasi*, 5(1), 1-24.
- Hartono, Bambang. 2013. Sistem Informasi Manajemen Berbasis Komputer. Rineka Cipta, Jakarta
- Hasan, A. (2010). *Marketing Dari Mulut Ke Mulut (Word of Mouth Marketing)*. Yogyakarta: Media Press
- Heath, R. L., & Coombs, W. T. (2006). *Today's public relations: An introduction*. Sage.
- Heath, R. L., & Vasequez, G. (2001). *Handbook of Public Relations*. Thousand Oaks California: Sage Publications.
- Helm, S. (2007). The role of corporate reputation in determining investor satisfaction and loyalty. *Corporate Reputation Review*, 10(1), 22-37.
- Hoyer, W. D. and MacInnis, D. J. (2001). *Consumer Behaviour*. Houghton-Mifflin. Boston. MA.

- Ilgan, A., Ataman, O., Uğurlu, F., & Yurdunkulu, A. (2018). Factors affecting university choice: A study on university freshman students. *Dokuz Eylül Üniversitesi Buca Eğitim Fakültesi Dergisi*, (46), 199-216.
- Iriantara, Y. (2011). *Media relations; Concepts, Approaches and Practices*. Bandung: Symbiosis Rekatama Media.
- Ivy, J. (2008). A new higher education marketing mix: the 7Ps for MBA marketing. *International Journal of educational management*.
- James Hutton et al., eds., "Reputation Management: The New Face of Corporation Public Relations?" *Public Relations Review* 27 (2001): 248
- Jefkins, F. (1992). *Public Relations* (4th ed.). London: Pitman.
- Jelinkova, M., Lošťáková, H., & Macháčková, K. (2020). The level of use of public relations tools and evaluation of their impact on the reputation of chemical companies from the perspective of the Czech republic. *Business and Management 2020*.
- John M. Echols dan Hasan Shadily, *Kamus Inggris-Indonesia*, Jakarta: Gramedia, 1996, h. 225.
- Joseph, M., Mullen, E. W., & Spake, D. (2012). University branding: Understanding students' choice of an educational institution. *Journal of Brand Management*, 20, 1-12.
- Kamal, B., & Rahmadiane, G. D. (2017). Pengaruh Persepsi, Akreditasi Prodi, dan Promosi terhadap Keputusan Memilih Program Studi Akuntansi pada Politeknik Harapan Bersama. *Jurnal Inspirasi Bisnis dan Manajemen*, 1(2), 145–158. <https://doi.org/10.33603/jibm.v1i2.866>
- Kartalia, J. (2000). Reputation at risk? *Risk Management*, 7(47), 51-56.
- Kelle, U., & Buchholtz, N. (2015). The combination of qualitative and quantitative research methods in mathematics education; A "mixed methods" study on the development of the professional knowledge of teachers. *Approaches to qualitative research in mathematics education: Examples of methodology and methods*, 321-361.
- Kelleher, T., & Miller, B. (2006). Organizational blogs and the human voice: Relational strategies and relational outcomes. *Journal of Computer-mediated Communication*, 11(2), 395–414.
- Kent, M. L., Taylor, M., & White, W. J. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. *Public relations review*, 29(1), 63-77.
- Khoi, B. H. (2021). Factors influencing on university reputation: Model selection by AIC. In *Data science for financial econometrics* (pp. 177-188). Springer, Cham.

- Kitzinger, J. (1994). The Methodology of Focus Group Interviews: the importance of interaction between research participants. *Sociology of Health and Illness*, 16, 103-121.
- Kompas.com, Persaingan Ketat, PTS Gencar Promosi, Februari 2009.
- Kotler, P. 1994. *Strategic Marketing for Educational Institutions* (2nd ed.). Englewood Cliffs: Prentice Hall.
- Kotler, P (2000). *Marketing management*, New Delhi: Pearson Prentice Hall.PMCid:101036
- Kotler, P. (2003). *Marketing insights from A to Z: 80 concepts every manager needs to know*. John Wiley & Sons.
- Kotler, P., & Armstrong, G. (2006). *Principles of marketing*. Volume V.
- Kusumawati, A. (2010). Student choice criteria for selecting an Indonesian public university: a preliminary finding.
- Ladogina, A., Samoylenko, I., Golovina, V., Razina, N., & Petushkova, E. (2020). Communication effectiveness in social networks of leading universities. *IC Revista Científica de Información y Comunicación*, (17).
- Lafuente-Ruiz-de-Sabando, A., Zorrilla, P., & Forcada, J. (2018). A Review Of Higher Education Image And Reputation Literature: Knowledge Gaps And A Research Agenda. *European Research on Management and Business Economics*, 24, 8-16.
- Liputan6.com (2021), 14 Macam Media Sosial yang Sering Digunakan, Berserta Penjelasannya.
- Manurung, I. H. (2019). Sistem informasi lembaga kursus dan pelatihan (LKP) city com berbasis web menggunakan php dan mysql. *Jurnal Mahajana Informasi*, 4(1), 42-50.
- Marken, G. (2002). One-minute corporate reputation management. *Public Relations Quarterly*, 47(4), 21.
- Mashiah, I. (2021). The relationship between public-relations and journalists in WhatsApp technology. *Public Relations Review*, 47(5), 102117.
- Mazzarol, T., & Soutar, G. N. (2002). "Push-pull" factors influencing international student destination choice. *International journal of educational management*, 16(2), 82-90.
- Media Indonesia.com, Pandemi Covid-19 Turunkan Jumlah Mahasiswa Baru PTS, Agustus 2021.
- Meijer, M.M. & Kleinnijenhuis, J. (2006) 'News and Corporate Reputation: Empirical Findings from the Netherlands', *Public Relations Review*, 32, pp. 341-348
- Money, K., & Gardiner, L. (2005). *Reputational management: Ignore at your own peril*. *Handbook of Business Strategy*, 6(1), 43-46.

- Munisamy, S., Mohd Jaafar, N. I., & Nagaraj, S. (2014). Does reputation matter? Case study of undergraduate choice at a premier university. *The Asia-Pacific Education Researcher*, 23(3), 451-462.
- Newsom, D., Turk, J.V., & Kruckeberg, D. (2010). *This is PR: The realities of public relations*. Boston: Wadsworth.
- Nguyen, B., Yu, X., Melewar, T. C., & Hemsley-Brown, J. (2016). Brand ambidexterity and commitment in higher education: An exploratory study. *Journal of Business Research*, 69(8), 3105-3112.
- Nguyen, N., & LeBlanc, G. (2001). Image and reputation of higher education institutions in students' retention decisions. *International Journal of Educational Management*, 15(6), 303-311.
- Nor, A. (2018). Factors contributing to the students' choice of university. *Imperial Journal of Interdisciplinary Research (IJIR)*, 4, 49-55.
- Oktar, Ö. F., & Çarıkçı, İ. H. (2012). Reputation perceptions according to different stakeholders: an investigation at University of Süleyman Demirel. *Journal of Süleyman Demirel University Institute of Social Sciences Year*, 1(15), 127-149.
- Onsongo, A. N., Mberia, H., & Jjuuko, M. (2017). The contribution of public relations practice to organizational effectiveness: A case of private universities in Rwanda. *International Journal of Computer Science and Technology*, 8(2), 155-169.
- Page, G., & Fearn, H. (2005). Corporate reputation: what do consumers really care about?. *Journal of Advertising Research*, 45(3), 305-313.
- Park SA and Len-Ríos ME (2010) Who suffers? The effect of injured party on attributions of crisis responsibility. In: Coombs WT and Holladay SJ (eds) *The Handbook of Crisis Communication*. Malden, MA: Wiley-Blackwell, pp.591–606.
- Peraturan Menteri Pendidikan Dan Kebudayaan Republik Indonesia Nomor 3 Tahun 2020 Tentang Standar Nasional Pendidikan Tinggi.
- Peraturan Menteri Pendidikan Dan Kebudayaan Republik Indonesia Nomor 53 Tahun 2023 Tentang Standar Nasional Pendidikan Tinggi.
- Pérez, J. P., & Torres, E. M. (2017). Evaluation of the organizational image of a university in a higher education institution. *Contaduría y administración*, 62(1), 123-140.
- Post, J. E., & Griffin, J. J. (1997). Part vii: Managing reputation: Pursuing everyday excellence: Corporate reputation and external affairs management. *Corporate reputation review*, 1(2), 165-171.

- Prasetyo, H. (2014). Dampak Kebijakan Akreditasi Perguruan Tinggi Terhadap Daya Saing (Competitiveness) Perguruan Tinggi Swasta Di Kabupaten Kebumen. *Fokus Bisnis : Media Pengkajian Manajemen dan Akuntansi*, 13(1). <https://doi.org/10.32639/fokusbisnis.v13i1.13>
- Primarni, A. (2017). Reposisi Peran dan Fungsi Strategis Public Relations Dalam Organisasi Pendidikan. *Jurnal Lentera Komunikasi*, 1(1).
- Pure, I. (2010). Public relations as management function at universities. *Regioninès studijos*, (5), 109-119.
- Qazi, Z., Qazi, W., Raza, S. A., & Yousufi, S. Q. (2021). The antecedents affecting university reputation and student satisfaction: a study in higher education context. *Corporate Reputation Review*, 1-19.
- Richins, M. L. (1983). Negative word-of-mouth by dissatisfied consumers: A pilot study. *Journal of Marketing*, 47(1), 68-78.
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of management journal*, 48(6), 1033-1049.
- Rogers & Kincaid. (1981). *Communication Networks: Toward a New Paradigm for Research*. New York: Free Press.
- Ruslan, R. (2017). Public Relations and Media Communication Management. Jakarta: Raja Grafindo Persada.
- Russell, T., & Lane, W. R. (1990). Kleppner's advertising procedure.
- Sari, W. P., & Soegiarto, A. (2019). Fungsi dan Peran Humas di Lembaga Pendidikan. *Communicology: Jurnal Ilmu Komunikasi*, 7(1), 47-64.
- Schwaiger, M. (2004). Components and parameters of corporate reputation—An empirical study. *Schmalenbach business review*, 56(1), 46-71.
- Seitel, F. P. (2017). *Practice of public relations*. Pearson Education.
- Shellenbarger, T. (2022). Making choices with accreditation decisions. *Teaching and Learning in Nursing*, 17(1), 5–6.
- Shellenbarger, T. (2022). Accreditors stepping up to the challenge: Reimagining the future of nursing. *Teaching and Learning in Nursing*, 17(3), 253.
- Sheafer, T. (2001). Charismatic skill and media legitimacy: An actor-centered approach to understanding the political communication competition. *Communication Research*, 28(6), 711-736.

- Sindonews.com, Rina Anggraeni, Menteri Suharso Sebut Pandemi Bikin Bisnis Global Tertekan dan Ciptakan Kemiskinan, Desember 2020.
- Smith, B. G. (2010). Socially distributing public relations: Twitter, Haiti, and interactivity in social media. *Public relations review*, 36(4), 329-335.
- Sommerfeldt, E. J., Yang, A., & Taylor, M. (2019). Public relations channel “repertoires”: Exploring patterns of channel use in practice. *Public Relations Review*, 45(4), 101796.
- Sommerfeldt, E. J., & Yang, A. (2018). Notes on a dialogue: Twenty years of digital dialogic communication research in public relations. *Journal of public relations research*, 30(3), 59-64.
- Sriramesh, K., & Vercic, D. (Eds.). (2003). *The global public relations handbook: Theory, research, and practice*. Routledge.
- Steiner, L., Sundström, A. C., & Sammalisto, K. (2013). An analytical model for university identity and reputation strategy work. *Higher Education*, 65(4), 401-415.
- Stergiou, K. I., & Tsikliras, A. C. (2014). Global university reputation and rankings: insights from culturomics. *Ethics in Science and Environmental Politics*, 13(2), 193-202.
- Sugiono. (2011). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sumardy, Silviana, M., & Malone, M. (2011). *The Power of Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama.
- Sung, M., & Yang, S.U. (2008). Toward the model of university image: The influence of brand personality, external prestige, and reputation. *Journal of Public Relations Research*, 20(4), 357-376.
- Suyadi, Nuryana, Z., Sutrisno, & Baidi. (2022). Academic reform and sustainability of Islamic higher education in Indonesia. *International Journal of Educational Development*, 89, 102534.
- Soutar, G. N., & Turner, J. P. (2002). Students’ preferences for university: A conjoint analysis. *International journal of educational management*.
- Sutherland, Max & Sylvester K ALEX. (2000). *Advertising and The Mind of The Customer and Why: What Works, What Doesn’t*. London: Kogan Page Limited
- Swan, J. E., & Oliver, R. L. (1989). Post-purchase communications by consumers. *Journal of Retailing*, 65(4), 516-533.
- Taboroši, S., & Maljugić, B. (2022). The role of Tik Tok social network in developing public relations. *Serbian Journal of Engineering Management*, 7(1), 31-36.

- Tarasova, E. E., & Shein, E. A. (2014). Improvement of methodical approaches to higher schools' marketing activity assessment on the basis of internet technologies application. *Webology*, 11(1), a121.
- Telci, E. E., & Kantur, D. (2014). University reputation: Scale development and validation. *Bogazici journal: review of social, economic & administrative studies*, 28(2).
- Tempo.co, Zacharias Wuragil, Jumlah Mahasiswa di Jakarta Turun, Minta Dukungan untuk Bertahan, November 2021.
- Theaker, A., & Yaxley, H. (2012). What do PR practitioners do?. *The Public Relations strategic toolkit: an essential guide to successful public relations practice*, 16.
- Theaker, A. (2017). What do PR practitioners do?. In *The Public Relations Strategic Toolkit* (pp. 16-27). Routledge.
- Theaker, A., & Yaxley, H. (2017). *The Public Relations Strategic Toolkit: An essential guide to successful public relations practice*. Routledge.
- Thomas, S. (2011). What drives student loyalty in universities: An empirical model from India. *International Business Research*, 4(2), 183.
- Thomas, J. & Lane, R. (1990). Kleppner's advertising procedure (11ed). Englewood Cliffs, N.J. Prentice Hall.
- Thomson, S., & John, S. (2007). *Public affairs in practice: A practical guide to lobbying*. Kogan Page Publishers.
- Thompson, J. K., Wartick, S. L., & Smith, H. L. (1991). Integrating corporate social performance and stakeholder management: Implications for a research agenda in small business. *Research in corporate social performance and policy*, 12(1), 207-230.
- Tin, P. B., Ismail, R., Othman, N., & Sulaiman, N. (2012). Globalization and the factors influencing households' demand for higher education in Malaysia. *International Journal of Education and Information Technologies*, 6(3), 269-278.
- Tworzydło, D. (2016). Public relations – the tools for unilateral communication and dialogue on the internet. *Marketing of Scientific and Research Organization*, 20, 79–90.
- Undang-Undang Republik Indonesia Nomor 14 Tahun 2008 Tentang Keterbukaan Informasi Publik.
- Undang-Undang Nomor 11 Tahun 2008 tentang Informasi dan Transaksi Elektronik.
- Undang-Undang Nomor 19 Tahun 2016 tentang Perubahan Atas Undang-Undang Nomor 11 Tahun 2008 Tentang Informasi dan Transaksi Elektronik.

- Veloutsou, C., Lewis, J. W., & Paton, R. A. (2004). University selection: information requirements and importance. *International Journal of Educational Management*, 18(3), 160-171.
- Whatsapp Period in Education. (2017). Retrieved September 18, 2017, from <http://www.hurriyet.com.tr/egitimde-whatsapp-donemi-40044865>
- Wilcox, D. L. 1997. Public Relations: Strategies and Tactics (5th ed.). New York: Longman.
- Woods, C. L. (2016). When more than reputation is at risk: How two hospitals responded to Ebola. *Public relations review*, 42(5), 893-902.
- Yasin, B., & Bozbay, Z. (2011). The impact of corporate reputation on customer trust. Proceedings of 16th International Conference on Corporate and Marketing Communications (pp. 505-518). Athens University of Economics and Business.
- Yeniçifti, N.T. (2016). Halkla İlişkiler Aracı Olarak Instagram: Sosyal Medya Kullanan 50 Şirket Üzerine Bir Araştırma, *Selçuk İletişim*, 9(2): 92-115.
- Yoon, Y. (2005). Legitimacy, public relations, and media access: Proposing and testing a media access model. *Communication Research*, 32(6), 762-793.
- Zakaria, N. H., Mansor, A. N., & Nor, M. Y. M. (2020). School Principals Strategic Leadership in the Implementation of 21st Century Learning. In *International Conference on Special Education In South East Asia Region 10th Series 2020* (pp. 503-511). Redwhite Press.
- Zan, N. (2019). Communication Channel between Teachers and Students in Chemistry Education: WhatsApp. *Online Submission*, 9(1), 18-30.
- Zeithaml, B., Bitner, M. J., & Gremler.(2009). *Services Marketing–Integrating Customer Focus Across the Firm*. New York.