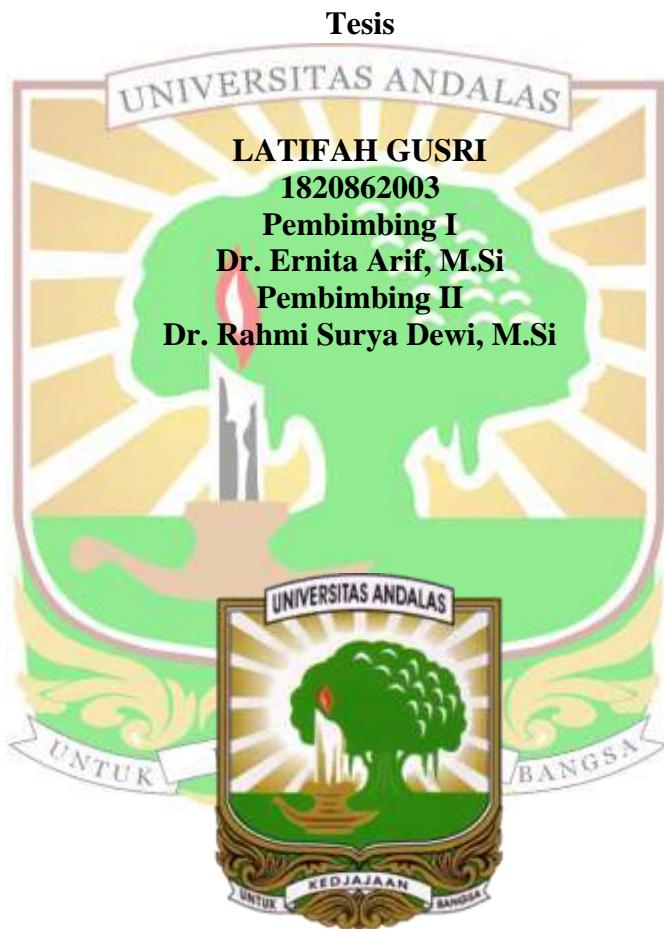**STRATEGI DAN IMPLEMENTASI *CYBER PUBLIC RELATIONS***
PERGURUAN TINGGI SWASTA
(Studi Kasus dalam Meningkatkan Citra Pada Tiga Universitas Swasta di
Sumatera Barat)

Tesis

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Strategi Dan Implementasi *Cyber Public Relations* Perguruan Tinggi Swasta (Studi Kasus dalam Meningkatkan Citra Pada Tiga Universitas Swasta di Sumatera Barat)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis strategi serta implementasi *Cyber Public Relations* tiga Perguruan Tinggi Swasta (PTS) di Sumatera Barat, ketika menghadapi tren penurunan minat calon mahasiswa baru secara signifikan dalam memilih perguruan tinggi swasta, khususnya di Sumatera Barat. Penelitian ini dilakukan dengan menggunakan metode penelitian kualitatif studi kasus. Penelitian ini akan mengkaji bagaimana strategi dan implementasi yang dilakukan oleh *Cyber Public Relations* dalam kontribusi pembentukan citra positif dengan memanfaatkan media sosial, sehingga mampu meningkatkan kembali minat calon mahasiswa baru dalam memilih Perguruan Tinggi Swasta (PTS). Penelitian ini dilakukan dengan menggunakan Model Perencanaan *Cyber Public Relations* dari Cutlip, Center dan Broom serta Model Pembentukan Citra dari John S Nimpoeno. Pengumpulan data penelitian dilakukan melalui wawancara dengan *Cyber Public Relations* dan observasi terhadap media sosial yang dimiliki oleh ketiga Perguruan Tinggi Swasta di Sumatera Barat. Hasil penelitian yang dilakukan memaparkan bahwa strategi yang dilakukan oleh *Cyber Public Relations* ketiga Perguruan Tinggi Swasta (PTS) di Sumatera Barat dilakukan melalui beberapa tahapan yaitu: *fact-finding research, planning and programming, budget, communication, monitoring and measuring* dan *evaluation*. Implementasi *Cyber Public Relations* dilakukan dengan memanfaatkan media sosial melalui pembuatan berita *online* (*news release*), pembuatan berita dalam bentuk video, penyedia informasi *up-to-date* serta membuat ruang berita interaktif dan komunikatif. Pada penelitian ini juga ditemukan bahwa pemanfaatan media sosial khususnya *instagram* oleh *Cyber Public Relations* dinilai cukup membantu dalam pembentukan citra positif universitas yang tetap diimbangi dengan kegiatan PR Konvensional.

Kata Kunci: *Cyber PR,* Media Sosial, Pembentukan Citra, Model Perencanaan *Cyber PR* dan Model Pembentukan Citra

Strategy and Implementation of Cyber Public Relations in Private University (Case Study in The Shape of University Image at Three Private Universities in West Sumatera)

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(*Under The Guidance of:* Dr. Ernita Arif, M.Si *and* Dr. Rahmi Surya Dewi, M.Si)

ABSTRACT

This study aims to determine and analyze the strategy and implementation of Cyber Public Relations of three Private Universities (PTS) in West Sumatra, when facing a trend of significantly decreasing interest in prospective new students in choosing private tertiary institutions, particularly in West Sumatra. This research was conducted using qualitative case study research methods. This study will examine how the strategy and implementation carried out by Cyber Public Relations in contributing to the formation of a positive image by utilizing social media, so as to be able to increase the interest of prospective new students in choosing Private Universities (PTS). This research was conducted using the Cyber PR Planning Models from Cutlip, Center , Broom and the Image Shape Model from John S Nimpoeno. Research data collection was carried out through interviews with Cyber Public Relations and observations on social media owned by the three Private Universities in West Sumatra. The results of the study explained that the strategy undertaken by the Cyber Public Relations of the three Private Universities (PTS) in West Sumatra was carried out through several stages, namely: fact-finding research, planning and programming, budget, communication, monitoring and measuring and evaluation. The implementation of Cyber Public Relations is carried out by utilizing social media through making news online (news releases), making news in the form of videos, providing up-to-date information and creating interactive and communicative news rooms. In this study it was also found that the use of social media especially Instagram by Cyber Public Relations was considered to be quite helpful in shaping the positive image of the university which remained balanced with conventional PR activities.

Keywords: Cyber PR, Social Media, Image Shape, Cyber PR Planning Models and Image Shape Models