

## STRATEGIES AND CHALLENGES OF PUBLIC RELATIONS MANAGEMENT IN FACING THE ERA OF SOCIETY 5.0

Eka Diana\*, Khofifah

Universitas Nurul Jadid, Probolinggo, East Java, Indonesia

DOI: <https://doi.org/10.52627/ijeam.v5i2.340>

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**Article History:**

Received: May 2023

Accepted: June 2023

Published: August 2023

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**Keywords:**

Public Relations, Society of 5.0, Media

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\*Correspondence Address:

ekadiana@gmail.com

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**Abstract :**

*This research aims to analyze improving public relations strategies in facing challenges in the era of society 5.0. This research uses qualitative descriptive analysis with a case study approach. The research was conducted at Madrasah Ibtidaiyah Islamiyah Kertosono Gading Probolinggo. Data collection techniques were carried out using interviews, observation and documentation. The results of this research show that community involvement in carrying out school activities is carried out through routine activities and incidental activities. With several social media accounts, it makes it very easy for public relations to provide various information related to madrasas and also makes it easier for the public to access information. The media used include: WhatsApp, YouTube, Facebook, Instagram and website accounts. Not only using media, the strategies used in MI Islamiyah are planning, implementation, results and then continuous improvement.*

**Abstrak:**

*Penelitian ini bertujuan untuk menganalisis tentang peningkatan strategi humas dalam menghadapi tantangan di era masyarakat 5.0. Penelitian ini menggunakan analisis deskriptif kualitatif dengan pendekatan studi kasus. Penelitian dilakukan di Madrasah Ibtidaiyah Islamiyah Kertosono Gading Probolinggo. Teknik pengumpulan data dilakukan dengan menggunakan Wawancara, Observasi, dan Dokumentasi. Hasil penelitian ini menunjukkan bahwa keterlibatan masyarakat dalam melakukan kegiatan sekolah dilakukan melalui kegiatan rutin maupun kegiatan insidental. Dengan adanya beberapa akun media sosial, sangat memudahkan humas untuk menginformasikan berbagai informasi terkait madrasah juga dapat memudahkan masyarakat dalam mengakses informasi. Media yang digunakan meliputi: WhatsApp, Youtube, Facebook, Instagram dan akun website. Tidak hanya menggunakan media, strategi yang digunakan dalam MI Islamiyah adalah perencanaan, pelaksanaan, hasil dan kemudian perbaikan berkelanjutan.*

## INTRODUCTION

The high-tech civilization known as "society 5.0" is a civilization characterized by close integration between the real and digital worlds. The way we live, work, and interact with our environment changed in this period as a result of technologies such as artificial intelligence (AI), internet of things (IoT), big data, and robotics. These modifications also significantly affect the way businesses and organizations interact with their target audiences (Zaini et al., 2022). Social media greatly affects public relations in its development, in addition to supposedly spreading popular information, social media can also cause public interest in the educational institutions they wear (Widat et al., 2022). Because there are so many types of social media that can help optimize public relations in its development. Not only in visual form, but also in the form of audio-visual media so that enthusiasts or consumers can immediately understand the educational institution used.

In today's society, the need for public information disclosure is increasing (Astini, 2022). Educational institutions must concentrate on the application of public relations to optimize various roles and fulfill their functions for professional public relations institutions and institutions (Hakim, 2019). The scope of public relations activities includes: 1) Publication & Publicity, which is introducing the organization and its activities to the public; 2) Activities (activities), organizing activities that attract media attention; 3) News (news), providing writing products that disseminate information to the public; 4) Community Involvement, creating programs that involve the community or community; and 5) Media Identity, building relationships with the media (Saleha, 2023; Rahayu, 2022).

Every activity or occurrence of an event related to madrasahs can be quickly known and received attention from all parties concerned, especially community groups or individuals involved or have interests and influence on madrasahs. Schools or educational institutions are social systems that have a lot to do with the internal environment as well as with the external environment (Dhuhani, 2017). Using a small example of the changing needs of individual existence in this society is modern technology in human activity. As a result, the current pace of information flow can have a beneficial or negative impact on the growth and path to success of an educational institution (Putri et al., 2023). Public relations is one of management's efforts to create a harmonious relationship between a body or organization and its public, through an active work program (M, 2017). Therefore, the main effort in the field of public relations is to create cooperation with all parties who have an interest in the organization where the public relations is located. In other words, public relations must communicate with the organization's public (Shufiatuddin & Tazkiyah, n.d.).

Sholihah (2018) also explained that in the era of competition that always requires innovation and creativity, it is necessary to develop schools into learning institutions that can balance the development of current technological advances. This is in accordance with Argyris's thinking which emphasizes the need to build learning organizations. This means that every step of daily interaction in schools must be designed as a capacity building process in improving school work ethics

with general indicators shown by Rivai and Ahmad Fauzi (2004) are as follows: 1) Performance motivation; 2) The impact of learning outcomes on outcomes (in this case student learning outcomes); 3) think strategically; 4) creative thinking; 5) realistic thinking; 6) think well; 7) Sincere thoughts; 8) Improve personal relationships; 9) Improve communication efficiency; 10) Increase capacity to respond to change; 11) Improve job planning, implementation and evaluation skills.

Furthermore, stated that the standard of responsiveness from the school to problems related to information and communication is the beginning of the formation of a public opinion against madrasahs. This is very influential on the image of the madrasah from the point of view of the community. If this is in the form of a positive opinion criticism, then the image of the madrasah is not problematic but can improve the image of the madrasah (Karimah, 2022). Unlike negative opinions, the point of view on madrasahs looks bad and will result in public distrust of the quality of education in schools. which will have another impact on the existence of madrasahs (Surahman, 2022).

In addition, the challenge faced by public relations in the current era of society is in terms of conveying information (Meliana et al., 2022). Where madrasah is faced with increasing developments by following an increasingly advanced era (Simbolon & Iswantir, 2023). Therefore, the school is required to always provide information to the community with what the school faces. Public relations as a mediator between organizations and the public who can not only convey various information related to madrasahs will also listen to various public opinions with the intention of building harmonious relationships and planning a split that can resolve problems when there is a conflict through its role in communication and negotiation (Supriani, 2022).

Based on the explanation of some of the opinions above, it can be concluded that the community has a great influence on educational institutions and other people who attend these institutions. So that cooperation between communities and institutions must be further optimized, especially in the era that has entered society 5.0. The community around the school is a complex society, consisting of small groups with their own collections. In the current era, people can apply social media, in this case all can be accessed and connected to every information both internally and externally, and this is a challenge for each institution in creating a good image of madrasah in the community's point of view. Therefore, a public relations management strategy is needed that is in accordance with the guidance of the current era of society. One of the problems that occur in the research place here is: 1) Lack of community participation in institutions, 2) miss communication between internal parties and external parties, 3) Lack of publication in every excellence activities.

In solving problems related to information and communication in MI Islamiyah madrasahs, reforms were held by public relations management in order to manage all problems that occur, especially in various negative opinions in order to create a positive image of the madrasah. One of them is by holding community activities such as: 1) Istighosah together involving teachers, students, and parents every Tuesday morning, blood donation activities for the

community and health checks for students, grand recitation on Islamic holidays, 2) holding parent meetings every month, also holding homeroom groups with parents to disseminate information related to the development of learning as a student, 3) publicize the activities of the institution through social media accounts such as (Youtube, Instagram and WhatsApp) which can help parents know the learning outcomes and development of children.

Many related studies have been conducted before, including explaining that the importance of the role of digital content is also assessed because the high level of social media use makes people closer to the online world. Another source also explained that image branding management can increase public trust in choosing institutions that are able to educate the nation's next generation. This is also reinforced by the explanation that the emergence of Society 5.0 has opened a new era of increasingly fierce competition, encouraging Micro, Small and Medium Enterprises (MSMEs) to creatively navigate challenges in various fields that include product innovation, marketing, product packaging, human resource development, and technology adoption.

Through exposure to previous research, then the main novelty in this study is a thorough analysis of how the evolution of technologies such as artificial intelligence (AI), internet of things (IoT), big data, and robotics has changed the panorama of public relations. The study details how these technologies influence the behavioural patterns, interactions, and needs of contemporary society, as well as their implications for educational institutions, particularly madrasas.

In conclusion, the purpose of this study is to detail and analyze the impact and implications of technological advances such as artificial intelligence (AI), internet of things (IoT), big data, and robotics on the dynamics of public relations in the era of Society 5.0. This study aims to comprehensively understand how technological changes have changed the behavior, interaction, and needs of modern society, as well as examine its impact, especially on educational institutions, especially madrasas. In addition, this study aims to identify and analyze the challenges faced in managing public relations amid technological developments in society, as well as formulate effective public relations management strategies to overcome these challenges in the context of the Society 5.0 era.

## RESEARCH METHODS

This research is a type of descriptive research that aims to describe in accordance with existing facts. The method used in this study is qualitative method. The purpose of this study is to study phenomena that occur in the field. The approach used is a case study (Gao et al., 2021).

Data collection techniques in this study used observation, interviews, and documentation (Alam, 2021). This research was conducted by observing the strategies and challenges of public relations management in the era of society 5.0 in MI Islamiyah, as well as conducting interviews and documentation to education personnel at MI Islamiyah Kertosono Gading Probolinggo. The data that has been obtained is then analyzed by researchers to obtain the expected results.

In this study, the data analysis technique used was thematic analysis (Peel, 2020). Data collected from observations, in-depth interviews, and document analysis will be compiled, filtered, and analyzed to identify emerging patterns of findings. Then, the main themes and sub-themes will be explored and organized based on the similarity of concepts, issues, or ideas that emerge from the data. The qualitative approach will enable researchers to explore the deep meaning of the collected data, forming a comprehensive understanding framework for public relations management strategies and challenges in the era of society 5.0.

## **FINDINGS AND DISCUSSION**

Based on the research conducted at MI Islamiyah in response to the era of Society 5.0, several essential efforts need to be undertaken to enhance the management strategies of public relations in addressing the challenges of this era. In order to accomplish the predefined objectives, the public relations department is dedicated to achieving them by devising clear and comprehensive semester and annual work programs. Moreover, they meticulously investigate facts, strategize, and communicate to evaluate the progress achieved. (Faridah, 2020).

It is very important to have a comprehensive strategy to achieve the success of the program that has been established, starting from what to do and what to do, as well as who is involved in the program. Planning can be understood as a process of selecting and linking knowledge, facts, imaginations and hypotheses for the future with the aim of imagining and formulating the desired results, series of activities and behaviors necessary within acceptable limits for use in solutions (Prabandari et al., 2021).

Planning can have an impact on educational success through a positive approach to society (Baharun et al., 2021). or It can also be referred to as planning is the main choice, and when there are alternatives, planning problems arise (Munif et al., 2022). Therefore, the application of the state system approach of establishment planning is necessary. The purpose of this approach is to identify future forms and problems by considering the various complex relationships that exist within a system (Kholil et al., 2022).

Thus, it can be concluded that planning is an important step in achieving the goal of making the latest breakthroughs. This is especially true for public relations strategies in facing challenges that arise in the era of society 5.0, so it needs to be properly planned and adjusted to needs. There are several steps of planning public relations management strategies that have been carried out by MI Islamiyah in facing challenges in the era of society 5.0 including: Formation of Publication Teams, Establishment of Madrasah Development, Building Network Networks with Student Parents and the Community.

As stated by Mr. Moh. Sunanyi as the Principal said one of the best strategies to advance MI Islamiyah is to use publication media to show the excellence and image of MI Islamiyah to the community and the surrounding environment using technology. This public relations management strategy is planned through internal evaluation meetings with public relations, TU, and employees. In other words, forming teams defined with their respective

objectives and approved by all parts of the madrasah. This is also done to make the program run better and achieve the desired results.

Madrasah public relations make publications to introduce madrasah to the public. Public relations management helps this institution get ahead by building relationships and reciprocity (Suyitno, 2021). In addition, it will be attractively packaged by the publication team, and will be distributed over the internet using Youtube, Facebook, Instagram, Twitter, and WhatsApp. Not only through social media, but MI Islamiyah also uses offline via holding a social activity related to the surrounding community to further maximize the semester and annual work programs.

To show that the institution is advanced and worthy of being a role model and the best place to get an education, this is the right step to introduce it to the public. If the institution has a public relations strategy that can keep up with current technological developments, attractive marketing and consistent introduction will make the surrounding community more loyal to the institution's brand (Dhuhani, 2017).

That in MI Islamiyah Ketosono Gading Probolinggo, in forming a public relations management strategy in an effort to face the era of society 5.0, refers to several problems that are currently occurring in several institutions in the village. Therefore, judging from the problem, it was found that madrasah began with planning public relations management strategy, implementation of the public relations management strategy, challenges of public relations management in facing the era of society 5.0 and the results or impacts seen with the existence of a public relations management strategy for madrasahs.

The results of this study show that educational institutions face a number of problems, especially in the era of society. In the development of an organization, there should be a plan for solving problems, because the success of an organization depends on how the organization handles problems (Astini, 2022). In addition, keep in mind that although the digitization of communication allows information to be accessed quickly, the truth of the information is often changed. To ensure that information remains accurate and communicated correctly, changes need to be made to school public relations in addition to digitization and modernization. To ensure that the authenticity of information remains authoritative, school public relations must have strong standard operating procedures (SOPs) (Kefi et al., 2023). Here are some of the challenges that occur in MI Islamiyah *First*, the number of public and private schools and *Second*, the development of increasingly advanced technology.

Therefore, MI Islamiyah conducts public relations management planning starting with structured management, solid teamwork, and the preparation of each work program by innovative and diverse administrators to support the implementation of public relations strategies (Pramungkas, 2020).

The Madrasah Public Relations Strategy also involves the community in its creation. This is made to build relationships with outside parties, especially parents, with the school (Priandono, 2019). In addition, to improve relationships with parents, Waka Public Relations continues to communicate through social media and individuals. This ensures that parents can access all information about

the madrasa. The homeroom teacher will provide information to the parents through the WhatsApp (WA) group. Thus, all parents can easily get this information. not only through WhatsApp but also through MI Islamiyah's social media accounts such as Instagram, Youtube, bloggers, Facebook, and so on.

Planning a madrasah public relations management strategy begins with a coordination meeting with the head of the madrasah to develop a public relations management strategy that is relevant to today's society. This meeting was attended by the public relations division, TU division, and other employees. Furthermore, in this planning, a public relations work program is made every semester and year, budgeting funds are made, and Public Relations works together with the manpower team to improve the madrasah.

With this strategy, MI Islamiyah institutions can increase public trust in madrasahs, increase the number of student every year and become Islamic madrasahs, produce a generation that is intelligent, moral, outstanding and cares for the environment as the image of the madrasah can reach the community through public relations management strategies and school team work through mass media in forming cooperation, as well as social media and making it easier for the public to obtain information through social media accounts.

The research conducted at MI Islamiyah to adapt to Society 5.0 highlighted the need for enhanced public relations strategies. To achieve set objectives, the institution developed comprehensive work plans, focusing on detailed semester and annual programs. Planning was pivotal for educational success and addressing challenges. MI Islamiyah devised specific steps, like forming publication teams and building community relations, to boost its image. Through strategic media use and structured planning, MI Islamiyah aims to increase public trust, student enrollment, and academic excellence. They foster collaboration through social media for easy access to information, aligning with the demands of the Society 5.0 era.

The research provides critical insights into public relations management strategies within educational institutions in the era of Society 5.0. Highlighting the significance of structured planning and effective use of social media, this study demonstrates how educational institutions can enhance their image, boost community trust, and broaden student involvement. Its primary contribution lies in offering practical and concrete insights into the implementation of adaptive public relations management strategies within the educational context, aligning with the demands of this increasingly digital age.

## CONCLUSION

MI Islamiyah Kertosono Gading Probolinggo showcased resilience amid heightened competition and technological advancements in the Society 5.0 era. The study observed their effective public relations strategies, drawing key conclusions. Firstly, despite competition, MI Islamiyah excelled, leveraging strategic planning for notable progress and impact. Secondly, disseminating engaging educational content through social media bolstered community trust and school appeal. The success is credited to cohesive teamwork among stakeholders—leadership, faculty, and administration—effectively navigating challenges in this transformative era.

For future research, exploring evolving public relations strategies in educational settings amid Society 5.0 remains crucial. Comparative studies across diverse educational institutions, longitudinal research on strategy efficacy, and investigations into community engagement through social media would provide valuable insights. Additionally, studying the leadership's role in implementing successful PR strategies within educational contexts warrants attention.

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