BRANDING UNTIRTA JAWARA AND HITS AND GREEN CAMPUS THROUGH MEDIA RELATIONS APPROACH

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ABSTRACT

Sustainable development in the field of environmentally sound education is contained in SDGs No. 4, (Quality Education), and SDGs No. 9 (industry, innovation, and infrastructure). Untirta as an agent of change embodies a superior Untirta with environmental insight. Untirta's branding efforts are still partial and not optimal, therefore Untirta's vision must be understood by all stakeholders and internalized in every academic community. This study aims to determine the strategy of Branding Untirta Jawara as a Healthy, Integrated, Smart and Green (HITS and Green) Campus through a Media Relations Approach. Case study research methods, data obtained through interviews, observations and Focus group discussions. In formulating, designing and building the Untirta brand begins with the implementation of an analysis of three main parties, namely: Customers (consumer audit), Competitors (competitor audit) and Internal Stakeholders (internal audit). The research resource persons are Rectors and former Rectors, Public Relations, Lecturers, Employees and students of Untirta. To check the data, interviews were conducted with media partners, local governments and industry. The results showed that Untirta Branding was built through visual identity and brand activation process. Untirta's external branding is carried out through good relations with local and national media. To get the benefits of publication, a publication barter strategy is used, participating in the reporting of partner events at local and national events.

Keywords: Branding University, Media relations Untirta. Untirta HITS and Green University

Introduction

Sustainable Development Goal 4 (SDG 4) is one of the 17 global goals set by the United Nations as part of the 2030 Sustainable Development Agenda. SDG 4 is focused on ensuring "Quality Education" for all. Specific targets and indicators associated with SDG 4 aim to address various aspects of education to
promote inclusive, equitable and lifelong learning opportunities for all. Ensure that all learners are provided with safe, non-violent, inclusive and effective learning environments. Meanwhile, Sustainable Development Goal 9 is focused on "Industry, Innovation and Infrastructure". It recognizes the importance of building resilient and sustainable infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation to support economic growth and development. Here are some of the main aspects and targets of SDG 9.

Higher education and quality training as well as innovation are elements for our country to compete with other countries. The progress of science and technology (IPTEK) which is growing rapidly requires universities as one of the pillars that produce IPTEK products to follow it carefully. Based on data from PD Dikti, by 2023 the number of universities in Indonesia will reach 4,523, and offer 31,399 study programs. Launching from Republika.com, Acting Director General of Higher Education, Research and Technology of the Ministry of Education, Culture, Research and Technology (Diktiristek Kemendikbud), Nizam, stated that currently, public universities in Indonesia are very abundant and have exceeded the existing needs. Nizam revealed that the number of universities in Indonesia is double that of China, even though China's population is five times that of Indonesia (Astungkoro & Azizah, 2023).

The large number of universities in Indonesia causes a very competitive competition in attracting public attention. Therefore, every company or institution needs a brand as a differentiating element that distinguishes their products from competitors’ products. Meanwhile, for consumers, brands have a value that helps them make decisions when choosing a product (Yosephine & Diniati, 2021). Educational institutions need to build strong branding because most people choose educational institutions based on their brand image (Hasan Agus & Ummah, 2019). The more solid the brand image owned by an educational institution, the higher the interest and attention of the community to choose the institution.

Sultan Ageng Tirtayasa University (Untirta) is one of the universities in Banten Province. In the beginning, Untirta was a private university which then became a state university in 2001 based on the Presidential Decree of the Republic of Indonesia Number 32. Currently, Untirta's branding promotes local wisdom values, namely "Untirta Jawara". Jawara is an acronym for Honest, Trustworthy. Wibawa, Adil, Religius, Akuntabel. Untirta's vision and mission are in line with the efforts to implement SDG's 4 and SDG's 9. In building its branding, Untirta has a vision to become a superior university as a Healthy, Integrated, Smart, and Green (HITS and Green) Campus.

The problem faced by Untirta today is the fact that as a state university it does not yet have a reputation as a superior university at the national level. The development of Untirta has been 20 years in the making, but it has yet to gain an image as a reputable, quality and competitive state university in Indonesia. Positive image and reputation are social capital for Untirta. To realize its vision of becoming a superior university, Untirta builds its image as HITS and Green Campus. The image and reputation are ultimately the attributes attached to Untirta as a brand name.

Marketing Public Relations (MPR) is used to promote activities both internally and outside the Untirta campus. This MPR combines marketing strategies with public relations activities. This strategy is carried out to create synergy between marketing efforts and public relations in order to promote the educational institution (Wiwitan & Yulianita, 2017). The field of public relations (PR) develops appropriate strategies to achieve certain goals, including in terms of managing relationships with the media (media relations). Some public relations strategies related to the media are (1) Provide services to the mass media needed, (2) Building trust between the institution and the media (3) Providing relevant and accurate information (4) Building good cooperation in sharing information (5) Providing facilities that support the media in coverage (6) Building personal relationships between representatives of the institution and the media (6) Building personal relationships between representatives of the institution and the media (Hermawan, 2020).
In order to have a strong brand, communication and publication to the target market are needed. The media has a very crucial role in terms of publication because the media is a very important and efficient tool for communicating information and company interests (Febriyansyah et al., 2016). Media relations involves an ongoing relationship of providing information or responding to the news media on behalf of an organization or client. The more access given to the public through mass media related to the products and services provided by the company, the greater the level of trust given by the public (Polyorat & Preechapanyakul, 2020). Therefore, it is important to establish relationships and build good relationships with the media.

Media relations is a component of external public relations that aims to foster and develop positive relationships with the mass media. (Kazaishvili, 2019). From an organizational perspective, establishing and developing a good relationship with the mass media means at least understanding and responding to the needs and interests of the mass media towards the organization. Relationships with the mass media are not only built in response to problems that arise, but must be maintained on an ongoing basis as long as the organization operates (Alim, 2016). Alim further mentioned in his research that Public Relations implementing a media strategy involves three main components, namely managing relationships, developing strategies, and expanding networks. In an effort to manage relationships, they build personal relationships with journalists from the mass media and media institutions.

State universities (PTN) are government institutions that are responsible for carrying out the mandate of the 1945 Constitution, where the state is obliged to educate the nation’s life. Untirta is a state university with the status of Public Service Bureau (BLU). Untirta is legally under the Ministry of Education and Culture, Research and Technology. BLU is an agency within the government that is established to provide services to the community in the form of the provision of goods and/or services that are sold without prioritizing profit and in conducting and carrying out its activities based on the principles of efficiency and productivity. State universities with BLU status aim to improve services to the community in order to advance public welfare and educate the nation’s life by providing flexibility in financial management based on economic and productivity principles, as well as sound business practices. With the status of PTN BLU, Untirta does not have enough budget for publication and promotion activities. For this reason, various efforts are needed to promote and form a positive image and build a reputation as an excellent PTN by networking with stakeholders so that mutually beneficial cooperation can be established.

Based on the problems faced by Untirta in building a brand and by looking at the urgency of media relations in forming a strong brand, this article discusses the strategies used by Untirta in attracting public attention. To “Communicate the Branding of Untirta Jawara and Untirta Smart & Green Campus, Public Relations uses Media Relations Approach”. The purpose of this research is to know and understand the strategies designed and carried out by Untirta in establishing relationships with media partners in order to get publicity to strengthen its branding and gain an image to build a good reputation.

Method

This article is extracted from the results of research with a qualitative research approach. Qualitative research method is a research approach applied to investigate natural objects, different from the experimental method. In this method, the researcher acts as the main instrument, data collection is done through triangulation or a combination of sources, data analysis is inductive, and the focus of research results is more on meaning than generalization (Sugiyono, 2009). The qualitative approach was chosen because this research focuses more on the quality and depth of data to be able to describe the phenomenon of media relations and university branding. The method used is a case study method, this method is considered appropriate to gain an in-depth understanding of the branding phenomenon at Untirta. The type of case study used is an intrinsic case study to understand the case itself, without
making generalizations of the findings to other cases or broader contexts. In this case, it is a case of managing the branding of a university with the status of PTN BLU by utilizing media relations. This method involves collecting and analysing data comprehensively from one or several cases at Untirta that are specifically selected for study.

Through this Untirta branding case study research, researchers can understand the context of complex problems and solve problems by approaching the phenomena found, either partially or in groups. This case study is a useful method to explore in a concrete situation and obtain a deep understanding of the phenomenon under study. This research uses primary data and secondary data. Primary data was obtained from the results of in-depth interviews with internal stakeholders, namely; Rector, Former Rector, Lecturers, education staff and students. While external stakeholders include; Communities around the campus, local government elements, industry and branding consultants. To conduct ‘brand-building’ of Untirta, data was collected through focus group discussion (FGD) with Untirta leaders, public relations, students and Untirta’s media partners. Observation was conducted to complete the field data. Observations were made of the campus atmosphere, communication and publication materials, communication media used such as Untirta’s official website, coverage results in various media partners obtained directly by researchers. Secondary data was obtained through literature study. Researchers used existing secondary data for analysis or additional research.

The main resource persons in this research are Untirta’s Public Relations Staff and the Rector of Untirta. They were chosen because they are the ones who are directly involved in managing the relationship with mass media, which is often referred to as media relations. Meanwhile, the Rector of Untirta was chosen because he plays an important role in Untirta’s branding process and as a decision-maker and policy maker at Untirta in the branding process.

Results and Discussion

**Branding Untirta Jawara Strategy**

Sultan Ageng Tirtayasa University Serang Banten is a merger of STIH, STT and STKIP based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number; 0596/0/1984, November 28, 1984, the status of each was changed to the Faculty of Law, Faculty of Engineering, and Faculty of Teacher Training and Education (FKIP). In line with the expectations of the people of Banten, from year to year Tirtayasa University developed the establishment of new faculties and study programs marked by the establishment of the Faculty of Agriculture based on the Decree of the Minister of Education and Culture of the Republic of Indonesia. Indonesia Number: 0123/0/1989, dated March 8, 1989, and the Faculty of Economics with the Decree of the Minister of Education and Culture Number: 0331/0/1989, dated May 30, 1989.

The socio-political changes that occurred in Indonesia also affected the changes that occurred at Sultan Ageng Tirtayasa University. Based on the insignificant development of Untirta as a private university and the spirit of the reform era, the university leaders and faculty leaders of Tirtayasa University, the management of Tirtayasa Education Foundation and the support of Banten leaders proposed the nationalization of Sultan Ageng Tirtayasa University to the central government through the Ministry of National Education. Furthermore, on October 13, 1999, Presidential Decree No. 130 of 1999 was issued on the Preparation of the State University of Sultan Ageng Tirtayasa University. Due to the hard work and sincerity of the leadership of Untirta and the management of the Foundation, in 2001 based on Presidential Decree Number: 32 dated March 19, 2001, Sultan Ageng Tirtayasa University was officially established as a definitive State University.

The change in ownership and status of the university from private to public had an impact on the governance and policy of higher education in Banten province. As additional information, on October 17, 2000, Banten province was legally separated from West Java province.
Based on Law No. 23 Year 2000. After the division, the province established a state university to fulfill the citizens’ need for higher education. Since then, Untirta has grown and become a state university that is the pride of the people of Banten province. The Untirta brand began to be recognized. In formulating, designing and building the Untirta brand, it starts with the analysis of three main parties, namely: Customers (consumer audit), Competitors (competitor audit) and Internal Stakeholders (internal audit). The implementation of this stage aims to find out the wants, needs and expectations of customers towards the brand offered. A comprehensive analysis of the three elements above will be the basis for determining the direction and purpose of a brand. In other words, the analysis becomes a rational basis for determining the vision, mission and culture of a brand which is then translated into brand personality, differentiation and positioning.

In preparing the branding strategy, it is necessary to analyze the results of the consumer audit. Students in Banten province are Untirta’s main consumers. The management of Untirta has conducted a survey to students and educational staff related to the satisfaction of academic services. The Rector of Untirta has implemented a policy that supports the branding process. Students are given a platform to give feedback through an official link managed by Untirta’s PR officer. They provide an assessment of Untirta’s academic performance, and there is also a suggestion box to convey their aspirations. Student satisfaction can also be known when we ask them about their perception and assessment of their campus position compared to other campuses. By comparing student services and experiences with other universities, institutions can better understand what students want and how to improve their satisfaction.

Competitor audits are conducted so that the University can strategize in their long-term strategic planning. By understanding their position compared to other institutions, they can formulate realistic goals and strategies. In terms of accreditation and ranking, many accreditation bodies and ranking agencies use benchmarking data to assess the quality and performance of higher education institutions. Therefore, benchmarking can help universities meet accreditation requirements and improve their rankings. In practice, benchmarking also plays an important role in improving operational efficiency. By comparing operations and management with other institutions, universities can identify problems and thus improve efficiency. This can result in resource savings for overall efficiency improvement. Transparency and accountability play a key role in building a quality university. Benchmarking increases transparency and accountability between higher education institutions. It helps ensure the maintenance of ethical and academic standards.

Benchmarking is necessary when a college wants to set quality standards. Comparison helps in setting high quality standards. By comparing itself with superior institutions, the college can set higher standards for itself. Through Benchmarking, colleges undertake innovation and continuous improvement. Higher education institutions can understand the latest trends in higher education and adopt innovative practices. This allows them to stay relevant and evolve with the times.

Internal audit was conducted to find out the profile of Untirta’s management, student profile and policies related to Untirta’s branding efforts. The information related to the internal audit was obtained from the survey research conducted by Untirta Public Relations. Brand personality, differentiation and positioning will later become the foundation for creating a brand’s visual identity starting from headline, logo, font, color, and brand architecture. The visual identity developed must reflect the brand personality, differentiation and positioning that have been developed in the previous stage based on a comprehensive analysis of customers, competitors and internal conditions. Brand differentiation refers to the process of creating a unique and distinct identity for a brand with the aim of differentiating it from competitors in the market. In the context of Untirta as one of the public universities, brand differentiation focuses on creating a brand image that is memorable, credible, and differentiates Untirta from other universities or brands in the market, with the aim of attracting new prospective students.
The discussion about the development and image of Untirta should be the main concern of the management. However, based on an interview with Prof. Sholeh (former rector of Untirta), there is an indication that the issue of branding is less emphasized and not a top priority. According to Prof. Sholeh, Untirta’s leadership and management need to conduct a comprehensive evaluation of the institution’s performance and achievements as a basis for planning continuous improvement.

Jawara is a cultural heritage constructed as part of the identity of Bantenese society. Jawara is seen as a figure who is courageous, aggressive, sompral, open (outspoken) and armed with a machete, to show that he has physical and magical powers (Hudaeri, 2003). Until now, a negative label is still attached to the jawara. The concept of Jawara is considered part of Banten’s cultural heritage, but has the potential to preserve the culture of violence that characterizes and then generalizes the character of Bantenese society (Firdausi, 2016).

The culture of an organization is formed on the basis of internalization of values that are built to create a work environment in an institution (Sururi et al., 2020). On the new rector’s strategy design book, Untirta has its own character and value, which is JAWARA. The character and value of Untirta JAWARA (Honest, Fair, Authority, Trustworthy, Religious and Accountable) is the result of the synthesis of two exemplary figures who became the characteristics and strength of the local wisdom of Untirta citizens (Sulaiman, 2023). Two figures of Banten movement, namely: Sultan Ageng Tirtayasa and Sheikh Nawawi Al-Bantani. These two figures symbolize the power of umaro and ulama, a combination of leadership and intellect based on faith in Allah SWT (Athoullah, 2020). The combination of characters needed to lead the university as a center of knowledge and expertise, as well as a center for regeneration of national leadership. Untirta Jawara is also driven by the inspiration of Sultan Ageng Tirtayasa, an expert in water management, and by the example of the great scholar Sheikh Nawawi Al-Bantani in terms of religious life. UNITTIRA is a home that not only acts as a place, but also as a source of knowledge, example, and virtue. Therefore, all academicians are obliged to uphold basic values in carrying out their duties and responsibilities (Untirta, 2023).

The results of the synthesis of the character combination are reflected in nine superior characters, namely: 1. Intelligent, tactical and strategic thinking. 2. Innovative and creative. 3. Visionary, caring for the development of science and education. 4. Proactive, responsive, and service-oriented. 5. Open and able to read the challenges of the times. 6. Communicative and able to work together. 7. Moderate and respectful of pluralism. 8. Maintain local cultural values (Sulaiman, 2023). These nine characters must become the individual identity of the academic community of Untirta. This is the basic capital to build the University into an institution that has academic and intellectual authority, in the local, regional and national scope towards the level of a world class university. With these nine values, Untirta plays an active role as a locomotive of change towards the realization of civil society in Banten.

Untirta's value is famous for the acronym JAWARA, so Untirta has the task of strategizing to form a positive image of the acronym JAWARA, replacing the negative image that is currently still attached to the jawara. In this case, the Rector of Untirta revealed that by appointing JAWARA as Untirta's value is one of the efforts to change the negative image attached to the jawara, namely the culture of violence, into a positive image rooted in the wisdom values of Banten society, namely Honest, Fair, Authority, Amanah, Religious and Accountable (JAWARA).

Untirta as Healthy, Integrated, Smart & Green Campus

Brand differentiation is the process of creating a distinct and unique identity for a brand so as to differentiate it from competitors in the market (Javani, 2016). It involves establishing a memorable and credible brand image, which is acceptable to consumers, and differentiates the brand from other products or brands in the market. Therefore, as a public university, Untirta needs to have attractive elements of uniqueness to attract prospective new students. Therefore, as a public university, Untirta needs to have attractive elements of uniqueness to attract new prospective students. Brand
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The findings related to Untirta's differentiation as a public university can explain the specific elements that make Untirta different and stand out among other universities. These could include excellent academic programs, modern campus facilities, positive reputation in certain industries or disciplines, or innovative educational approaches. By having clear points of uniqueness, Untirta can be more effective in attracting prospective students and differentiating itself in the higher education market.

Untirta has its own vision and mission that makes it a differentiation with other universities. The vision of Untirta is “The realization of Untirta as Healthy, Integrated, Smart and Green (HITS Green) University with Excellence, Character and Global Competitiveness in 2035”. In order to realize its vision, Untirta’s mission is to (1) Improve the quality, relevance and competitiveness of education and graduates who are superior, have character and competitiveness; (2) Improve the quality and quantity of innovative research and community service based on real needs according to the times; (3) Improve the carrying capacity of good university governance as the implementation of Healthy, Integrated, Smart and Green (HITS Green) University.

A prominent selling point delivered by the Rector of Untirta in the previous interview was innovation in technology. The online integrated academic system is a highlighted value, allowing students, as consumers, to more easily manage their learning activities on campus. This innovation illustrates Untirta’s commitment to providing modern educational services and utilizing technology to enhance the student experience.

Green campus, is a concept in which a college or higher education institution commits to adopting sustainable and environmentally friendly practices in its operations (Sulaiman, 2023). The goal of a green campus is to reduce negative environmental impacts and improve sustainability in various aspects, such as energy use, water management, waste management, transportation, building design, and environmental education. Green campuses often involve efforts to conserve energy, use renewable resources, reduce greenhouse gas emissions, improve water use efficiency, and encourage sustainable transportation. In addition, green campuses can also incorporate curriculum and education on environmental issues into academic programs to provide students with a better understanding of sustainability. Untirta has been verified as the 19th Most Sustainable University in Indonesia in the UI Green Metric World University Rankings for 2022.
to bring up a smart mindset and uphold awareness of environmental love. Responsibility to preserve nature by utilizing environmentally friendly technology. If this spirit has been internalized in the entire academic community of Untirta, Untirta will automatically be at the forefront and beat other universities.

**Media Relations Approach**

One program that is very important in supporting the success of publicity carried out by public relations is media relations. The media has a very significant role in organizational communication with its public (Alim, 2016). Media relations include ongoing relationships with the mass media, which include providing information or providing responses on behalf of the organization or client. The greater or more access provided by the public through the mass media related to the products and services provided by the company, the greater the level of trust given by the public to the company. Thus, media relations is an important tool in building a positive image and effectively communicating with the public through the media (Febriansyah et al., 2016).

The strategies carried out by Untirta Public Relations in maintaining good media relations include the following:

1. Enter into exclusive contracts with local media

   Mass media plays an important role as a bridge to gain publicity and a positive image. One of the strategies in establishing a good relationship with the media is by serving the media (Sirap & Huwae, 2023). In this contract, Untirta provides articles to be published by selected media. This contract involves the rental of Untirta's academia column which will be published in mass media 42 times a year. This is a form of publication that focuses on popular writing, rather than highly scientific writing. The academia column is open for contributions from all members of Untirta's academic community, including students, lecturers, teaching staff, and others. This contract is a collaboration with several local media, namely Radar Banten, Kabar Banten, and Banten Raya, which will publish writings from Untirta periodically. This is a good effort to share knowledge and information from universities to the wider community.

2. Organize coffee morning activities

   Coffee morning is a social event that allows everyone to meet, chat, enjoy breakfast snacks, and is often associated with fundraising activities or other organizations. Coffee morning activities are often held by companies as a step to improve work efficiency, strengthen communication, and create emotional bonds between employees and partners related to the company (Deviona et al., 2022). Untirta organizes coffee morning activities with work
partners at least twice a year. This coffee morning event is usually arranged during special moments, such as the launch of new programs from Untirta, announcements of achievements made by Untirta, dies natalis celebrations, and similar events. The coffee morning activity is a good opportunity to establish social relations, communicate, and share information with various parties related to Untirta.

3. Organizing Media Gatherings

Media gatherings are held at least once a year with two main objectives. First, to maintain a good relationship with the media, considering the role of the media as the frontline in the news. This closeness is important to ensure that the cooperation between Untirta and the media continues to run well. Secondly, the media gathering is also used as a forum to provide information to the media and at the same time filter or deliver information that needs to be filtered first. Thus, this event helps Untirta to communicate with the media effectively and deliver messages that are in accordance with the desired communication strategy.

4. Utilizing Alumni Networks at the National Level

According to Horseman’s explanation in Hall (2016), Alumni Engagement can be defined as individual involvement in all activities related to higher education after completing education (Hall, 2016). The role of alumni for a university has significance because they represent the implementation of education in each institution (Mahatmi & Sebatubun, 2022). Alumni involvement in the study program will make a positive contribution to improving the quality of the implementation of the program, involving a variety of programs both academic and non-academic (Hamdani et al., 2023). A good partnership with national media such as Antara and Kompas.com through alumni working in the media is a smart step to expand the reach of publicity and increase Untirta's visibility at the national level. Utilizing contributing journalists in the regions is an effective strategy to spread information about Untirta's activities and achievements to a wider local level. In this way, Untirta can ensure that its information reaches a wider public, both at national and local levels, and build strong relationships with various media.

5. Maintaining good relations with media partners

In every program that involves cooperation from other institutions, usually each institution brings its own media. In addition to working together in completing the program, Untirta will also cooperate with the media from the partners. For example, during the 1000 trees planting program which is a collaboration between Untirta and BCA, BCA brought their own media crew to publicize the program. Untirta maintains a good relationship with the media crew, establishing kinship to expand relations. This was done by creating a WhatsApp group together. Another example of good relations with outside journalists is the inauguration of the new building of Untirta’s campus in Sindangsari by President Joko Widodo, the palace journalists who attended the event maintained good relations, so that Untirta received quite a lot of publicity at the national level. This gave Untirta more exposure at a lower cost.

Untirta’s Media Relations strategy can be said to be successful because the publicity received by Untirta is quite high. On the main website Radarbanten.co.id, from January 2023 to October 2023, there were 365 news articles with Untirta keywords. As for the publication in the digital media Kabar Banten, Pikiranrakyat.com, the number of news that has the keyword Untirta is 112 news, in the same period. In addition to digital media, Untirta’s publicity is also done in print media. Untirta's publicity in national media is still not too much. One of the factors that hinder publicity in national media is the high cost. Untirta has been wise in dealing with this problem by maintaining good communication with relations in the national media. This is a smart move, because strong relationships with contacts in the national media can help Untirta get wider coverage without the need to spend a lot of money. By keeping in touch and maintaining relationships with contacts in the national media,
Untirta can continue to maximize exposure and achieve better visibility at the national level without having to face high costs.

Conclusion
After analyzing and interpreting data from interviews, observations, and documentation obtained during the research, the author concludes that the marketing strategy of branding Untirta Jawara and Untirta Integrated, Smart & Green Campus through media relations approach succeeded in providing high publicity in local media. For publication in the national media, Untirta’s public relations is constrained by cost so that other alternatives are needed that are able to provide high publication. Untirta’s media relations strategy is by maintaining good relations with media partners, conducting exclusive contracts, holding coffee morning with the media, holding media gatherings, and maintaining close kinship by always communicating. Untirta needs a media relations strategy to be able to change the negative image attached to the jawara into a positive image and represent the values of Banten’s local wisdom.

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