

Public Relations Marketing Strategy of SMP Negeri 4 Surakarta in Maintaining Good Communication with Stakeholders

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Abstract

This study aims to find out the marketing strategy of the SMP Negeri 4 Surakarta in maintaining good communication with the stakeholders. This descriptive qualitative research uses interviews and observations to gain the data. This research is also exploratory because it seeks to explore the right multimedia-based public relations strategy for managing information media at SMP Negeri 4 of Surakarta. Field findings show that a lack of human resource literacy in managing school information media causes problems in the less-than-optimal organizational system or management of school information media. Based on the first year of research findings, the Inflorescence Model describes the flow of school information media management. The researchers use purposive sampling to pick individuals who are knowledgeable about SMP Negeri 4 Surakarta's marketing strategy, digital media management, and public relations. School administrators, instructors, public relations officers, and other relevant stakeholders may be included. Researchers transcribed interviews, organized observation notes, and documented data before identifying reoccurring themes and patterns in the data. Researchers will code the data by methodically identifying and categorizing information relevant to the research aims. Researchers will examine the data after it has been coded, looking for relationships, connections, and insights. To assure the legitimacy and integrity of the outcomes, researchers may compare findings from different participants and data sources. The analysis's findings will be reported in a research paper or report arranged around main themes, findings, and conclusions. The result of this study is that the marketing public relations strategies in maintaining good communication with its stakeholders are preparing modules for teachers, school managers, and readers to build, develop, and promote the management of structured digital-based school media and fostering literacy rates in schools. Another strategy step is to implement an evaluation system from the information media to identify existing deficiencies and make improvements in the future. Push, Pull, and Pass strategy approaches and digital marketing tools are also used to implement the strategy and maintain good stakeholder communication.

Keywords: Public Relations, Marketing Strategy, Communication.

1. Introduction

The COVID-19 pandemic has caused schools to migrate towards digital for information delivery and support of the teaching process. The problem that arises is the unpreparedness of teachers in managing the school digital information media to provide online and offline learning information to their students and other information needed to support the running of inclusive schools. To keep learning and character building for students, SMP Negeri 4 has 56 teachers and 860 students. Unfortunately, not all teachers and students can manage school information media. It is due to the unpreparedness of technology, facilities and infrastructure, knowledge of technology, and the ability to collect information. In supporting the realization of inclusive schools, a digital base is needed. Based on the survey documents conducted by the school, school information is disseminated through WhatsApp groups managed by each homeroom teacher. This condition causes confusing and overlapping information for the students' parents and community because the information does not come from one

source. So, there are often problems around information ambiguity due to the form of communication media used, such as the homeroom teachers' personal WhatsApp group.

Message distortion in the communication coding process causes the message to be poorly received by the audience. For this reason, The school needs a management plan for school digital information media to make it easier for teachers and students to access information and knowledge, from previously overlapping to more manageable. The choice of managing information media based on multimedia is the answer to the importance of technological needs in the world of education in the era of the Industrial Revolution 4.0 and towards the realization of inclusive schools. However, SMP Negeri 4 Surakarta has problems managing digital media, so school information systems management still overlaps with its distribution. This study aims to design and execute a public relations marketing strategy applied at SMP Negeri 4 Surakarta, which will help maintain good communications with the stakeholders. The research results show that SMP Negeri 4 Surakarta needs a more creative and inter-

active digital media management model to make it easier for teachers to transfer school knowledge and information.

Field findings show that the lack of human resource literacy in managing school information media causes problems in the less-than-optimal organizational system or management of school information media (Purnama, 2016). Concerning credibility, the school information media already has a team to manage the media. Still, in its implementation, the school information media management team has experienced problems due to a lack of knowledge in journalism. From the point of view of clarity and content, the information distributed by the school media is more inclined to be information deemed necessary to be shared with stakeholders. Therefore, the school has not implemented and shared appropriate information with the public, and it must meet the elements of information that align with journalism. Moreover, periodic and structured evaluations have not been carried out because the school does not yet have an evaluation system. This problem is because teachers who double as admins and managers also have obstacles in sharing their time teaching by managing school media and lack knowledge in journalism and media management.

Based on the findings of the first year of research (Vanel, Wijaya, & Huwae, 2022), the Inflorescence Model describes the flow of school information media management. In addition, Figure 1 is a model for managing school digital information media that refers to a public relations strategy.



Figure 1. Inflorescence model

The word inflorescence combines information, flower, and science, which means developing. This model shows that it will develop following trends and changing times. As we know, the fourth industrial revolution, which focuses on the Internet of Things and the Internet of People, will develop into the era

of the fifth industrial revolution based on artificial intelligence. The rapid development of technology will undoubtedly impact the development of information systems in the future, so here is the flexibility of applying the inflorescence model for schools.

A suitable model will make the direction of school information flow more structured, neat, and transparent. Therefore, in the second year, this research focuses on implementing the above model, which is realized as a public relations strategy module for managing school digital information media. The module will be implemented through structured school digital information media management training, so hopefully, schools will be independent and capable of good school digital information media management in the future.

2. Literature Review

2.1. Public Relations Marketing Strategy

Public Relations Strategy is one of the tasks of Public Relations in coordinating and controlling the activities of the company's internal and external parties. There are several strategic planning (strategic planning) field of public relations includes activities: a) Making decisions regarding program goals and objectives; b) Identifying key publics; c) Establishing policies or rules to determine the Strategy to be chosen; d) Deciding the Strategy to be used (Morissan, 2008).

Public relations (PR) is pivotal in shaping a brand's image, fostering positive relationships with stakeholders, and amplifying its reach in the competitive market landscape. A well-crafted PR marketing strategy integrates communication efforts to cultivate trust and engagement while enhancing brand visibility. According to Broom & Sha (2013), PR is essential for maintaining a favorable reputation and establishing strong connections with the public. This Strategy involves leveraging various channels, such as media relations, social media, and events, to disseminate authentic narratives that resonate with the target audience.

Organizations can align their messages with core values by incorporating a strategic approach to PR, showcasing transparency and responsiveness. This approach is highlighted in Kotler and Lee's works (2004), which emphasize the significance of ethical communication and community engagement in PR marketing strategies. Through consistent and coherent messaging, brands can establish themselves as industry leaders, capturing consumers' attention while effectively managing potential crises. By harnessing the power of storytelling and digital platforms, PR marketing strategies can boost brand recognition and foster endu-

ring connections with stakeholders, contributing to long-term success in the market.

According to Fill.C (2013), the public relations marketing strategy is divided into three main theories. First is the pull strategy, where the communication strategy in this section focuses on reaching the public, which aims to direct the audience to see the product, consider it, and then enter the company network. Second, the Push Strategy focuses on its employees' performance capabilities. This Strategy leads to realizing strengths to encourage loyalty and work commitment. Third, the Pass Strategy is a communication strategy to maintain the company's image, and the process is directed at maintaining relationships with the company's relationships and customers. To survive competition, an educational institution/ school requires a more aggressive marketing communication strategy to attract its stakeholders' interest. Marketing communication is a concept that combines two sciences, namely communication science and marketing science. Marketing communication aims to offer, inform, and convey messages about values through services so that consumers can know them (Priansa, 2017)

In marketing public relations strategy, digital marketing is also effectively used because it is a marketing activity that includes branding that uses various web-based media such as ad blogs, websites, email, or social networks (Clark et al., 2018). Digital marketing reaches broad targets (Putri & Marlien, 2022). Digital marketing allows a way of advertising and communicating directly with potential consumers without being hindered by time and geographical location (Jain & Raja Sankaran, 2022). According to Mahalaxmi and Ranjith (2016), this method is one of the best ways to overcome and minimize errors in communicating directly with customers.

Furthermore, concerning the marketing public relations strategy, Ruslan (2010) Has classified the marketing public relations strategy into three categories, the first is the Push Strategy. In the Push strategy, public relations enable the stimulation or promotion of purchase and provide added value or satisfaction for the customers who have used or consumed a company's product. The second one is the Pull Strategy, In the Pull strategy, public relations have the potential to bear tactics for drawing the attention of the potential customers using all necessary means to achieve the company objectives and improve the sale of both the company product and service. The last one is the Pass Strategy, In the Pass strategy, public relations afford the creation of a public image by holding numerous events and participating in social activities as part of the corporate social responsibility initiatives. In other words, using the pass strategy displays the company's concern about the problems in the surrounding company.

2.2. Communication Strategy

A communication strategy effectively conveys information so the communicant quickly understands it, which can change a person's attitude or behavior (Effendy, 2015). Communication strategy combines communication planning and management to achieve a goal, namely implementing successful communication. In this factor, the communicator must be good at making strategies to achieve communication goals. According to their goals, all conveyed messages must be systematically arranged; regardless of the form of a message, whether it is conversation or speech, the messages must follow an appropriate and coherent sequence (Effendi, 2017).

According to R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett (1979) stated that communication strategy has three objectives: the first one is secure understanding, which means to ensure the communicant receives the message; the second is to establish acceptance, which means to verify acceptance of the message, and the third one is motivate action, which means to motivate the activities.

The descriptions above show that communication strategy is planning, tactics, and designs used to expedite the communication process to achieve goals. This Strategy is carried out to achieve the desired targets and minimize the possibility that it is not under what is expected by the institution/company.

A well-defined communication strategy is a fundamental component of a successful business operation, serving as a roadmap for conveying messages, building relationships, and achieving organizational goals. Cornelissen (2017) A communication strategy is a comprehensive plan that outlines how an organization's messages will be crafted, delivered, and received across various channels. Effective communication strategies ensure consistency in messaging and align communication efforts with the broader business objectives.

In today's dynamic and digital landscape, integrated communication is crucial. As emphasized by Schultz et al. (2018), a cohesive approach that combines traditional advertising, public relations, social media, and other channels yields a more potent impact on target audiences. By leveraging online and offline platforms, businesses can engage customers, foster brand loyalty, and adapt to evolving consumer preferences. This holistic approach also enables tracking audience engagement and response, allowing real-time adjustments to optimize communication outcomes.

The core of a communication strategy lies in its ability to resonate with the intended audience. Personalization and relevance are paramount, a point emphasized by Varey (2014) By conducting thorough audience

research and segmenting the market, organizations can tailor their messages to address specific needs, desires, and pain points. This approach enhances communication effectiveness and fosters a sense of connection and understanding between the brand and its customers.

A robust communication strategy is the cornerstone of effective organizational communication. It establishes a structured framework for conveying messages across diverse channels while aligning with the organization's goals and values. By integrating various communication tactics and adopting a personalized approach, businesses can forge stronger relationships with their target audiences and navigate the complexities of the modern communication landscape.

3. Methods

Qualitative research is a valuable approach within social sciences that focuses on understanding and interpreting the complexities of human behavior, experiences, and interactions. As Creswell (2013) outlines, qualitative research is characterized by its emphasis on exploring the context, meanings, and subjective perspectives of individuals and groups. This method employs a range of data collection techniques such as interviews, focus groups, observations, and content analysis to delve into the nuances of the research topic. Qualitative research is beneficial when seeking in-depth insights, uncovering underlying motivations, and generating rich, descriptive data.

One of the defining features of qualitative research is its flexible and adaptive nature. Denzin and Lincoln (2018) highlighted, qualitative methods allow researchers to explore topics in their natural settings, enabling a deeper exploration of the social and cultural factors that influence behaviors. This flexibility also allows for the emergence of unexpected themes and patterns during data analysis, contributing to a more holistic understanding of the research phenomenon. Qualitative research often involves an iterative process, where researchers continually refine their research questions and data collection techniques based on evolving insights.

While some critics argue that qualitative research lacks the objectivity and generalizability of quantitative methods, advocates like Charmaz (2014) point out its unique strengths. Qualitative research excels in capturing the complexity of human experiences, enabling researchers to delve into the "how" and "why" of behavior rather than just the "what." It provides a platform for giving voice to marginalized perspectives and uncovering hidden dynamics. By delving into participants' narratives and interpretations, qualitative

research contributes to a deeper appreciation of the multifaceted nature of the social world.

It is applied research concerning practical facts, application, and development of knowledge produced by basic research in real-life (Trianto, 2010). Applied research serves to find solutions to specific problems. The primary purpose of applied research is problem-solving so that research results can be used for the benefit of humans, individually or in groups, as well as for industrial or political purposes. In addition, this research is also exploratory because it seeks to explore the right multimedia-based public relations strategy for managing information media at SMP Negeri 4 Surakarta. Based on the public relations strategy, a multimedia-based public relations strategy module helps manage school information media, which can later be disseminated to other schools and increase stakeholder trust.

The methods used in the second year of this study to solve partner problems are as follows: A digital school information and media management model (the first-year research findings), A compiled digital school information media and management module (Inflorescence Model). The last one is Implementing the module in the form of training in managing school digital information media.

The method is described in the steps below:

Phase 1: The Inflorescence Model was produced based on research findings in the first year. This Model focuses on the work of public relations officers in managing information media, among others;

- Research – Listening includes determining the news topic and the format for making news.
- Planning – Decision: includes making news rubrics and determining achievement indicators to get high exposure.
- Communication – Action: includes disseminating information through school channels and monitoring school communication media.
- Evaluation: Monitoring results are analyzed based on indicators of achievement and evaluation in an integrated and transparent manner.

Phase 2: A school information and media management module was started based on the results obtained in stage 1 (the inflorescence Model).

Phase 3: At this stage, the module is implemented in school information media managers (teachers and students) through training in managing school digital information media. Hopefully, after participating in this training, the management of school information media can manage school digital information media in a better, structured, and transparent manner.

For more details, see Figure 2.

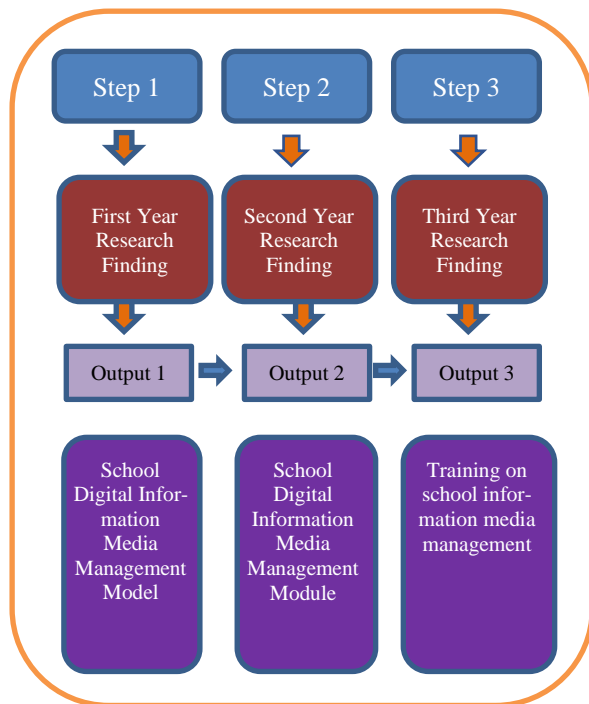


Figure 2. Research flow chart

Each stage will be monitored through questionnaires, documentation, and testimonials. Ultimately, monitoring and evaluation results will help partners achieve the output targets.

4. Result

SMP Negeri 4 Surakarta uses several types of multimedia according to Vaughan (2011) The types are grouped into three forms: (1) Interactive multimedia used by SMP Negeri 4 Surakarta is Instagram, YouTube, and Facebook, where the user has control over the use of media through comments, likes and subscribe buttons; (2) Hyperactive multimedia applied in the form of a school website that links to other elements in it such as library links, e-learning links that are still empty, social media links used as school communication media; (3) Linear multimedia used in SMP Negeri 4 Surakarta is information disseminated through school radio media (Radio Patska) to support the learning process during the pandemic.

Field finding shows that the communication strategies used in the digital media management at SMP Negeri 4 Surakarta, among others:

- **Push Strategy**

According to Heidi (2015) In her actionable marketing Guide, she states that a Push strategy pushes the product to the customer, while a pull strategy pulls the customer towards the product. This Strategy uses several categories, the first of which is social media posts, which are routinely carried out by the admin of

SMP Negeri 4 Surakarta on Instagram and YouTube. Figure 3 is an example of a post on Instagram.



Figure 3. Instagram post of SMP Negeri 4 Surakarta

The second is via email. Schools have not used email optimally because most of the information is conveyed through social media. Including school email on the school website is helpful for stakeholders to communicate with the school. Unfortunately, the school media administrator (admin) sometimes does not follow up on it due to the lack of ability to manage school digital media.

The third is the search category, which is still lacking management. The pull strategy applies an organic search model that can be optimized by utilizing SEO (Search Engine Optimization). Still, the lack of knowledge about SEO causes organic search not to be maximally carried out by the school.

Fourth, the referral marketing category implemented through WOM (Word of Mouth) includes social media shares. SMP Negeri 4 Surakarta has implemented this category, and many students share it on social media as stakeholders.

The fifth category is ratings and reviews, whose implementation has not yet reached the monitoring and evaluation stage. For example, although posting on digital media is routine, the school's digital information media administrator has not monitored because it does not yet have a monitoring standard. The sixth is the product use category. Using the school logo on every official school account, the four fingers and thumb gesture refers to the great SMP Negeri 4 Surakarta, which teachers and students in social media posts usually use. However, the application of this product has not yet penetrated other forms of lower media. Figure 4 is an example of implementing the school logo and gesture.



Figure 4. Instagram posts with product use

The seventh is the guest post category, which implementation has not been maximized due to the absence of space for visitors to share or repost information from their stakeholders.

The eighth category is co-creation, manifested in the form of round-up post-interviews. SMP Negeri 4 Surakarta has implemented this category in this case, although not so much in their posts. Next is the live events category, where many schools have done it in their posts in the new normal period. For example, Figure 5 is an image of the live events uploaded on the school's YouTube media.



Figure 5. Live YouTube student graduation

Based on the explanations above, in a push strategy, suppliers, in this case, the school, "push" the information of the school programs/activities toward consumers/ stakeholders (Brocato, 2010).

• Pull Strategy

A pull strategy is a quick way to move customers from awareness to purchase, while a pull strategy is about creating a sustainable relationship with the brand. The social media category in pull marketing is done through advertising. Advertisements applied in schools are not commercial advertisements but are more in the form of advertisements to promote school events or programs. For example, Figure 6 is a public service advertisement uploaded by the school on the school's Instagram page.

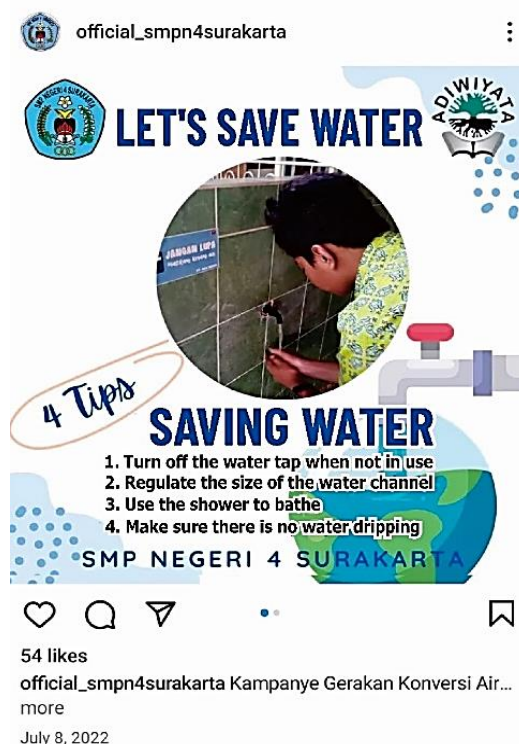


Figure 6. School's public service advertisement

According to the image above (Figure 6), schools conduct programs to encourage students to use water wisely and economically to safeguard nonrenewable natural resources. The school employs a push tactic to encourage school programs so that pupils can socialize and implement them through advertising.

Another category is advertisements sent to email, such as promotional blasts, advertisements, and rental lists. However, the school has not done these three things because it uses social media more to disseminate this information. In addition, schools have not taken advantage of paid SEO.

Product categories in the form of flyers and location markings in the digital world have been implemented. Still, based on the findings, no product endorsement was carried out optimally due to the lack of human resources in managing school digital media.

The application of guest posts for advertorials in the form of paid promotion has also not been implemented, considering that this school is based on a state school, so it is not allowed to use this pull strategy.

The co-creation category using influencers has also not been implemented because the human resources for managing school media have not considered expanding in that direction. However, in the conference presentation and sponsorship categories, schools have implemented and even collaborated with many parties in this category.

Finally, the other categories in the form of advertisements on non-social media and non-search platforms have not been implemented optimally due to a lack of knowledge in maximizing bottom-line media.

Consumers "pull" information or products that suit their needs in a pull strategy. A pull strategy is defined as a promotion strategy focused on consumers (Brocato, 2010).

- **Pass Strategy**

Rahmandani and Setiyarin (2022) stated that Pass Strategy is a communication strategy to maintain the company's image, and the process leads to maintaining relationships with all stakeholders. To maintain the school image, SMPN4 Surakarta has done many activities, such as having an exhibition to exhibit all the students' work due to the result of independent learning and being involved in Kreasso event (Kreasi Anak Solo/Solo's student creations) as seen in Figure 7.



Figure 7. Students' work exhibition and kreasso event

Not only showing students' activities, but teachers in SMPN4 Solo also join the in-house training on implementing the independent curriculum assessment, as shown in Figure 8.



Figure 8. In-house training for teachers

5. Discussion

Based on the above research results, SMP Negeri 4 Surakarta has made efforts to manage school digital media but not optimally due to a lack of knowledge in the media and information technology field. It is also because school media managers are teachers who have busy work schedules, so dividing time in managing school media is quite difficult. The opinion of Mrs. Wegang strengthens this as one of the managers of the school's digital information media, "*We are busy with teaching activities and other school activities and lack of our knowledge in the field of digital media literacy causing digital information media for school management to be less than optimal*". It shows that public relations marketing strategies, especially digital marketing, can positively influence stakeholders' decisions (Wilis & Faik, 2022).

In line with the first opinion of R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett (1979) The communication strategy aims to secure understanding. A public relations strategy module is made for information media management in digital schools. Its purpose is for the managers of digital information media schools to have good knowledge in later managing the school's digital information media. Figure 9 is a picture of the module made.

This module was structured to be the grip of teachers, school managers, and readers to build, develop, and promote the management of structured digital-based school media and foster literacy rates in schools. This module contains three parts mapped into deepening knowledge about public relations, the activities of writing public relations, and school media management. In addition, each module is systematically arranged, which surrounds learning objectives, achievement indicators, time, methods, tools, and materials that need to be prepared as supporting learning. The learning process steps are made simple, making it easier for readers to apply it in the field. Every module in this book is a unified study of interrelated studies to support the managerial media of digital media in schools. However, it can still be taught or practiced separately.



Figure 9. Public relations strategy module in school digital media management

The second communication strategy is to establish acceptance, followed up by training teachers who serve as managers in managing school digital information media, knowing how to manage good media, good writing skills, and the ability to analyze the trend in the future for school development. It shows that the power of teachers as the manager of school information media increases in planning the management of school digital information media as in Figure 10.



Figure 10. The draft of school media management planning

Figure 10 shows that teachers who originally experienced limitations in managing digital information media schools changed their knowledge and skills. The teachers also created a monitoring system to control each one, as shown in Figure 11.

The third communication strategy is to motivate action-motivated activities. It is implemented as an integrated digital information media management system based on the inflorescence model and modules given. Hopefully, this Model and module will become a more creative and interactive digital media manage-

ment system, facilitating teachers' transfer of school knowledge and information and improving school services to the public, as shown in Figure 12.

Indikator			
Media	Indikator	Media	Indikator
Instagram	Likes, comment, followers	Email	Send, Reply
Youtube	Likes, subscribe, comment	Newsletter	Send, engagement
TikTok	Likes, followers, comment	Artikel Blogspot	comment
Website	Visitors, chat		

Figure 11. Indicators in school digital media monitoring systems



Figure 12. Management of integrated school digital information media

Adopting effective communication strategies in school digital information management can significantly influence how information is disseminated, received, and utilized. Push, pull, and pass strategies are three distinct approaches that have varying impacts on managing digital information within educational institutions.

The push strategy involves proactively sending information from the school administration to students, parents, and staff. Schools can ensure that crucial updates, event schedules, and academic resources are promptly delivered to the recipients through emails, notifications, and announcements on digital platforms. This approach aids in maintaining a structured flow of information, fostering transparency, and minimizing the likelihood of miscommunication. However, schools must balance regular updates and information overload, as excessive notifications might reduce engagement. When executed thoughtfully, the push strategy enhances communication efficiency within the school community (Braun Simon, 2022).

The pull strategy empowers students, parents, and staff to access relevant information from centralized digital platforms like school websites or online portals. This approach promotes self-directed learning and engagement by allowing individuals to retrieve infor-

mation based on their specific requirements. Implementing a user-friendly interface and ensuring that information is organized and up-to-date is crucial to the success of the pull strategy. Additionally, schools must address any potential barriers to access, such as technological disparities, to ensure inclusivity. The pull strategy's impact lies in fostering autonomy, encouraging exploration, and facilitating a sense of ownership among users in managing their digital information needs (Mansour & Mupinga, 2007).

The past strategy facilitates peer-to-peer communication and information sharing within the school community. Digital platforms like discussion forums, collaborative documents, and social media groups enable students, parents, and staff to exchange insights, resources, and updates. This approach cultivates a participatory culture where information flows laterally, allowing individuals to benefit from each other's experiences and expertise. However, schools must establish guidelines and monitoring mechanisms to ensure that information shared through the pass strategy remains accurate and respectful. The pass strategy's impact lies in promoting a collaborative and dynamic environment where the community's collective wisdom contributes to effective information management (Palloff & Pratt, 2013).

The strategic adoption of push, pull, and pass strategies can significantly impact the management of digital information within schools. Each Strategy offers unique benefits, from structured communication to self-directed learning and collaborative information sharing. By understanding their school community's context, needs, and preferences, educational institutions can tailor their approach to digital information management and enhance overall engagement and effectiveness. This strategy classification explains how educational institutions can effectively use several communication tactics to interact with their stakeholders via digital media. The study underlines the importance of multimedia-based public relations in school information media management. It points the significance of schools adjusting to the expanding media landscape, including social media, websites, and various digital platforms, to sustain successful communication with their stakeholders by emphasizing multimedia tactics.

The above explanation highlights the need for school public relations officers to plan and improve, particularly in managing school information media, to carry out school information media optimally later. These strategies involve creating modules ready for teachers, school administrators, and readers to use to construct, develop, and promote the management of organized digital-based school media and increase school literacy rates. The module covers public rela-

tions and acts that must be accomplished while in charge of the school's information media. It also discusses how to keep school websites up to date, particularly regarding information management. The study introduces the concept of authoring modules, which aim to increase digital media literacy in teachers, school administrators, and readers. These courses are designed to help key stakeholders understand and apply suitable digital media management strategies. This emphasis on information transmission can be a useful contribution to the profession because it stimulates continuing learning and progress.

Creating an evaluation system for school information media, according to the study, can aid in identifying problems and driving changes. This comprehensive evaluation technique can serve as a practical guide for schools wishing to improve their digital media management strategies over time.

The study emphasizes the significance of marketing public relations programs for schools in order to maintain strong relationships with stakeholders and develop trust. This use of marketing methods within the context of school public relations can be a valuable learning experience for educational institutions.

6. Conclusions

This research aims to look into SMP Negeri 4 Surakarta's marketing strategy and prospective multimedia-based public relations tactics that they may use to manage their contact with stakeholders effectively. The research identifies and investigates three distinct communication strategies SMP Negeri 4 Surakarta utilizes in dealing with digital media: the Pull, Push, and Pass. According to field findings, the communication strategies used in managing digital media at SMP Negeri 4 Surakarta include: 1) Pull Strategy (social media post, email, SEO, reference marketing, ratings, reviews, product use, guest post, co-creation, and live events); 2) Push Strategy (school's public service advertisement, email containing promotional blasts, advertisements, rental lists, product category, guest post, co-creation, and live events); 3) Pass Strategy (school's public service advertisement, email containing). Another part of the strategy is building an evaluation system based on the developed information medium, making it easier to detect existing flaws and make future adjustments. The study's findings are intended to help improve or perfect the current school media management system. This is related to the significant increase in workplace digital media consumption. Implementing a public relations marketing plan is a terrific concept. In conclusion, this study provides insights into novel techniques and approaches for managing digital media in educational institutions,

particularly in the context of school public relations. It provides a comprehensive framework for schools to increase communication with stakeholders and adapt to the digital age, resulting in better school media management and stakeholder connections.

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