Public Relations Strategy of Sekolah Islam Terpadu (SIT) Auliya Bintaro in Maintaining Consumer Loyalty

Agung Priyo Sembodo[1], Aminah Swarnawati[2]
Master of Communication Science, Universitas Muhammadiyah Jakarta, Indonesia[1,2]
Email: agungpriyo.ra@gmail.com[1], aminah.swarnawati@umj.ac.id[2]

Keywords	ABSTRACT
Public Relations Strategy, Cyber, Consumer Loyalty	Educational institutions must carry out Public Relations (PR) strategies but cannot be separated from businesses such as the Sekolah Islam Terpadu (SIT) Auliya Bintaro. The Customer Division carries out the PR strategy to reach its consumers, namely the Muslim middle class. The study aimed to find out 1) SIT Auliya Bintaro's PR strategy in maintaining consumer loyalty 2) Obstacles to SIT Auliya Bintaro's PR strategy in maintaining consumer loyalty. RACE (Research, Analysis, Communication, and Evaluation) is the theory used. This research method uses case studies with a qualitative approach. Data collection techniques through in-depth interviews and literature studies. Selection of informants as many as 3 people by purposive means. The results showed that SIT Auliya's Customer Division runs its communication programs by the four-step process of strategic PR management, namely RACE, with findings of the application of PR through Cyber, which is indicated to maintain consumer loyalty. The online tools studied are Instagram, websites, and WhatsApp. The obstacles encountered stem from the lack of human resources and adequate facilities and infrastructure to carry out PR strategies through Cyber, the search for content materials in the field, and problems that can cause complaints from consumers.

INTRODUCTION

Islamic private schools as educational institutions offer various advantages both in terms of educational programs facilities and infrastructure that support learning. This school combines general education and religious education into one interwoven curriculum. With this approach, all subjects and all school activities cannot be separated from the frame of Islamic values. As an educational institution regulated privately, this makes this Islamic private school inseparable from a business institution (Rashid et al., 2019). Therefore, establishing this Islamic private school will incentivize producers of education service providers to improve their quality to compete with other education service providers.

The rapid development of Islamic-based private schools compared to other private schools in Bintaro is quite an interesting phenomenon in the educational environment. This is marked by the high interest of parents of students who come from the Muslim middle class to enroll their children in Islamic private schools. The demands of the Muslim middle class, who are now increasingly open-minded and techy, assume that the role of study and education is not only limited to reading and writing the Qur'an but also supported by the latest studies and education that are relevant by the demands of the times. They prefer and like Islam-based education, which can make their children smart in mathematics, physics, or English proficiency while having noble Islamic values and character.

Despite the rise in interest in the Muslim middle class, parents' enrollment of Islamic private schools has also had its ups and downs. Along with the number of Islamic private schools, the number

of students in each Islamic private school has fluctuated. The Islamic private school is now competing to become the best and most favorite school.

Eight Islamic private schools that are included as favorite schools of parents of students living in the Bintaro area are Amalina School, Annissa-Izada School, Auliya School, Budi Mulia School, Al-Azhar Bintaro School, Mutiara Harapan School, Khalifa IMS Bintaro School and Al Kautsar Bintaro School. One of the strategies carried out by these schools is to conduct Public Relations (PR) through cyber with online tools such as social media in the form of Instagram to reach consumer loyalty (Dewi, 2016; Susilo & Fauzy, 2021). The following is data on the number of followers obtained until the end of the 2022 semester. has the highest number of Instagram followers among other private Islamic schools. The school, located in the Bintaro area, precisely on Jalan Jombang Raya, is one of the Islamic private schools that has experienced the impact of intense competition in New Student Admissions (PSB).

SIT Auliya was established on April 25, 1994, starting from the birth of the Auliya Integrated Islamic Kindergarten (TKIT) in Jalan Cempaka, Bintaro. This made SIT Auliya the first Islamic school in the Bintaro Jaya area, South Jakarta. SIT Auliya carries the concept of Integrated Islamic education that combines Islamic values in all aspects of learning; this school develops students' potential and competencies to become Smart, Creative, and Pious. Now SIT Auliya continues to grow and develop into an innovative school in the learning system, supported by a dedicated team of educators and the school's collaboration with parents in various collaboration programs.

During its 28-year journey, SIT Auliya has developed education levels for students who want to study here, starting from Kindergarten (TK), Elementary School (SD), Junior High School (SMP) to High School (SMA). The tight competition in student admission targets makes SIT Auliya have to think of a unique and appropriate strategy for attracting new students and maintaining the comfort of its students so that when they graduate from school, parents and students still entrust SIT Auliya with the next level of school education.

Along with the emergence of globalization, of course, it does not know national borders. Likewise, the media influences and is influenced by globalization. With the advancement of information technology, many phenomena occur in society; one is the emergence of new media, or online media. The term digital media (new media) emerged at the end of the 20th century and was used to refer to new media that combines conventional media with the internet. The emergence of the term new media is closely related to the presence of the internet in this world.

The rapid development of technology, the digital world, and the internet have impacted the shift in the public relations (PR) trend worldwide; PR has begun to be carried out through cyberspace. PR strategies through cyber are considered more prospective because prospective customers start buying or using products or services online, especially during the COVID-19 pandemic (Hermawan & Hernawati, 2022; Rosliana & Loisa, 2018). Good and targeted communication is one of the keys to PR strategies through cyber, which is a very important strategy to be used by SIT Auliya PR Practitioners in establishing good relationships with their public online (Al Khomsa, 2015; Nur'aini, 2020). Every other Islamic private school must have a strategy that distinguishes it from other educational services to avoid losses (Octaviani & Setyanto, 2019; Putra et al., 2021). Maintaining good relationships and consumer loyalty requires communication activities that require strategy. Not only conveying messages about products and services to the public but also having the right message content, interesting, easy to understand, the right program and media that suits the target. This is done so that all forms of communication to be conveyed can run effectively.

SIT Auliya PR Practitioners face several challenges in carrying out PR strategies through cyber, namely handling complaints about school services and facilities, building good relationships with parents (Customers), and organizing events. Practitioners. SIT Auliya PR needs to learn to find opportunities to benefit from cyber PR strategies. SIT Auliya must also continue to innovate by using PR

strategies through cyber, namely by utilizing the use of online media and social media that are currently trending, namely Websites that have been supported by Search Engine Optimization (SEO), YouTube, Facebook, Instagram, Google My Business and WhatsApp to attract consumers and maintain loyalty.

SIT Auliya carries out its external function with PR through cyber, namely carrying out activities that can establish good relations such as establishing relationships with public officials such as the Mayor of South Tangerang and the Head of the South Tangerang Education and Culture Office, collaborating with communities or brands to create campaigns and events and organizing hot events. Maintaining customer loyalty is very important for private Islamic schools such as the Auliya Sekolah Islam Terpadu because it will be more difficult if the school relies only on new customers.

The Islamic private schools use various strategies to seize their market share, which is the Muslim middle class. One of the strategies used is to use PR strategies through cyber. The difficulty of Islamic private schools getting new customers can be due to the considerable cost factor. This makes PR strategy through cyber a way to reach their target market and maintain consumer loyalty. Seeing the phenomenon of intense competition in Islamic private schools, the role of Auliya Sekolah Islam Terpadu PR Practitioners in developing different cyber PR strategies to maintain consumer loyalty and compete with other Islamic private schools is important. Based on the background description, this study aims to analyze SIT Auliya Bintaro's Public Relations Strategy for maintaining consumer loyalty.

METHODS

This research uses a qualitative approach with the object of research focusing on the Public Relations (PR) strategy applied by SIT Auliya. The research location was conducted at SIT Auliya, Jl. Jombang Raya No.49, Jombang, Ciputat, South Tangerang City, Banten, with a research period from August 2022 to November 2022.

The research method used is the case study method. This approach allows researchers to conduct detailed investigations of specific phenomena in the context of the object under study, SIT Auliya. This case study was conducted by collecting data through in-depth interviews with informants, such as Customer Division Head, Media Manager, and Service Supervisor from SIT Auliya. The determination of informants is carried out purposively, considering their competence and understanding of the PR strategy.

Research data sources consist of primary and secondary data. Primary data was obtained through in-depth interviews with selected informants, namely SIT Auliya, the customer division head, the media manager, and the service supervisor. The secondary data was obtained from SIT Auliya's media publicity, books, journals, and articles related to PR and consumer loyalty.

Data collection techniques are conducted through in-depth interviews and document analysis. In-depth interviews are conducted to understand the PR strategies applied deeply. Document analysis was conducted on media publicity and other official documents related to SIT Auliya's PR strategy.

The data analysis process follows the Miles and Huberman model, which consists of four stages: data collection, data reduction, data display, and data conclusion. Data obtained from interviews and documents were analyzed to identify themes, patterns, and important information related to SIT Auliya's PR strategy.

The validity of the data is checked through triangulation techniques by comparing data from different sources and methods. Different informants, such as parents of students and Public Relations Experts, were interviewed to ascertain the veracity and validity of the information obtained from the main informant, namely the internal party of SIT Auliya. Thus, this study ensures the reliability and accuracy of the research results.

RESULTS

Research Analysis Research Steps for Implementing Cyber PR Strategy

In the PR process step of the RACE model, through research (research), the identification of strengths, weaknesses, opportunities, and threats to organizations or institutions is carried out (Dilenschneider, 2022). In this research step, the Customer Division of SIT Auliya identified that the Auliya Bintaro Sekolah Islam Terpadu has strength in its characteristics as the first Islamic School in the Bintaro area. This is marked by the birth of this school, starting from the Kindergarten unit, established in 1994 with a total of 25 students at first. With Integrated Islamic education, SIT Auliya combines Islamic values in all aspects of learning to develop students' potential and competencies to become a Smart, Creative and Pious generation. With the encouragement and support of parents, SIT Auliya continues to grow and add its school units to every level of education, namely Elementary School (SD) in 2000, Junior High School (SMP) in 2006, and High School (SMA) in 2014. Until now, SIT Auliya has approximately 1500 active students and 12,000 alumni.

This characteristic has received a positive response from parents who distinguish SIT Auliya from schools that are its competitors. The service subdivision, part of the SIT Auliya Customer Division, can conduct research through surveys and ethnography. Ethnography allows the service subdivision team to invite parents to open communication by sitting together outside the school. This activity is usually carried out in relaxed places that evoke a fresh atmosphere so that the communication is open and heart to heart. This communication is important because some things from the discussion result in suggestions, proposals, and an inventory of problems that must be addressed immediately.

Meanwhile, surveys are usually carried out through polls and questionnaires presented in digital form, making it easier for parents to fill out. This Online Form is shared via WhatsApp, which can be accessed anywhere and anytime. Still, a definite filling deadline exists to process the collected data as evaluation material.

1. **SWOT Identification**

   Any information that becomes a weakness in SIT Auliya will gradually trigger SIT Auliya to improve. But now, SIT Auliya focuses more on the outcome or output of its products, namely, educating children to become a smart, creative, and pious generation.

   Any weaknesses in Human Resources (HR) will certainly be upscaling, which is enhanced by training teachers and staff who present resource persons with expertise in their fields and reputable formal institutions.

   Cyber PR SIT Auliya captures the opportunity well. With the development of today's digital era, prospective parents of students are more familiar with gadgets, which is a great opportunity for Cyber PR SIT Auliya to do digital marketing. Digital marketing uses the Ads feature integrated with the Instagram platform. The Instagram Ads feature can expand the reach of posts on SIT Auliya's Instagram, which is limited to reaching only its followers. Boosting Instagram content posts can widen the reach of posts more targeted at prospective parents of students interested in finding information about schools on social media. The reach of posts can also be set demographically as desired according to SIT Auliya's target consumers in the middle-class group. Instagram content boosted with Instagram Ads will have a "Sponsored" mark.

   Carrying the theme "Best School" and "Favorite School," SIT Auliya not only targets to become a dream school in the Bintaro area but also with a high sense of optimism, SIT Auliya is expected to expand its work throughout Indonesia by opening branch schools.

   SIT Auliya also does not escape the threats that exist in its institution. The threat can be in the form of factors of services provided by the school to parents, competitors who are schools that stand in the Bintaro area and its surroundings, and even from the content of posts

   produced by the media subdivision. From every threat faced, both internal and external, Auliya School always prepares itself to make a breakthrough or innovation to overcome these

threats. For example, when facing a global pandemic experienced by the world due to covid-19. The world of education at that time experienced the same problem, namely social distancing, where learning could not be done face-to-face. Therefore, SIT Auliya remains focused on learning and teaching with students. Even though they are at home, learning is still packaged in an interesting virtual manner. SIT Auliya strives to provide adequate facilities and infrastructure, such as a dedicated internet connection, webcam, computer, and other supporting tools, so online learning runs smoothly. This learning product, called Auliya Home Learning, was also published in national online media as a form of special attention of SIT Auliya in education to penetrate time and space. This is certainly the best service to parents so their children continue learning from school as they should but still maintain applicable health protocols.

This publication activity is included in one of the Public Relations Mix Strategy (PR MIX) concepts, namely PENCILS, developed by Thomas L. Harris. The PENCILS strategy consists of Publications, Events, News, Community Involvement, Information or image, Lobbying, negotiation, and Social responsibility. According to Harris, Public Relations Mix combines institutional or company communication channels that aim to convey messages to the external public to achieve good and profitable communication relationships for institutions or companies. Because it uses a cyber PR strategy, SIT Auliya's customer division uses online media communication channels that facilitate sharing links so that messages loaded in online media can be shared through various platforms, including social media, the internet, and instant messenger.

2. **Assessment of Success from Cyber PR Practices**

The Cyber PR strategy run by SIT Auliya has certain targets to assess the success of implementing Cyber PR. The easiest assessment is when the number of incoming students reaches the target set at the New Student Admission Work Meeting (Raker PSB). From the PSB Raker event, several important elements that became evaluation materials for implementing PSB in the previous academic year were discussed, and solutions to problems and obstacles were sought.

After finding a solution, then set PSB targets and targets that are adjusted to the Main Work Indicators (IKU) of the Customer Division. Please note again that SIT Auliya is a tiered educational institution from kindergarten to elementary and junior high school, so it is hoped that students with good experience during school can continue to the next level. Parents play an important role in deciding their children to go to school. Therefore, with this Cyber PR strategy, parents can monitor their children's activities at SIT Auliya. Every published post content has a deep meaning to parents. The enthusiastic response of parents can be seen when sharing posts published on SIT Auliya's social media to her social media. When the relationship between students and their parents has been built so closely, both face-to-face and online, it will produce a good perception in their eyes. Good perception in the eyes of consumers is important so that they will continue to choose SIT Auliya as their favorite school.

3. **Planning the Next Step of Cyber PR Practice**

Several things are taken after implementing a cyber-PR strategy, so it is necessary to plan the next steps. SIT Auliya's Customer Division innovates and improves along with the development of technology and the times. For example, the latest IG content feature is Reels, a message packaged in audiovisual form currently most in demand by young people, better known as the millennial generation. This innovation of delivering messages using IG Reels is very effective in the affordability of its messages, which have an average performance of 1000 impressions from followers and from the homepage, exploring and scrolling up other people's IG accounts.

To convince parents of new students to send their children to SIT Auliya, the Customer Division is looking for parents who can express their positive impressions and experiences with SIT Auliya. This step is a continuation of establishing a relaxed communication relationship before. The process of taking her video testimonial was in a school environment with a message sentence that

was made naturally without losing the essence of her impressions and experiences after sending her child to SIT Auliya.

Research Analysis Step Analysis of the Application of Cyber PR Strategy

Cyber PR practitioners analyze by identifying the main public or audience that is expected to communicate. In communication activities, the target audience is important to determine because it is directly related to funding, message effectiveness, scheduling activities, and achieving goals when the point to be achieved escapes the reach and ease of evaluation of communication activities (Wahid & Rizki, 2018).

It is also very important for Cyber PR Practitioners to tailor PR goals, strategies, and tactics for each public. Senior founder and international public relations consultant News Hampshire, Patrick Jackson, formulated several objectives for the public relations campaign: the first is public awareness, which is to create public awareness related to the social field. The second is to Offer Information, providing information related to the campaign program to interested audiences. The third is public education, which provides understanding to the audience in expressing their opinions emotionally by not forgetting ethics and reasonable limits. The fourth is Reinforcing Attitude and Behavior, strengthening a value or changing the audience's behavior through the communicator's approval; the last is Behavior Modification, changing the audience's behavior by convincing certain social safety programs.

1. **Key Public Identification**

   Public identification of SIT Auliya can be done by surveying consumers who have entered Auliya School and comparing consumer interest in joining Auliya School with competitors. The survey was conducted after the observation session by the psychologist and passed the observation. Parents registered online and observed must complete the commitment form before paying for Re-Registration. The financial admin asked where the parents got their SIT Auliya info. Does anyone reference it? Usually, there will be special rewards for people who have referred new parents from external SIT Auliya entry lists.

   The identification of parents as middle-class people can also be seen from the commitment form. Parents were asked about the School Entrance Fee (BMS) payment stage. Is it cash or periodically? All information regarding financial matters is explained clearly and transparently so that the commitment form is the initial gate for the formation of trust between the school and parents.

   To detect SIT Auliya's target audience through digital marketing tools from both SEO and SMO, refer to the following image.
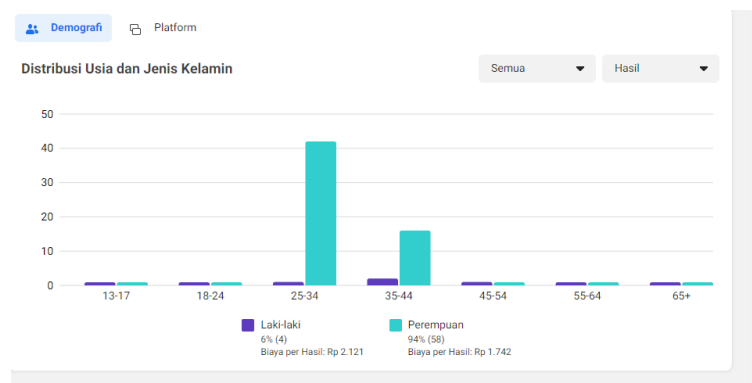
Figure 1. SIT Auliya Target Audience Demographics

The graph shows that SIT Auliya's Cyber PR activities are more widely accessed and in

demand by mothers aged 25-34 and ages 35-44.

2. **Cyber PR Objectives, Strategies, and Tactics**

One of the ultimate goals of SIT Auliya's Cyber PR activities is consumer loyalty. Building good relationships through Cyber PR to achieve loyalty is building interaction with the audience and providing the audience with an understanding of the context of information. In addition, making strategies must also be objectively based (the achievement of goals assessed based on cognitive, affective, conative, and action loyalty). When viewed objectively, this cyber PR strategy aims to reach the level of action loyalty.

From the analysis conducted by Cyber PR SIT Auliya in determining the goals, strategies and tactics of Cyber PR, there are results where parents of students have an enthusiastic sense of interaction with online tools provided by Cyber PR SIT Auliya. Parents who are happy with the Events organized by SIT Auliya get positive reviews to convey the impression as an IG story feature. Parents of students who received excellent service from SIT Auliya were happy to share positive comments, which ultimately became word of mouth mutually beneficial for both parties.

This indicates the accuracy of the analysis of the main public identification as well as the strategies and tactics carried out by Cyber PR SIT Auliya to maintain consumer loyalty.

3. **Research Analysis of Communication Steps from the Implementation of Cyber PR Strategy**

Three elements must be present in all communication efforts, namely, the source of the sender, the message, and the destination or receiver. To communicate effectively, words and symbols from the sending source must have the same meaning as the meaning understood by the recipient of the message. Effective communication depends heavily on the involvement of these three elements. Online tools used by Cyber PR SIT Auliya have adjusted to consumer segmentation from both parents and students. This is evidenced by the affordability of published messages that always get a response.

This website contains all the information about SIT Auliya, starting from the kindergarten-elementary-junior-high-high school units. Not only that, the information contained is also about the leadership starting from the SIT Auliya Foundation and Management. The communities formed by the Foundation are also informed on this website, namely ISTIYA (Ikatan Silaturahim Orang Tua Auliya) and Majelis Taklim Auliya. This website has a domain name, www.sekolahauliya.sch.id.

After undergoing several developments, this website is not only a place for information traffic about SIT Auliya. Still, it can also serve the audience to answer messages through the HaloAuliya WhatsApp ChatBot and register schools through SISTA (SIT Auliya Information System).

For the publication of each learning activity at SIT Auliya that can be monitored through social media, the Customer Division uses Instagram with the account name @sekolah_auliya. Here's what his Instagram account looks like. The SIT Auliya Customer Division uses instant messenger to establish interaction with parents using the WhatsApp application, which is very popular and can be used for all circles.

a. **Defining When to Create and Frame Messages**

The main principle of framing the content of the message for communication is to know the public's views and the problem situation. The second principle is to know the target public's needs, interests, and concerns (Cutlip, 2012). In determining the time for message creation, the SIT Auliya Customer Division refers to the program schedule according to the school year period compiled on the academic calendar. In addition, segmenting is based on audience age, namely segmentation for adolescents and adults.

b. **Bottlenecks in Cyber PR Activities**

The barriers to understanding and explaining the message are between the message creator and the recipient. There are several obstacles encountered in the communication process, namely social barriers, age barriers, language or vocabulary barriers and economic and

political barriers (Cutlip, 2012). The Customer Division faces several obstacles by prioritizing optimism so the community can absorb information properly. Obstacles can come from various sides, such as complaints from consumers that must be handled immediately and from supporting devices for Cyber PR activities such as internet network connections and technical obstacles internally contained in human resources and externally contained in school units. Several obstacles need to be detected as the source of the problem.

Identifying Cyber PR obstacles at SIT Auliya comes from inadequate human resources. Based on information submitted by Cyber PR experts who observe the ins and outs of Cyber PR activities, human resources in Indonesia are still limited in their creativity in managing Cyber PR activities. Although the development of technology and information entering Indonesia has been so rapid, Indonesians' understanding of digital skills is still not good. Only limited as a user but can not analyze what makes social media work effectively and efficiently based on its function. Our human resources still do not fully understand digital ethics and security, so the practice of norms on social media is still not good.

> "... Although it has advanced rapidly, there is still a lack of competence from Cyber PR to understand or our creativity is limited; sometimes, because our understanding of digital creativity is still lacking, digital skills are still lacking. You know, using Instagram, but we don't know how to analyze it; sometimes, there is still something like that, right? Even an understanding of digital security and knowledge about digital security and ethics is minimal. We publish only the important thing is that our content comes out and the public awareness ladder can. But we must also understand that there are norms that apply and that can trigger a negative response from society. And so another obstacle is that not all of our target audience is digitally literate. So double in terms of PR practitioners, sometimes they still don't master digital skills, digital creativity is still lacking, analytical thinking and creative thinking are still lacking, right? Digital Ethics and Digital knowledge about Digital Ethics and Digital Security is minimal, right? Likewise with our target audience who sometimes they are confused about how to access information through PR activities" (interview with Mrs. S.A. Utari on October 16, 2022)

Identifying obstacles from other cyber PR activities at SIT Auliya is the search for content materials in the field and a list of problems that consumers can complain about. The data is obtained by means of surveys and ethnography by activities that are often carried out as before and are still considered relevant in inventorying problems from the audience directly and quickly. Input and suggestions from the audience also sometimes come from direct message communication channels on social media, so messages from the audience are considered constructive suggestions in a familial manner.

With these obstacles, the solutions sought by the Customer Division in carrying out SIT Auliya's Cyber PR strategy include managing HR skills by HRD (Human Resources Development). As previously explained, SIT Auliya conducts training relevant to the problems to be solved by inviting speakers from experts and related agencies with expertise in their fields. This is a real step from the SIT Auliya Customer Division in unraveling obstacles by the obstacles encountered.

Suggestions and proposals that enter the Customer Division will be accommodated and managed according to the level of existing problems. If included in the category of mild problems, the best solution will be immediately responded to, and the best solution will be sought so that the problem is resolved immediately. When the problem is of moderate level, the problem will be resolved through meetings with other divisions and related sections related to the problem to be faced. The problem will be brought into the Auliya Sharing Session if it is high-level. This event is a discussion event between foundation leaders, SIT Auliya management, and all school

unit leaders with parents who are members of communities such as the Auliya Parents Association (ISTIYA), Auliya Taklim Council, Auliya Community Cooperative and Class Coordinator consisting of parents of students from each school unit from TK-SD-SMP-SMA. The result of this event and became the first step in the formulation of new policies and program innovations. The added value is found in every problem-solving plan, parents can also unravel the problem. For example, in fulfilling skill development for human resources at SIT Auliya, you can invite resource persons from parents of students who are experts in their fields, references to educational tourist attractions when there is a field trip program and even vendor or producer relationship information that can support all the needs needed by SIT Auliya at a more affordable cost and guaranteed quality. SIT Auliya solves problems that occur by deliberation. Of these deliberations, a positive and strong collaboration between the school and parents will.

c. **Determining the Results to be Achieved in Maintaining Consumer Loyalty**

SIT Auliya's Customer Division determines the results of maintaining customer loyalty by developing from excellent service to customer experience. Customer Experience is the experience of the Customer in the process of interaction with the product or service which can be formed through how the Customer perceives the product or service physically (sense), how the Customer feels using the product or service physically (feel), how clearly the Customer understands the benefits of the product (think), how the product or service can connect customers with others, or with things they are likely to meet in the future (relate) and how products can motivate customers to be able to have a positive attitude towards products (Act) (Izogo et al., 2018). This finding about customer experience is closely related to establishing good relations between an institution and its audience through social media. Social media activities can be trusted as an effort to provide the best positive service and experience in transacting and communicating with customers. This is marked by consumer actions in liking uploads, sharing uploads, giving positive comments, and transacting through company social media (Suha, 2021).

The implementation of SIT Auliya's Cyber PR strategy to maintain consumer loyalty is always monitored for the accuracy of the process flow from start to finish. The process flow monitoring guide is seen from several kinds of supporting documents such as the Innovation Work Plan (RKI), which is a policy resulting from Work Deliberation in each school year, Key Work Indicators (IKU) standards, Budget Work Plan (RKAB) and Customer Division time table for 1 school year.

RKI, which is the working area of the Customer Division, refers to the Service IKU regulations and Perception IKU regulations. IKU Services consists of 5 aspects: School Information Services, Parent Relations Services, Supporting Product Services for Learning and Teaching Activities, Cleaning Services, and Security and Safety Services. Meanwhile, IKU Perception consists of 4 aspects: Perception of Education, Perception of Employees, Perception of Service, and Perception of Brand Unit and School.

The RKAB prepared for the SIT Auliya Customer Division is listed under the account name Marketing and Service Shopping. Derivatives of the account are 4 funding allocations: Marketing and branding, Service and community, New Student Admissions (PSB), and Hot Events. Based on observations, Hot Events is an activity that is a big celebration of the Foundation and School Unit, which is part of the responsibility of the Customer Division.

Some of the events held were during the momentum of welcoming parents and new students called Auliya Welcoming Day, a Report on the achievements of student trips while studying at SIT Auliya for parents of grade 6 elementary, 9 junior high and 12 high school students called Auliya Achievement Review and the momentum of student graduation of all school units starting from TK-SD-SMP-SMA namely Auliya Graduation Day. Then, to facilitate

monitoring of Cyber PR activities, the Customer Division created a timetable in which one of the references refers to the academic calendar set by each school unit so that the Cyber PR strategy is carried out in the hope of maintaining consumer loyalty can be monitored easily.

d. **The Purpose of SIT Auliya Cyber PR Group to Maintain Consumer Loyalty**

Cyber PR SIT Auliya undergoes consistency and commitment to maintaining consumer loyalty and aligning performance with the school's vision and mission. Based on the observations, there is one important factor that can make all teachers and employees of SIT Auliya able to align performance with the vision and mission of the school, namely the application of work culture values as outlined in the Auliya Dedication Culture (ADC).

Internal communication can be understood as the foundation and building of an organizational culture. Organizational culture determines the work atmosphere in a company based on values, company mission, and work processes. When all company members hold the same values and understand the company's work guidelines and mission in detail, the organizational culture will more significantly contribute to the company's development (Agustini & Purnaningsih, 2018). The form of internal communication in instilling Auliya Dedication Culture at SIT Auliya is the We Time held every Friday. From the meaning of the word We Time, we can see that to spread noble values that can realize the school's vision, there is a need for charging activities for teachers and staff so that the values of work culture known as ADC can be implemented properly.

Maintaining consumer loyalty certainly requires strong effort and determination from teachers and employees. No exception in packaging the information submitted. SIT Auliya's Customer Division believes that all message delivery must be packaged properly but must not lie. Every publication that is carried out always tells good things about the advantages of school products, so the value of honesty is the most important thing in establishing good relationships with the audience. From the good relationship between these consumers, the Customer Division can choose parents of students as well-known consumers to become school advocates while attracting new consumers.

e. **Determining the Frame of Campaign Activities**

The rapid growth of social media greatly increases the social visibility of consumers and the amount of online brand information (So et al., 2018). The Cyber PR strategy carried out by the SIT Auliya Customer Division is an effort to strengthen online school branding and social visibility of consumers in cyberspace. Therefore, online branding continuously intensifies where SIT Auliya branding is campaigned every year.

Social visibility can directly impact the extent consumers will spread positive Word of Mouth (WOM) (So et al., 2018). SIT Auliya indeed feels the importance of social visibility in line with the development of the digital era as it is today. There is a lot of news from someone's comment column on the internet and social media, which can become viral and spread through word of mouth (WOM). Data from the New Student Admission Committee (PSB) also shows that prospective parents know SIT Auliya mostly from online tools, namely social media, the internet, and instant messengers.

The determination of the period of the SIT Auliya Cyber PR campaign in maintaining consumer loyalty also refers to the school activity program for 1 school year. The period is divided into 3 periodicals starting from half a semester, one semester and one year.

Routine Cyber PR activities are known to maintain consumer loyalty based on observations from the following Cyber PR Experts.

"Yes, we can maintain loyalty as long as we regularly routinely have certain reps and continue to provide things that are as informative and educative as possible

about our program. Then it will increase their trust, public trust consumer trust in our products and eventually they become loyal" (interview with Mrs. S.A. Utari on October 16, 2022)

Research Analysis Evaluation Steps of Cyber PR Strategy Implementation

Evaluation is a stage that should not be left out in any activity that has been done. Because evaluation can be considered as a new first step to start the next activity. For an effective evaluation, a starting point must be established, a basis for comparison must be researched, and specific objectives must be set (Watson & Noble, 2014).

The SIT Auliya Customer Division carried out several evaluation efforts in carrying out the Cyber PR strategy to maintain consumer loyalty through several ways as an assessment of the extent of the success of the strategy. The results of the evaluation are used as valuable input material for subsequent programs.

1. **Why SIT Auliya's Cyber PR is Considered Successful in Maintaining Consumer Loyalty**

    SIT Auliya's Cyber PR strategy can successfully maintain consumer loyalty by fulfilling information consumers are interested in. Because by providing information on consumer interests, it can bring relationships and interactions closer directly and indirectly.

    Information in the form of helpful content with valuable values certainly requires appropriate means to convey it well to the audience. Seeing the development of information flow in this digital era, SIT Auliya uses social media in the form of Instagram, which has 5895 followers and 2797 posts.

    The existence of SIT Auliya on the internet can be reached through the website with the Domain name www.sekolahAuliya.sch.id. The achievement of audience interaction on the SIT Auliya website in the period 2 August – 30 October 2022 was 7338 users and 22,457 page views.

    SIT Auliya also established its communication through instant messenger through WhatsApp, which has stored 2120 contacts and 11 WhatsApp Groups. Facilities and content produced by the Customer Division that are easily accessible to consumers are important points to feel the benefits and clarity of service information provided to consumers.

f. **Determining the Data Needed for Evaluation of Cyber PR Activity Plans in Maintaining Consumer Loyalty**

    Cyber PR SIT Auliya has several data needed to evaluate Cyber PR activity plans in maintaining consumer loyalty, including data obtained from media team reports and digital marketing consultants every month. Search Engine Optimization (SEO) data shows the ranking of the SIT Auliya website indexed by popular search sites, namely Google, on the First Page. With the help of digital marketing consultants, the SIT Auliya website strives to always rise on the Google First Page so that audiences with certain keywords easily find the visibility of the SIT Auliya website. 12 keywords are monitored as evaluation material every month.

    Other data were obtained through surveys and ethnography conducted by the SIT Auliya Customer Division. The importance of this data is because, in every aspect, it is considered the target of the policy that has been set at the Work Deliberation so that it becomes a policy of SIT Auliya Management that must be lived.

    The target set is called IKU, which is the Main Work Indicator. This IKU report is an evaluation material that is reported periodically both per semester and per academic year. When a percentage of the IKU target is not achieved, a solution will be found for the problem that causes why the IKU target is not in line with expectations. So that in the future, there are corrective steps to ensure work as planned.

    An inventory of complaint-handling data is also needed to evaluate cyber PR activity plans to maintain consumer loyalty. The data is a list of problems found by the service subdivision of ethnography. Ethnography is conducted by means of in-depth interviews and observations of

students' parents. Ethnography aims to find a way of life or lifestyle based on the point of view of parents of students and the interaction of certain socio-cultural groups (culture-sharing groups) in a specific space or context by comparing them with other social systems.

Online Tools

In practice, PR practitioners can utilize online tools to carry out their functions to communicate with the public. The existence of online tools makes communication and information distribution easier to do in cyberspace. Simply by accessing internet-connected communication devices, such as gadgets, computers, or laptops, humans can communicate with each other and send information. A PR practitioner can use the right online tools to send information on the activities of his institution, be it promotions, events, dissemination of releases, and so on (Puspitasari et al., 2022).

Online tools commonly used by PR companies or organizations are:

1. Social Media

    Social Media or social media is very effective for doing PR activities because netizens immediately receive the information. Social media users are still classified as millennials between 18 and 34 years old (Kemp, 2021). Liana Evans (in Aditya et al, 2013) categorizes social media into six types, namely:

    a. Social News Sites

    This type of social media provides a user experience to send news, information, articles, videos, and photos, which will then be given an assessment (vote like or dislike) on the information, like Digg.com or Reddit.com, a global social news platform.

    b. Social Networking

    This type is the most popular in Indonesia, starting from the Friendster era, continued by MySpace, and until now, the most global is Facebook. Although since 2011, Google+ began to try to compete, the number of Facebook users in Indonesia is still the largest compared to other social media.

    c. Social Sharing

    Some social media platforms focus on featuring various content. Popular ones include YouTube and Instagram, where YouTube allows someone to share content in the form of videos, and Instagram with photo content. Both of these platforms are always developing their features according to the needs of their users. With the highlighted function, users can quickly know in cyberspace if they have unique and preferred content. Therefore, several influencer figures emerged from among Youtubers and Celebrities.

    d. Blog

    This type of social media gives a person the experience of expressing himself through articles of ideas, thoughts, and information. So many young bloggers in Indonesia have become famous for their writings and become the main initiators or role models for others in working or working.

    e. Microblogging

    As the name implies, microblogging provides an experience for users to write messages or information that contain only 140 characters because of its limitations. What's interesting about this social network is its limitations that allow Twitter to replace the SMS (Short Message Service) function in today's younger generation. They often communicate using Twitter and when interesting information can easily spread with the retweet feature.

    f. Forum

    Forums become a place to discuss everything from everyday topics such as places to eat, books, gadgets, games, automotive, and football to strange things you might not think to discuss. Forums become the first place for a person to seek information from others who may be more

experts in his field of interest. Currently, the forum with the largest community members in Indonesia is Kaskus.

2. Internet

PR practitioners use the internet as an online tool to provide information from their institutions through websites and emails.

a. Website

A website or site can be defined as a collection of pages that display text data information, still or moving image data, animation data, sound, video, or a combination of all of them, static and dynamic, forming a series of interconnected buildings, each of which is linked by a web page (hyperlink). If the information content of a website remains unchanged, rarely changes, and the content of information only comes from the same direction as the website owner, it is static. Website information content is dynamic, and information content is interactive both from the direction of site owners and users (Susanto et al., 2019). Through the website, PR practitioners can provide interesting information and promotions by utilizing existing features to strengthen the bond between the company or organization and its public (Angwarmase, 2014).

b. Email

Email is the main information flow source and an effective and efficient way of transmitting information for sharing electronic messages between an organization and its public. Each user can exchange messages with other users who have an email address. In email, there is a mailing list feature, a list of several email addresses combined into one email address to facilitate the process of sending messages. If mail is sent to a mailing list address, all emails registered as members will receive the same mail. A mailing list can be used as a discussion group for its members or to exchange information online. This is done by sending a letter to the group's address so that each member can read the message and provide a response. There are two types of mailing lists: public mailing lists and member mailing lists. Members or non-member of the mailing list can access the public mailing list. At the same time, a member's mailing list can only be accessed when the person concerned is a previous member of the mailing list (Anshar, 2019).

c. Instant Messenger

Instant messenger is one of the software that uses Internet services and is a form of communication that is much loved because it provides text conversation services in real time. Instant messenger is a feature currently widely used by the public to exchange messages. Instant messengers have created a virtual space for interpersonal communication. Although having the ability to communicate without knowing time, fast, and practical has a weakness that it is easy to miscommunicate or miscommunicate when exchanging information. When asked about informants who had to choose between cyber or face-to-face communication, they all replied that face-to-face communication would be more effective. Instant messenger communication that is popular today for millennials is WhatsApp, Blackberry Messenger (BBM), Line, Kakao and WeChat.

Public Relations Strategy through Cyber

Using communication strategies in Cyber PR is like effective communication in cyberspace. In other words, Cyber PR establishes a relationship between cyberspace and online communication experiences (Samsup &; Kim in Aprinta, 2014). The use of cyber PR strategies does not experience significant differences from conventional PR activities. However, Cyber PR emphasizes the use of communication technology that can provide efficiency in the consumer communication experience, such as a sense of personal connection and interconnection between consumers and the institution.

By carrying out a Cyber PR strategy, an institution can connect directly with consumers and potential customers without being constrained by space and time (Mujianto, 2021). Then, the

advantages of carrying out a Cyber PR strategy in terms of time and costs are more efficient and effective than conventional PR activities that still rely on the vortex of information on conventional media such as television and newspapers (Setiawan et al., 2022).

The rapid emergence of online media, of course, impacts PR activities. PR practitioners are increasingly encouraged to use online media for their communication activities, giving rise to many terms ranging from digital PR, electronic PR, online PR, PR 2.0, PR on the Net, and cyber PR.

The concept of Cyber Public Relations is a touch of dynamism in communicating using online media. This allows Public Relations practitioners to design experiences with their public in a more personal and interactive manner, thus bringing out individual interpretations from the public involved (EB, 2016).

In addition, the Internet has a very large role in communication carried out by organizations, especially in online Public Relations. According to David Phillips and Phillip Young (in Suwatno, 2018), three elements cannot be separated in carrying out Public Relations activities through online media, namely:

1. Platforms: places used to access the internet, such as laptops, smartphones, Personal Computers, and others
2. Channels: a means to access information, e.g., messenger instances (WA, Line, Telegram), internet (websites, email, blogs), social media (Facebook, Instagram, Twitter, TikTok).
3. The context: the situation that exists when accessing information, such as being traveling or in the office, while performing the activity.

According to Onggo (in Puspitasari &; Purwani, 2022), the benefits of Cyber PR include:

1. Constant Communication The Internet is like a security guard who never sleeps with potential targets of the public around the world.
2. The fast response of the internet allows PR Practitioners to respond quickly to all problems and questions from the public.
3. The Global Internet Market has closed the geographical gap when connected to the online world. The use of this internet media allows everyone around the world to connect with each other.
4. Interactive internet makes Cyber PR can get feedback from the audience or web visitors. Thus, PR practitioners can find out what the audience wants without guessing.
5. Communication between organizations and the public is the main objective of Cyber PR activities because these activities will
6. assist PR Practitioners in building strong and mutually beneficial relationships that offline media cannot do.
7. Save money, Cyber PR can make organizations more efficient considering that Cyber PR does not require printing costs.

From Onggo's explanation above, it can be seen that the internet comes by offering access speeds, without borders or geographical barriers, and two-way.

CONCLUSION

With the development of technology and the existence of the digital world, such as social media, internet, and instant messaging, SIT Auliya's Customer Division is faced with the need to carry out a Cyber PR strategy. This is because the use of conventional PR alone is no longer sufficient, so there is a need for integration with digital aspects. It is proven that digitally established relationships are important in maintaining consumer loyalty. Through this research, it can be concluded that SIT Auliya Bintaro's Cyber Public Relations Strategy in maintaining consumer loyalty is realized through implementing the RACE strategic PR management process (Research, Analysis, Communication, and Evaluation) combined with Cyber elements. At the Research stage, SIT Auliya's Customer Division

identifies SWOT, assesses the success, and plans the next steps in Cyber PR practice. In the Analysis stage, the main public identification is done through surveys and competitor comparisons. In contrast, in the Communication stage, adjustments with consumers are carried out through personal communication, effective message creation, and determination of campaign timing appropriate to school activities. At the Evaluation stage, the fulfillment of information, the availability of easily accessible content, and the usefulness of services are considered as the keys to success. However, the Cyber PR strategy obstacles were also identified, including technical obstacles, consumer complaints, and internal HR challenges. Therefore, this strategy must be optimized with optimism to overcome obstacles and ensure the public can receive information well.

REFERENCES

Agustini, N. A., & Purnaningsih, N. (2018). Pengaruh komunikasi internal dalam membangun budaya organisasi. *Jurnal Komunikasi Pembangunan*, *16*(1), 89–108.

Al Khomsa, F. (2015). Strategi Komunikasi Pemasaran Kafe Kopmil Ping 2 U Pekanbaru dalam Mempertahankan Loyalitas Konsumen. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, *2*(2), 1–15.

Anshar, M. (2019). *Electronic Public Relation (E-PR): Strategi Mengelola Organisasi di Era Digital*.

Cutlip, L. L. (2012). *Talking About Talk: The problem of communication as an object of study in public participation research*. University of South Florida.

Dewi, Q. (2016). Strategi Komunikasi pada Pasar Modal Syariah Berbasis Cyber Public Relations. *Ilmu Dakwah: Academic Journal for Homiletic Studies*, *10*(1), 17–36.

Dilenschneider, R. L. (2022). *The Public Relations Handbook*. BenBella Books.

EB, G. A. (2016). Strategi cyber public relations dalam pembentukan citra institusi pendidikan tinggi swasta. *Jurnal The Messenger*, *6*(1), 1–7.

Hermawan, A. F. M., & Hernawati, R. (2022). Optimalisasi Cyber Public Relations pada Masa Pandemi. *Bandung Conference Series: Public Relations*, *2*(1), 222–227.

Izogo, E. E., Jayawardhena, C., & Kalu, A. O. U. (2018). Examining customers' experience with the Nigerian Bank Verification Number (BVN) policy from the perspective of a dual-lens theory. *International Journal of Emerging Markets*, *13*(4), 709–730.

Mujianto, H. (2021). PERANAN CYBER PUBLIC RELATIONS TERHADAP CITRA PRODUK RAI LEATHERS DI KALANGAN PELANGGAN. *PRecious: Public Relations Journal*, *1*(2), 246–262.

Nur'aini, R. D. (2020). Penerapan metode studi kasus YIN dalam penelitian arsitektur dan perilaku. *INERSIA Lnformasi Dan Ekspose Hasil Riset Teknik Sipil Dan Arsitektur*, *16*(1), 92–104.

Octaviani, J., & Setyanto, Y. (2019). Kegiatan Komunikasi Pemasaran dalam Membangun Loyalitas Konsumen Di Cv. Cipta Wahana Kreasi. *Prologia*, *3*(1), 154–161.

Puspitasari, N., Purwani, D. A., & Sos, S. (2022). *Cyber Public Relations*. AdipuraBooks.

Putra, Y., Santoso, P. Y., & Adhypoetro, R. R. (2021). Branding produk dalam menjaga loyalitas konsumen pada masa pandemi Covid-19. *Jurnal Cyber PR*, *1*(1), 11–21.

Rashid, Y., Rashid, A., Warraich, M. A., Sabir, S. S., & Waseem, A. (2019). Case Study Method: A Step-by-Step Guide for Business Researchers. *International Journal of Qualitative Methods*, *18*, 160940691986242. https://doi.org/10.1177/1609406919862424

Rosliana, R., & Loisa, R. (2018). Strategi Cyber Public Relatons dalam Memanfaatkan Media Sosial untuk Membangun Citra Perusahaan. *Prologia*, *2*(2), 480–486.

Setiawan, R., Nilamsari, N., Hamzah, R. E., & Arifin, K. (2022). Implementasi Cyber Public Relations Dalam Pengelolaan Website Kementerian Sosial RI. *Jurnal Cyber PR*, *2*(1), 84–93.

So, K. K. F., Wu, L., Xiong, L., & King, C. (2018). Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification. *Journal of Travel Research*, *57*(6), 727–742. https://doi.org/10.1177/0047287517718354

Suha, B. (2021). Social Media Activity dan Customer Experience dalam Membentuk Relationship Quality. *Ganaya: Jurnal Ilmu Sosial Dan Humaniora*, *4*(2), 480–490.

Susanto, T., Utamidewi, W., Muhamad, R. P. N., & Syamsuri, S. A. (2019). IMPLEMENTASI CYBER PUBLIC RELATIONS UNIVERSITAS SINGAPERBANGSA KARAWANG PADA PERSAINGAN ERA DIGITAL. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, *3*(1), 200. https://doi.org/10.24912/jmishumsen.v3i1.3454

Susilo, A., & Fauzy, A. (2021). Cross Platform Social Media Management: A Case Study on Cyber Public Relations Implementation of Indonesia's Private TV Station in Building External Stakeholders Engagement. *Technium Soc. Sci. J.*, *20*, 287.

Wahid, U. M., & Rizki, M. F. (2018). Upaya Komunikasi Pemasaran Terpadu Televisi Lokal Melalui Budaya Lokal. *Jurnal Kajian Komunikasi*, *6*(2), 160–174.

Watson, T., & Noble, P. (2014). *Evaluating public relations: A guide to planning, research and measurement*. Kogan Page Publishers.