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Abstract

The basic purpose of understanding the Strategy is planning and management to accomplish a goal, "Public Relation". The base author's purpose of doing this research knowing on how communication strategic Public Relation of STAIN Teungku Dirundeng Meulaboh in building competitiveness and excellence image quality of education in Aceh. Based on the objectives with regard to the approach used in this research was the qualitative approach. The method performed using by observation, in-depth interviews, and documentation. While as a counterbalance, Public Relation must preserve manage internal media, either in the form of magazines, printed publications (leaflets, brochure, poster, outdoor graphic) to the special reports to be shown on internal and external campus media. Technology and information media used is print and electronic media. Indonesia printing media is the Serambi Indonesia, Rakyat Aceh and Analisa. In addition, through online media as Aceh Trend, Aceh Pos, AJNN, Media and official Website of Teungku Dirundeng STAIN Meulaboh, Aceh.

Keywords: strategy, communication, public relation, saying, the quality of education.

Introduction

Understand the management strategy in the sense of is basically planning and management to accomplish a clear objective (Zhang, Y Y, Dolan, S & Zhou, Y, 2009). However, to achieve these goals, the strategy does not function as a map of a road which is showing the direction only, but it should be able to indicate how it's operational and strategy within an organization and company (Truss, C & Graton, L, 1994).

Similarly, the communication strategy is a blend of planning communication and management communication to accomplish the objectives that have been set. This communication strategy must be able to indicate how it ruin in the Organization practically has to be done, within the meaning of the word that approach can be different at any time depending on the situation and the existing conditions (Effendy, O U, 2007).

Communication strategy is defined as a process of determining the plan the leaders’ Summit that focused on the long-term goal of the organization is accompanied by
the preparation of a way or attempts so that these objectives can be achieved (Arifin, 1994).

The definition of Public Relations is the overall effort is done in a planned and sustainable in order to create and maintain goodwill and mutual understanding between organizations with their audiences. Public Relations is defined as all forms of communication are planned, including one organization with all of the audiences in order to achieve specific goals based on mutual understanding (Adler and Guaham, 1992).

In general we've read and heard a lot about the sense of public relations. Even it might've been practice by human being. It could be happened, because human beings are in fact not able to live alone, but man always needs other people in his life in this world (Suhandang, 2004). In the other words, that human life is interconnected side by side between one and another. Nevertheless we haven't found all out about the relationship of the community began to form. What is the background of community relations was formed and what its benefits are also in the midst of the Government or in the private institutions or in community life (Agerholm and Thomson, 2009).

Since the World War, the Community relations were getting famous. This is evident from the large number of private institutions and Government agencies that are trying to bind the public attention in order to obtain the opinions of the community in the framework of the development of those institutions. When the Agency does not have close relationships with the Community institutions, it would slump and collapsed. The existence of public relations has been growing; a number of companies or institutions have put the existence of public relations in the organization structure. It indicates that the institution understood about maintaining relations with the public, other than the existence of relations keeping Publicist is also required in establishing or maintaining the image of a company or organization.

In any institution will always expect an institution running in accordance with the original plan, according to the vision and mission set up by the institutions, but sometimes there are things that could never have been predicted before, this is the named after the crisis. One that can be called a crisis was the emergence of crisis awareness. The image is the way others perceive a person or an activity Committee (Anggoro, 2005). Communication strategy in the restoration of the image of the closely related to how the response given quickly and effectively by the institution, the author saw it clearly in the activities carried out by Public Relation who always gives response and also perform other activities that can give a positive response from the community. The coverage strategies of Public Relation have shown positive results than expected (Michael, S, 1989). It can be seen on how news coverage and image built by public relations STAIN Meulaboh that has been published from the medias that exist in addition through the brochures, calendars, Lentera campus magazine and Media Indonesia, Rakyat Aceh, Aceh Trend and other online media which exist in Aceh province.

In 2017, it increased the admission for recipients of new students in each college. In Aceh Province that is reserved in the South Western region of Aceh has three large Universities, among others, the University of Teuku Umar (UTU), State Islamic high school (STAIN) Teungku Dirundeng Meulaboh and the Academy Community Affairs (AKN) Meulaboh based in West Aceh Regency of Aceh in Indonesia Aceh Settlement, known as the city of Meulaboh. In this case each campus has a target and close to the maximum number of students to achieve the standards that exist in the number of students build and Power Saying in College, so that in the course of the present campus STAIN Teungku Dirundeng Meulaboh requires human resources for hard
work could reach as many students need socialization and power saying that high in the maximizing of the whole Civitas Academica. With a wide range of opportunities and places to all parties is very necessary cooperation.

Based on the above issues the author is interested in researching and reviewing the problem, and the gap was to build in power saying in the era of globalization and information that is full of challenges for a new novelty in the strategies of colleges. Then examined and researched with the title “Communication Strategy of Public Relation STAIN Tengku Dirundeng Meulaboh in Building the Competitiveness of Higher Education Quality in ACEH”.

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**Literature Review**

In a more detailed understanding of need to a study of an attribute theory as material for research studies to support the above studies an attribute theory here is about:

1. Communication Strategy
   Communication strategy is defined as a process of determining the plan the leaders’ Summit that focused on the long-term goal of the organization is accompanied by the preparation of a way or attempts so that these objectives can be achieved (Arifin, 1984). The strategy that the author’s intent in this research is a way of communicating by TBS conducted by public relations STAIN Tengku Dirundeng Meulaboh in building the image and competitiveness of competitively.

2. Public Relation
   Public Relation or public relations is a management function which assess the public attitudes, policies and procedures to identify a person or organization in the interest of the public, as well as to plan and undertake a program of activities to gain understanding, understanding, and support from public (Ruslan, 2005). Public Relation which the author referring to is the one at the HR public relations STAIN Tengku Dirundeng Meulaboh in charge of creating a positive image of the institution to the community. The image of an institution that was intended to institute positive can remain competitiveness and enhance his creativity even provide better benefits for society today.

3. STAIN Tengku Dirundeng Meulaboh
   At the time of the unrest when Aceh fought the Netherlands colonizers, there was a great scholar in Meulaboh (the capital of West Aceh now), who was established a major center of Islamic learning (Dayah) in Rundeng Tuha (now Rundeng Village, the districts of Johan Pahlawan). The Ulama named Teungku Hasballah called Teungku Chik Dirundeng. He has given a great service in educational renewal efforts and struggled the invaders. Unfortunately no one knows where his grave was. Teungku Dirundeng STAIN Meulaboh which the author means is the name of the Islamic educational institutions in the West Aceh Meulaboh. The subsequent STAIN Dirundeng Tengku Meulaboh became the site of the research object in reviewing the HR communication strategy of public relations in building the image of Excellence and Competitiveness in the region of Aceh.
4. Image
The image is the totality of perceptions against an object formed by processing information from different sources every time that the image is an impression, a feeling, an overview of public self against the company. This impression was created deliberately from an object, person or organization. So that the image needs to be created on purpose so that it is positive (Ndofor and Livitas, 2004). The image itself is one of the most important assets of a company or organization (Soemirat and Ardianto, 2003). Meanwhile according to Rahayu, image or reputation of the College as one of the factors in improving competitiveness, is one of the key elements that will be the source of the creation of conditions for sustainable competitive advantage of a company. Image or reputation achieved through a series of capabilities and experience accumulated so that the College has the best performance for the stakeholders (Rahayu, 2009).

In this study the author's intent with the image and the image is the way in which the people of Aceh looked at all the elements that exist in the institution STAIN Teungku Dirundeng Meulaboh. Because each institution must have its own image in building a better College.

5. Competitiveness
Competitiveness is at the core of the success or failure of an institution. There are two side by side, i.e. competition success due to encourage institutions to compete in a more dynamic and produce products and provide the best services for its market, so the competition is considered as opportunities that motivate. While the other side is a failure because it will weaken the institutions that are static, competition and fear of not being able to produce quality products, so the competition is a threat to the institution (Porter, 2014).

Competitiveness in this study the authors mean is a better advantage from another organization or excellence in STAIN Teungku Dirundeng Meulaboh. Competitive advantage can be either resources or activities which may be of a variety of competitive excellence in excess.

Before the author's conducted a study of communication strategy Public Relation STAIN Teungku Dirundeng Meulaboh in building image and competitiveness on the quality of education in Aceh, the author studies the earlier research firstly performed by Yopi Pernando who is a student of Islamic communication and broadcasting Faculty, University of Yogyakarta in 2009 which is about "strategy of communication and Public Relation Activities in Introducing UIN Sunan Kalijaga Yogyakarta To Prospective New Students "

The aims of this research are to find out how to deal with the strategy of communication and public relations activities in the UIN Sunan Kalijaga in introducing the new students prospective. To find out the purpose of the research, the author is using qualitative research methods with the descriptive data which is explain and interpret the data. The informant in this study is, publicist, structural UIN Sunan Kalijaga, along with the leadership at the State University of Sunan Kalijaga Yogyakarta, prospective new students, community leaders, Government by using purposive sampling technique. The data collection strategy is used to obtain data and information using observation, interview and documentation. The results of this research it can be concluded that the UIN Sunan Kalijaga Publicist has an important role in the running of a program and a strategy of communication and public relations activities in the UIN Sunan Kalijaga in introducing the new students prospective by doing four preparations include:
1) recognizes the goals of communication, this preparation has the purpose of knowing or want of communication do certain actions. 2) Selection medium of communication, the goal to optimize the delivery of communication messages and efficient use of funds. purpose of the study 3) message communicators in preparation of the communication, it aims to determine which techniques should be taken, whether it's persuasive techniques, information engineering, or engineering instructions. 4) The role of communicators in communications, public relations here consider the Communicator in the delivery of the message.

Besides in the Helle Kyeger and friends’ research, they did reconstruction in his journal how strategic communication Management in a company and organizations for profit and reputation of the company. In this case there are four Communications focus is research on Communication recruitment Communication, Performance Evaluation, communications on leave and the dismissal of Communications work. And research conducted by Helle Kryger etc. from the University of Aarhus Denmak Manajement Conversation in Danish Companies Communicating Corporate Values and strategic.

![Diagram](image)

**Figure 1.** Design of image and a framework.

Design of image and a framework above was explained how the various forms of communication in the direction towards a success of companies and organizations (Kryger, 2009). Then, also pointed out that the communication process conducted Public Relation there are four stages, namely: the discovery of the fact (fact finding), planning, implementation (actuating) and evaluation (Stevev and Fesrter, 2002).

The discovery of the fact (fact finding), Publicist UIN Sunan Kalijaga and communication which is built by Framework above, based on the evaluation of previous activities, so that the data obtained are accurate for the next activity, would continue or held changes with new activities. The second stage, namely the planning, public relations at this stage planning what activities will be undertaken. The planning was performed beginning of each year and make the program activities for one year.

The third stage is the implementation (actuating), this stage carry out public relations activities are already planned. From the results of the study can be found there are nine forms of the introduction of public relations done to introduce the
institution to prospective new students, namely: 1) photo Documentation the documentation CD, 2), 3) Realise the News Clippings, 4), 5) Education Exhibition, 6) Advertising, 7) provide assistance, 8) visits, 9) the creation of leaflets, booklets, newsletters and magazines. The fourth stage is evaluation, public relations at this stage is to evaluate against any activity that was already done. Evaluation is formally done each month by making a monthly activity report while the non-formal done every completion of an activity.

Research Method
In this type of research used in this study and research is the research field (field research). As for the approach used in this study is a qualitative approach. Nana Syaodih said that qualitative research is a research aimed to describe and analyze the phenomena, events, social activities, attitudes, beliefs, perceptions, thinking people individually and group. Qualitative research of digging, building proportions or explains the meaning behind reality (Sukmadinata, N S, 2012).

Methods of qualitative research procedures that produce as data in the form of descriptive words written or spoken of people and behavior are observed. Qualitative research is also a research based and based on the philosophy of postpositivism which is usually used for researching natural objects, where researchers are as key instruments can describe or Describes the analysis is being done in the author's research. The author's qualitative research goes on How communication strategy Public Relation STAIN Teungku Dirundeng Meulaboh in building quality improvement of higher education in Aceh.

Source of Data
There two sources data in this research, are primary (main) and secondary (supporters) data. These data sources can be both authors describe as follows:
1. The Main Source Data
   According to Lofland and Moleong explained that the main source data, in qualitative research is the words and actions, the rest is additional data such as documents and others that support the research efforts are again examined and reviewed (Boengin, B, 2012). As for who becomes the focal point of this communication strategy on research human resources College public relations STAIN Teungku Dirundeng Meulaboh in building the image of excellence and competitiveness in Aceh is very influenced by the communication system built by the public relation and the leadership or top manager so that the goals require the resources obtained through community and public relations Section at Government offices in Aceh, as well as performing with observed and interviewed. As for the primary data source in this research are:
   1. The Chairman of the STAIN Teungku Dirundeng Meulaboh.
   2. The leadership of the public relations STAIN Teungku Dirundeng Meulaboh.
   3. The local government public relations that exist in Aceh
   4. Education stakeholders.
   All of the sources above researchers use to obtain data about:
   a) communication strategy Public Relation STAIN Teungku Dirundeng Meulaboh in building quality improvement of higher education in Aceh.
   b) success of public relation STAIN Teungku Dirundeng Meulaboh in building the image of excellence and competitiveness in the era of globalization and competitive information.

2. Secondary Data
   Secondary data source in this research in the form of the document be it photos, CDs, realise news, newspaper clippings, exhibition, advertisement, education assistance, visits, books, journals and other statistical data that can be collected to complete the data writer research and is a source of supporting data.
Secondary data obtained through library research researchers as well as documentation to obtain data about communication strategy human resources public relations STAIN Teungku Dirundeng Meulaboh in building image and competitiveness advantage competitively.

**Data Collection Techniques**

Data collection techniques used in this research is as follows:

1. **Observation**
   According to Suharsimi Arikunto, observation or observation activities include loading of attention to an object by using the entire locomotion. Observing can be done through sight, smell, hearing, touch and taste (Hadi, A, 2005). Record of observations is a statement of all the events that is being heard and seen and cannot contain the interpretation, just a note as is which is a record of what, who, how, the activities of a human being. In this study the observation made at the STAIN Teungku Dirundeng Meulaboh and Aceh as Office Government location research.

2. **Interview and question form**
   The interview is a great tool to capture information by way of asking a number of questions to be answered orally as well. Interview conducted by researchers to disclose THEIR HR communication strategy public relations STAIN Teungku Dirundeng Meulaboh in building the image of excellence and competitiveness. In this study researchers interviewed Chief Teungku Dirundeng STAIN of Meulaboh and the head of public relations STAIN Teungku Dirundeng Meulaboh and the rest of the public relation which exists in Aceh.

**Techniques of Data Analysis**

Data acquired through the study of librarianship and field collected then analyzed. Accurate data is systematically treated resulting in a comparison of theory with practice is called with the qualitative method. To process data into the relevant data then the author uses systematic data analysis techniques as put forth by Huberman and Miles consists of three processes:

a) Data Reduction is a selection process, focusing on the simplification, and the transformation of the raw data or the rough emerging from the written record in the field;

b) presentation of the Data is the process of granting a bunch of information that has already been prepared which allows for the withdrawal of the conclusion;

c) draw conclusions, in a study are expanded, the first conclusion where its nature is not yet final, the end conclusion is more detailed and in depth with increasing data and finally the whole configuration is conclusion (Burhan, B, 2001).

**Validity of the Data**

In this research, the author uses the technique of examination of the validity of the data by way of checking up on the subject or with the report or with the relevant documents or with triangulation that utilizes something else, then for some checking as a comparison against the data. As expressed by Denzin cited by Moleong i.e. distinguish four kinds of triangulation as an examination technique that leverages the usage of sources, methods, and theories:

a. Triangulation with source i.e. compares and checks behind the degree of confidence any information gained through time and different tools in qualitative research;

b. The Triangulation method i.e. checking the degree of belief in invention research results through some of the techniques of data collection;

c. Triangulation researchers i.e. the involvement of a number of researchers of different disciplines of science in a similar research and with some degree of confidence checking of data sources with the same method;
d. Triangulation with the theory, according to Lincoln and Guba in the book by Moleong based on the presumption that the facts could not be examined the degree of confidence with one or more of the theory (Lexy Moleong, 2006).

From the explanation above researchers will use the data validity of triangulation methods data sources as accurate material is:
1. To implement, analyze, and concluded his studies with the data comparing observations with data the results of the interviews and the spread of the now;
2. Compare what people do in public with what he says in private;
3. Compare what men say about the situation of research with what is said all the time;
4. Compare the circumstances and the perspective of someone with a broad range of opinions and views of the people on the set object.

The technique of triangulation of sources prefer the effectiveness of the process and the results desired, therefore, triangulation can be done by testing whether the process and the results of the methods used was already well underway (Boengin, B, 2003). This technique is used after the completed data collected and utilized in a way that conveys a truth that can be used to answer the question in this study.

Results and Discussion
Forms of press activity that can be done include: (a) the preparation of press releases, press conference (b), (c) press briefings, press tour (d), (e) press events, press coverage (f), (g) until the interview. While as a counterbalance, public relations also need to manage internal media, either in the form of magazines, newsletters (periodic report), report the achievement (achievement report), online media, print publication (leaflet, brochure, poster, outdoor graphic) to the special reports to be shown on internal media. The steps of the strategy conducted public relations STAIN include: (a) the State of analysis, (b) an analysis of the Organization, (c) determine the General purpose and special purpose, (d) the formulation of response strategies and actions, (e) the use of effective communication, silaturrahmi (f), (g) the official invitation, (h) the implementation of the strategic plan, (i) evaluation of the strategic plan. Second, the unit manager database either in the form of pictures or audio visual material as well as of processing is the unit library and documentation. The significance of this unit is the documentation may become evidence if needed. Third, part public relations agency liaison officer to become a STAIN. This section needs to act proactively in order to draw up cooperation activities that are beneficial to both parties. Communications network and a good cooperation is the gateway towards the attainment of the positive image and the power of saying HR at STAIN Teungku Dirundeng Meulaboh in the perception of the institution or organization is a strategic partner and competitive.

Conclusions
From the results of the research that has writers did, can be concluded that: the HR communication strategy public relations of STAIN Teungku Dirundeng Meulaboh in building the image of excellence and competitiveness by applying its strategy through innovative programs and strategic. The work programme carried out Public Relation STAIN to build a positive image of the campus such as: first, press relations are meant by understanding the ins and outs of the world of journalism, as well as the cornerstone of the regulation that became the cornerstone of the law.

References