

MINDFUL MESSAGING: PUBLIC RELATIONS (PR) STRATEGIES IN SCHOOLS BY USING HIERARCHY OF EFFECTS

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Abstract :

This research explores the application of mindful messaging strategies in PR (Public Relations) in schools using the Hierarchy of Effects principle and its impact on communication effectiveness, audience engagement, and school image. Through interviews with various stakeholders such as school principals, financial managers, committee administrators, event coordinators, heads of PR, alums, new students, and parents, as well as collecting data through observation and document analysis, this research identified that message consistency and content relevance is critical. They are influencing emotional connections and audience engagement. The research results show that effective implementation of mindful messaging can improve a school's image and influence new student enrolment decisions, with the effectiveness of communication channels depending on consistent message management and interactive communication techniques. The conclusion of this study emphasizes the importance of planned and emotional communication strategies in strengthening school homework and influencing audience perceptions and behaviour.

Abstrak:

Penelitian ini mengeksplorasi penerapan strategi pesan mindful dalam PR (Hubungan Masyarakat) di sekolah dengan menggunakan prinsip Hierarki Efek dan dampaknya terhadap efektivitas komunikasi, keterlibatan audiens, dan citra sekolah. Melalui wawancara dengan berbagai pemangku kepentingan seperti kepala sekolah, manajer keuangan, administrator komite, koordinator acara, kepala PR, alumni, siswa baru, dan orang tua, serta mengumpulkan data melalui observasi dan analisis dokumen, penelitian ini mengidentifikasi bahwa konsistensi pesan dan relevansi konten sangat penting. Mereka memengaruhi koneksi emosional dan keterlibatan audiens. Hasil penelitian menunjukkan bahwa penerapan pesan mindful yang efektif dapat meningkatkan citra sekolah dan memengaruhi keputusan pendaftaran siswa baru, dengan efektivitas saluran komunikasi bergantung pada manajemen pesan yang konsisten dan teknik komunikasi interaktif. Kesimpulan dari penelitian ini menekankan pentingnya strategi komunikasi yang terencana dan emosional

INTRODUCTION

In an educational context, effective communication strategies are essential to building strong relationships between schools and their communities. However, the effectiveness of the message conveyed is often influenced by the way the message is delivered and received by the audience (Arifin & Zaini, 2024; Khotimah et al., 2024; Salim et al., 2024). In this case, the Hierarchy of Effects principle, which sequences stages from awareness, interest, and desire to action, can provide valuable guidance for designing public relations (PR) school strategies (Lauren, 2023). A mindful messaging approach, or delivering messages that are full of awareness, can be a critical factor in increasing the effectiveness of this PR strategy (Maina & Mberia, 2023). Just as the spiritual values that underlie work commitments in Islamic boarding schools often prioritize psycho-spiritual motivations over biological needs, a mindful approach in public relations communications aims to create deeper and more authentic connections with school audiences (Lusia & Hawadi, 2023; Sanjani et al., 2024). This can be seen from how messages delivered carefully and attentively influence the perception and involvement of the school community, including students, parents, and staff (Maulidia, 2023). Therefore, this research explores how applying the Hierarchy of Effects principle in school public relations strategies, focusing on mindful messages, can increase awareness, interest, desire, and action among school stakeholders.

Studies regarding implementing public relations (PR) strategies in schools have received significant attention. Previous research shows that effective public relations strategies can strengthen a school's image and increase stakeholder engagement, including students, parents, and staff. Several studies (Lin & Hsu, 2013; Prasetyo et al., 2023; Wahyudi, 2023), shows that using the Hierarchy of Effects technique in PR can optimize communication with various audiences (Mujiburrahman et al., 2024). This research also underlines the importance of mindful messaging, namely the delivery of messages full of awareness, which can increase the impact and effectiveness of PR messages in schools (Çakır, 2020). Several recent studies show that strategic and planned application of communication principles can improve a school's image and the satisfaction of its community. For example, research conducted by (Ayalew et al., 2022; Baines et al., 2022; Patience, 2023; Young, 2021) used qualitative methodology to demonstrate that well-designed public relations strategies, including the use of the Hierarchy of Effects technique, can significantly increase engagement and support from school stakeholders (Dewi, Putri, and Pamungkas, 2024). This research reveals that messages conveyed with mindfulness can influence how the message is received and how the audience acts and interacts with the school. Thus, implementing a mindful messaging approach in school PR strategies offers a promising model for building more robust and practical relationships between schools and their communities.

This study seeks to complement the shortcomings that exist in previous research regarding public relations (PR) strategies in schools. Earlier research focused more on communication techniques and their impact on school image. Still, it needed to discuss the application of the Hierarchy of Effects principle and the mindful messaging approach in this context (Osiesi et al., 2023). Based on these findings, this research aims to explore optimizing the application of the Hierarchy of Effects principle and the mindful messaging approach in school homework strategies (Momdouh & Hamed, 2024). The focus is on how these two concepts can increase awareness, interest, desire, and action among school stakeholders (Saron, 2023). It is hoped that this research will provide new insights and practical guidance for designing PR strategies that are more effective and have a positive impact. Thus, this research will identify how using the Hierarchy of Effects principle from awareness to action can be strengthened with a mindful approach in PR communication.

A mindful messaging approach, which prioritizes awareness and attention in delivering messages, is critical in strengthening or weakening the impact of PR communication in schools (Net et al., 2023). The main motive in a school's public relations strategy revolves not only around the technical aspects or formality of communication but also on how the message can resonate with the values and expectations of the school community (Le & Yuan-Cheng, 2023). This motive certainly does not appear by chance but is influenced by external factors such as school culture, values, and social interactions (Rosmini et al., 2024). By understanding how the principle of Hierarchy of Effects and mindful messages interact in the school context, this study aims to explore the hierarchy of effects system in public relations at SMP Nurul Jadid. The results of this study are expected to provide deeper insights in developing more effective PR strategies and have a positive impact on building harmonious and productive relationships in educational environments.

RESEARCH METHODS

This research focuses on the application of a mindful messaging approach in school Public Relations (PR) strategies by referring to the Hierarchy of Effects principle. The main goal of this research is to evaluate the impact of consistent, relevant, and emotional messages on audience engagement and the effectiveness of communication strategies at SMP Nurul Jadid. This research aims to understand how message integrity, emotional connection building, and content resonance contribute to changes in audience behavior, such as new student enrollment and participation in various school events. By exploring the application of these principles, it is hoped that this research can provide in-depth insight into how to design and implement more adaptive and effective public relations strategies in educational environments, as well as increase understanding of the impact of strategic communication on desired outcomes.

To achieve the objectives of this research, a qualitative approach using the case study method was chosen (Köhler, 2024). The case study was chosen for its ability to provide an in-depth and contextual understanding of the application of mindful messaging principles in school homework strategies. This qualitative

approach allows researchers to explore in detail how messages are delivered, received, and processed by audiences in various school contexts. Case studies also enable in-depth analysis of the factors that influence the success or failure of a PR strategy, including contextual variables and internal dynamics that can influence communication effectiveness.

Data collection was carried out through three main techniques: observation, in-depth interviews, and document analysis. Observations were carried out directly to monitor the implementation of messages and communication channels in schools (Zuhdi et al., 2024). This technique allows researchers to directly observe how messages are conveyed through various communication channels such as social media, email, and face-to-face events, as well as to understand the dynamics of communication in real contexts. These observations also help in assessing the consistency of the message and the effectiveness of the communication channels used. In-depth interviews were conducted with various stakeholders, including school principals, school committee administrators, event coordinators, new students, and parents. This interview aims to explore perspectives on how the messages conveyed build emotional connections, the relevance of the content, and the effectiveness of communication channels. A semi-structured interview guide was used to ensure that the questions asked were relevant and consistent, as well as to obtain in-depth and varied information regarding the implementation and impact of PR strategies.

Document analysis includes evaluation of communication materials, evaluation reports, and school homework policies. This documentation provides additional context about how messages and communication strategies are designed and implemented in schools (Williams, 2021). Document analysis helps in understanding the structure, content, and purpose of the various communication materials used in a PR strategy, as well as how these elements contribute to the overall effectiveness of the communication strategy. Data collected from observations, interviews and documents were analyzed using thematic analysis techniques. The thematic analysis process involves organizing, grouping, and interpreting data to identify key patterns, differences, and convergence in the data obtained. This technique allows researchers to uncover the meaning and implications of implementing mindful messaging in school homework strategies. Through thematic analysis, researchers can identify key themes related to message integrity, emotional connection, content resonance, audience engagement, and communication channel effectiveness, as well as provide comprehensive insight into the impact of strategic communication on audience engagement and PR effectiveness.

Through this approach, this research aims to provide in-depth insight into how mindful messaging principles are applied in school PR strategies and their impact on audience engagement and communication effectiveness. This research seeks to uncover the factors that influence acceptance and response to PR messages, as well as to identify best practices in designing and implementing effective communication strategies in educational settings. With the results obtained, it is hoped that this research can make a significant contribution to the

development of more effective and adaptive PR strategies in schools, as well as increasing understanding of how strategic communication can influence desired outcomes.

FINDINGS AND DISCUSSION

Strategic Insights from the Hierarchy of Effects

This discussion describes the results of research with a focus on optimizing the application of the Hierarchy of Effects principle in community relations strategies in schools. An in-depth analysis will be presented regarding how thoughtful messaging strategies can increase communication effectiveness and strengthen relationships between schools and stakeholders (Faiz et al., 2023; Ocak & Hocaoglu, 2023). An evaluation of the impact of this approach on public perception, level of engagement, and community support will also be discussed, as well as the challenges and opportunities that arise in the implementation process (Sanjani, 2024). The following research data shows that optimizing the application of the Hierarchy of Effects Principle consists of the following;

**Table 1. Interview Result Data
Optimizing the Application of the Hierarchy of Effects Principle**

Interview Data	Coding	Resources
"We measure the effectiveness of investments by comparing the results obtained, such as increased student enrolment and community engagement, with the budget we have allocated for PR campaigns. Statistical data on new enrolments and participation in school events are often used as leading indicators."	ROI (Return on Investment)	Headmaster
"We use metrics such as cost per new student acquisition and a comparison between campaign costs and additional revenue generated from increased enrolment. These metrics help us plan future PR budgets and ensure that every dollar invested adds significant value."	ROI (Return on Investment)	School Finance Manager
"We hold regular meetings with parents and the community, and provide communication platforms such as newsletters and social media groups to maintain engagement. We also hold regular community events to ensure ongoing support."	Ongoing Engagement and Support	School Committee Management
"We ensure that all school activities are designed to attract active participation by involving feedback from students and parents about the types of events they are interested in. We also provide incentives and rewards for active participation and keep them updated on the progress and results of activities."	Ongoing Engagement and Support	School Event Coordinator
"The educational technology we have developed has shown a large positive impact. The tools we provide increase interaction, enable broader access to material, and provide rapid feedback to learners, which in turn increases learning effectiveness."	Image Enhancement	Head of School PR Department
"I have seen a significant improvement in the school's image. The school is now better known for its innovation and engagement with the community. These changes have strengthened my positive outlook and increased my sense of pride as an alumnus."	Image Enhancement	School Alumni
"The information I received through the PR campaign was		

very informative and interesting. I decided to register after seeing positive testimonials and detailed information about the programs offered. After that, I also attended an introductory event held by the school."	Behavioural Actions	New student
"The PR campaign provided much convincing information about the quality of education and school facilities. After viewing the PR materials, we visited the school and spoke directly with the staff, who ultimately decided to enrol our child. We also actively followed news and events held by the school."	Behavioural Actions	Parent

Based Table 1, interviews with various stakeholders regarding PR strategies in schools, several main findings were revealed at SMP Nurul Jadid. The Principal explained that the effectiveness of investments in PR strategies is evaluated by comparing outcomes such as increased student enrolment and community engagement against the allocated budget. New enrolment data and participation rates in school events serve as key indicators of the campaign's financial success. The School Finance Manager added that metrics such as cost per student acquisition and comparison between campaign costs and additional revenue help plan PR budgets more effectively, ensuring every dollar invested produces significant results. In the context of ongoing engagement and support, School Committee Management stated that they maintain relationships with parents and the community through regular meetings, communication platforms such as newsletters and social media, and scheduled community events. The School Events Coordinator underscored the importance of designing activities that are engaging and involve feedback from students and parents, as well as providing incentives and rewards to ensure active participation by Figure 1.

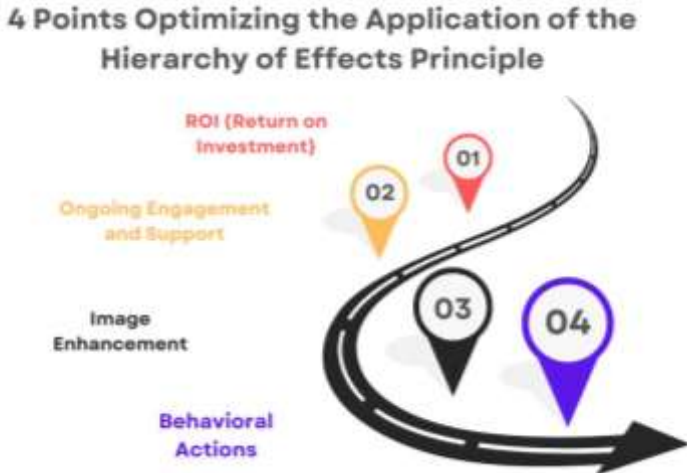


Figure 1. Optimizing the Application of the Hierarchy of Effects Principle

Data from observations shows that the educational technology implemented by the Head of the School Homework Department has significantly increased interaction and access to materials, supporting the effectiveness of learning by strengthening the connection between students and educational resources. These technologies include digital platforms that facilitate distance learning and enable instant feedback, which directly contributes to improving

the quality of education (Anon, 2024). The School's alumni report that the school's image has improved thanks to innovation and greater community engagement, which strengthens their positive view of the institution. This innovation involves collaborative programs that involve alums in various school activities, as well as PR campaigns that highlight achievements and new initiatives taken by the school (Dobija et al., 2023). New students and parents also noted that the information from the PR campaign was informative and interesting, influencing their decision to enrol and actively following school news and events.

This PR campaign was structured with a mindful messaging strategy that ensures that the messages conveyed are not only accurate and consistent but also resonate with the values and needs of the target audience (McCarthy et al., 2023; Wahyudi, 2023). The use of the Hierarchy of Effects in designing PR messages allows schools to build awareness, interest, and commitment among prospective students and parents, thereby encouraging deeper engagement and active participation in a variety of school activities (Kraak et al., 2023). Thus, the emphasis on emotional aspects in public relations communications also plays an important role in creating stronger and more sustainable relationships between schools and their communities.

Mindful Messaging Approach in PR (*Public Relations*) Strategy

This discussion will examine the application of the mindful messaging approach in community relations strategies in the school environment (Tommasi et al., 2023). The main focus of this analysis is how the implementation of thoughtful messages can influence the effectiveness of communication strategies and strengthen interactions between schools and various stakeholders (Kieu, 2023). Researchers will identify how this approach can optimize the impact of communications, as well as the challenges faced and potential benefits gained from its implementation. The following research data at SMP Nurul Jadid shows that optimizing the Mindful Messaging Approach in PR (Public Relations) Strategy consists of Tabel 2;

**Table 2. Interview Result Data
Mindful Messaging Approach in PR (Public Relations) Strategy**

Interview Data	Coding	Resources
"We ensure message consistency by establishing clear communication guidelines for all PR staff members and using verification tools to check message alignment with school values. Every communication material must go through a review process before being disseminated."	Message Integrity	Headmaster
"We have a team responsible for auditing and ensuring that all communication channels, both digital and print, follow established guidelines. This includes regular training for staff on how to deliver messages that align with the school's values and mission."	Message Integrity	Head of the School Public Relations Department
"The messages I received were very impressive and touching. I felt more emotionally connected to the school because the messages emphasized the care and support provided to students. This greatly influenced my decision to enrol."	Emotional Connection	New student
"The message from the school was very resonant and		

touching, especially in terms of their commitment to student well-being. This sense of emotional connection was very important to us in deciding to enrol our child at this school."	Emotional Connection	Parent
"We assess content relevance by gathering feedback from parents and students and monitoring their level of engagement with the material presented. Relevant content typically generates positive responses and increases participation in school activities."	Content Resonance	School Committee Management
"We use data analytics to measure how well campaign content captures audience attention, such as the number of event participations and interactions with PR materials. Resonant content typically sparks greater interest and higher levels of engagement."	Content Resonance	School Event Coordinator
"We designed our PR strategy with a focus on interactive engagement, such as in-person events and social media campaigns. Success metrics included event participation rates, the number of interactions on social media, and direct audience feedback."	Audience Engagement	Head of School PR (Public Relations) Department
"The PR strategy was very effective in generating our interest in re-engaging with the school. We felt motivated by the school's efforts to maintain good relationships and update us on recent developments. Our involvement was driven by a sense of pride and concern for the school's progress."	Audience Engagement	School Alumni
"We assess the effectiveness of communication channels by monitoring engagement and response data from audiences. Social media channels such as Instagram and Facebook have proven to be very effective because they allow direct interaction and rapid dissemination of information."	Channel Efficacy	School Social Media Manager
"Email channels and school websites are often the most effective in reaching our target audiences. Success is measured through email open rates, clicks on links, and website visit statistics. We continually evaluate and adjust channels based on these results."	Channel Efficacy	School Communications Coordinator

In discussing the mindful messaging approach in school homework strategies, interview data revealed several important aspects (Friedman, 2023; Volkmann & Fraunhofer, 2023). Message consistency is maintained through strict communication guidelines and a verification process that ensures that the material disseminated is aligned with the school's values (Guignard & Shepard, 2023). The audit team routinely checks all communication channels, both digital and print, and provides training to staff to ensure messages remain aligned with the school's mission (Guan & Asavisanu, 2023).

Interview data regarding the mindful messaging approach in school PR strategies revealed that message consistency is maintained through strict communication guidelines and a verification process that ensures alignment with school values. The principal and head of the school's PR department stated that every communication material must go through a review process to ensure the integrity of the message. Responses from new students and parents show that the school's emotional and supportive messaging creates a deep connection,

influencing their enrolment decisions (Morgado et al., 2024). Content relevance was also assessed through positive feedback and engagement levels, indicating that resonant content can increase participation in school activities (Lesiak et al., 2024). PR strategies by Figure 2, involving direct interaction and the use of social media have proven effective in increasing interest and engagement, with communication channels such as Instagram, Facebook, email and websites showing significant results in reaching target audiences (Lopez & Combs, 2024).



Figure 2. Mindful Messaging Approach in PR (Public Relations) Strategy

Observation data on the implementation of PR strategies in schools shows that message consistency and content integrity are well maintained through implemented communication guidelines and routine audit processes. Messages delivered through various channels, including social media and email, succeeded in building a strong emotional connection with the audience, as seen by increased participation in school events and positive feedback. Data analysis shows that relevant and resonant content significantly increases audience engagement, with social media channels such as Instagram and Facebook being especially effective in attracting attention and engagement. In addition, the effectiveness of the communication channels used to reach target audiences is continuously evaluated and adjusted based on the engagement and response data obtained.

CONCLUSION

Conclusions from the journal *Mindful Messaging: Public Relations (PR) Strategies in Schools by Using Hierarchy of Effects* confirm that the application of mindful messaging principles substantially improves the effectiveness of PR strategies in the school environment. By utilizing the Hierarchy of Effects, this research shows that message consistency and content relevance play a vital role in building a positive school image and strengthening emotional connections with the audience. Analysis through interviews with various stakeholders and observations of PR practices revealed that consistent, relevant, and emotional messages significantly increase student, parent, and community engagement and influence new student enrolment decisions. However, challenges in maintaining message consistency and selecting effective communication channels still need to be overcome. This conclusion underscores the need for a planned and responsive

PR strategy to maximize communication outcomes and strengthen the school's relationship with its audience in order to achieve a greater and more sustainable impact.

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