

UIN MATARAM COMMUNICATION STRATEGY IN THE SOCIALIZATION OF NEW STUDENT ADMISSIONS

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Abstract: The increasing number of students at new student admissions is caused by several factors. One of them is the communication strategy used by UIN Mataram in socializing new students. Therefore this paper aims to explain how UIN Mataram's communication strategy is in socializing new student admissions. This paper uses descriptive qualitative research, namely using data collection techniques through observation, interviews and document review. Then analyzed using interactive analysis techniques (Interactive Model of Analysis). In this study, there are two forms of UIN Mataram communication strategy in socialization in new student admissions, namely direct and indirect communication. This paper is expected to be a reference for other campuses in socializing their campuses in the new student acceptance stage.

Keywords: Communication Strategy, UIN Mataram, New Students

INTRODUCTION

The term strategy is widely used by other fields of science, including in the world of education. In general, the strategy has an understanding as an outline of the direction in acting to achieve the goals that have been determined. Then if it is connected with teaching and learning activities, then strategy in a special sense can be interpreted as a general pattern of activities carried out by teacher-students in an embodiment of teaching and learning activities to achieve the goals outlined..(Asrori, 2016) As in new student admissions, the strategy became very important to socialize the campus to the general public and attract students to enter the socialized campus. While communication is the process of changing the behavior of other people (communication is the process to modify the behavior of other individuals). But, someone will be able to change the attitudes, opinions or behavior of other people if the communication is indeed communicative and effective.(Susanti, 2015)

The definition of a communication strategy according to Rogers is a design made to change human behavior on a larger scale through the transfer of new ideas.(Wijaya, 2015) Kennedy and Soemanagara said that the communication strategy has three goals of change which consist of changing awareness, attention, and loyalty. Jones explained that the communication strategy is not a passive, resource-oriented process that aims to deliver the most appropriate message to the public or to inform the public, but an active communication process that involves the public. The communication strategy aims to convince public opinion as well as shape people's attitudes and behavior. In this case, communication is very important to start a program or activity.(Pratiwi et al., 2018)

The choice of strategy is a crucial step that requires careful handling in communication planning, because if the choice of strategy is wrong then the results obtained can be fatal, especially losses in terms of time, materials and energy. The concept of communication

strategy here is placed as part of communication planning in achieving the goals to be achieved, while strategic planning is nothing but communication policy at the macro level for longterm programs.(Wijaya, 2015). The communication strategy is becoming an important tool and is starting to be seriously considered in the online marketing system to address these challenges, where the method of delivery to consumers is very important.(Sarastuti, 2017) Even in socialization, communication strategies play an important role in increasing new student admissions.

As is the case at UIN Mataram, there are several factors that have led to an increase in the number of new students enrolling at UIN Mataram, namely the addition of majors, the transition from IAIN to UIN and the need for a socialization strategy being implemented. One strategy that has increased the number of new students at UIN Mataram is a change in communication strategy in socializing UIN Mataram. Especially when seen from the increase in the number of new students from 2017 only 3000 students and in 2018 to 3800 students. From the explanation above, we can conclude that the communication strategy plays an important role in socializing the campus to the public or new students.

UIN Mataram has a specific communication strategy in outreach to the public or new students. This strategy is certainly different from the strategy in the previous year. In the previous year they only used brochures, pamphlets and billboards, switching from using websites and other social networks. this is similar to the research conducted by Herdiani Ayu Susanti where social media is used to disseminate BKKBN to the public. in line with research conducted by Nia Maersaroh et al, in their research they explained that the Bandung Planning Gallery is a tool for disseminating information in the development of the city of Bandung. Even though they are slightly different, they still use sophisticated technology in providing information or disseminating something to many people.

This research is certainly different from the previous studies that have been described above. Even though the same uses technology or social media in socializing something to many people, this research is different. This research will discuss more deeply how the strategy is used in socializing a campus, more specifically the UIN Mataram campus in increasing the number of new students entering UIN Mataram. This is supported by data that the increase in new students in 2018 was 3800 from new students in 2017 of only 3000.

METHOD

The object of this research is UIN Mataram's communication strategy in socializing new student admissions in 2018. This research uses qualitative descriptive methods, namely observation, interviews and document review.(Nasruddin, 2023) Departing from the qualitative descriptive method, the data collection techniques used were observation, in-depth interviews and documents.

The observation in this study was non-participatory observation, namely observing the observed group without becoming a member of the group. The object of observation is a program that has been executed. Researchers will make direct observations of what efforts have been made by UIN Mataram Public Relations both in the off-campus environment such as distribution through pamphlets and banners, as well as through internet media, mass

media and others related to information dissemination. As for the interviews in this study, to obtain accurate data the researcher used an unstructured interview technique, so that the researcher could conduct freer and more in-depth interviews with research subjects. The researcher will interview the head of division, head of sub-division, head of student and student academic division, in this case related to what are the contributions of public relations in carrying out the socialization of acceptance of new students in 2018. Next is the documentation technique. The data obtained from this method is in the form of student documents that entered in 2018.

The sources of data in this study are people who have competence in the field under study, whether they are heads of departments, heads of subdivisions, heads of student academic divisions and students. In addition, there is also additional data in the form of data that has been documented by the institution, either in the form of numbers or amounts or regarding existing facts. Such as photos of activities, distribution of pamphlets and installation of banners which are all related to information. The data analysis technique used in this research is an interactive model of analysis. According to Miles and Huberman, there are three main components in qualitative research, namely (1) data reduction, (2) data presentation, and (3) drawing conclusions and their verification.(Sutopo, 2006)

RESULTS

Communication Strategy Conducted by UIN Mataram Public Relations

Direct Communication

Direct Communication, namely the communication process is carried out directly without the help of third person intermediaries or existing communication media and is not limited by distance.(Pohan & Fitria, 2021). This communication is very effective where the communicator and communicant face each other. whose nature invites or can influence attitudes. the application that is often carried out by UIN Mataram Public Relations in socialization uses a group system by creating a committee from the institution to UIN Mataram public relations employees. according to the observations that the researchers got, including, a). Outreach to several Islamic boarding schools in NTB. This can increase public knowledge about UIN Mataram so as to open up cooperation between UIN Mataram and the school, as Silvia explained, the information was obtained directly through the school at MAN 1 Mataram, because one of the teachers informed that there was a SPAN PTKIN route and then explained how online filling and preparing the necessary documents, b). Synergize with student and alumni communities and build partnerships with all school principals in NTB. the dissemination of information and the expansion of networks is also very much needed for alumni in each of these areas so that they can become an attraction in the community. c). There is an annual KKP program. This is a form of direct communication carried out by Public Relations of UIN Mataram.

Indirect Communication

Indirect Communication, namely the communication process carried out with the help of third parties or the help of communication media tools.(Pohan & Fitria, 2021)

furthermore, Indirect communication, communication that is carried out using the help of certain media. The media can be in the form of print media or electronic media. The media are 1). National media dissemination, through a central committee handled directly by the Director General of Islamic Education, Ministry of Religion of the Republic of Indonesia, in accordance with their duties to formulate and implement technical standardization policies in the field of Islamic education based on policies stipulated by the Minister of Religion and applicable laws and regulations, 2) Brochures, are promotional paper sheets related to information on student registration for the new school year which will be distributed to students who will enter lectures, in the brochure there is an official route that is managed by PTKIN through online media for 6 months through the SPAN, UMPTKIN, and MANDIRI programs. Conveying information through brochures is very important because many students know about UIN Mataram registration also through these brochures.

Next 3). Posters or banners, in the form of information regarding the admission of new students which contains the conditions for registration as new students. While the banner also contains the same information. The banner can be in the form of a large banner that is placed in places that are easy for the public to read, which is also displayed on the campus yard of UIN Mataram, 4) The telephone is a communication medium used by UIN Mataram to quickly convey and receive brief information. This phone uses a telecommunication network. As for the phone number. Telp. 0370-621298 Fax. 0370-625337, 5) *E-mail*, Communication can also be done through electronic mail called e-mail. UIN Mataram Public Relations has its own e-mail via humasuinmataram@gmail.com

Socialization using mass media

Media is a tool or means used to convey messages from communicators to audiences.(Habibie, 2018) According to Bitter, mass media is a means of transmitting information, such as newspapers, magazines, books, films, radio and television, or a combination of these forms of media.(Saragih, 2019)Internal socialization of UIN Mataram through institutional websites and also various public relations social media services, at the PR stage using the media to promote UIN Mataram on its website implementing news about UIN Mataram which supports the success of UIN Mataram in developing its students. First, the UIN Mataram Public Relations online site can be accessed <http://www.uinmataram.ac.id>. *Second*, Facebook, this media is also used by Public Relations, as a promotion, you can see the fb account: Public Relations of UIN Mataram. However, it is a pity that the lack of marketing has resulted in very few interested accounts, namely 446 people who liked and 456 people who followed. *Third*, Instagram, the official account that is managed. *humas.uinmataram* with 52 posts 556 followers and 361 followers. And finally Youtube, with the name UIN Mataram Public Relations account with 4 video uploads and an audience of approximately 900 viewers.

DISCUSSION

UIN Mataram Communication Strategy

Outreach to several Islamic boarding schools in NTB

The purpose of the socialization is to increase public knowledge and disseminate information about UIN Mataram so that there are opportunities for collaboration between UIN Mataram and the school, and also to give confidence to the school principal. as explained by Silvia, the information was obtained directly through the school at MAN 1 Mataram, because one of the teachers informed them that there was an SPAN PTKIN route and then explained how to fill in online and prepare the documents needed. Socialization is a process of teaching and learning or instilling values, habits, and rules in behaving in society from one generation to another in accordance with the role and social status of each in a community group. The definition of socialization in a broad sense is a process of interaction and learning carried out by a person from birth to the end of his life in a cultural society.(Lahamit, 2021)

The definition of socialization in the narrow sense is the learning process carried out by individuals in knowing their environment, both physical and social environment. While the notion of socialization in a broad sense is a process of interaction and learning carried out by a person from birth to the end of his life in a cultural society.(Lahamit, 2021) besides that socialization is also interpreted as a process of social interaction through which we get to know ways of thinking, feeling and behaving, so that we can participate effectively in society. With this socialization method, it can make it easier to provide an overview of the ins and outs of administration and its relation to public services.(Sotya Partiwi Ediwijoyo et al., 2020)

According to Onong Uchana Effendy in his book entitled *Communication Dimensions* also says that *Communication Strategy* is a guide for communication planning and communication management to achieve one goal.(Ismail, 2022) The *Communication Strategy* consists of 2 aspects, namely, micro and macro aspects, both of these aspects have multiple functions including disseminating communication messages that are informative, persuasive and instructive in a systematic manner to the target to obtain optimal results and bridge the Cultural Gap due to the ease of obtaining and the operation of the mass media is so powerful that, if left unchecked, it will destroy cultural values.(Effendy, 1986)

In this case, according to the statement above, Public Relations of UIN Mataram also disseminates information through socialization that is carried out, with socialization it can disseminate information related to UIN Mataram, so from the findings of data and exposure related to the socialization process carried out by Public Relations of UIN Mataram in accordance with what is stated on the run.

Synergize with the Student and Alumni Community and Build Partnerships with All Principals in NTB

The dissemination of information and the expansion of networks is also very much needed, there will be alumni in each of these regions so that they can become an attraction in the community, the more widespread information also often occurs with dialogue and

direct communication with alumni, the large number of alumni in each region makes the reach of information wider, plus in collaboration with all school principals in NTB after what was explained by the Head of Public Relations of UIN Mataram, everything that was done was a communication strategy to increase public interest in UIN Mataram.

There is a KKP program that is being implemented

One way to introduce the university is to release students to areas that have been determined, one of which is the KKP, the existence of the KKP can also be a special attraction for the community, for 45 days students mingle with the community, work with the village and also religious leaders in the area, this is a form of campus recognition that is carried out because the KKP carries the good name of the campus.

Participatory Work Lecture (KKP) is a form of community service carried out by students in an interdisciplinary, institutional and partnership manner as a form of higher education tridharma activities. With the KKP what has been received during lectures can be applied directly to the community. The KKP is expected to increase the level of independence and teamwork for students. KKP activities can complement student self-empowerment towards professional competence. With KKP activities it is hoped that students will be able to devote themselves to the community by capitalizing on the knowledge gained from lectures.

These strategies are a communication model that is implemented. Basically, the communication model also has the characteristics and functions to explain an observed phenomenon. Sometimes there are several models that seem contradictory, for example the S-R (stimulus-response) model and the interactional model. This condition is caused by the existence of different paradigms, so that social scientists with an objective/positivistic outlook assume that there are regularities in human behavior (humans tend to be considered passive), such as natural behavior.(H. A. W, 2010)

In this case from Social Relationship Theory (Theory of Social Relations) This theory is an activity that connects the interests between individuals, individuals with groups, or between groups which directly or indirectly, the theory put forward by Melvin L. Deffleur, explains that social relations informally plays an important role in changing a person's behavior when exposed to communication messages.(Effendy, 2003)

So, even though the communication message only reaches someone, if that person is an opinion leader, then the information on the contents of the message will be passed on to other people and even interpret it. This means that the opinion leader has personal influence which is an important mechanism for changing communication messages).

From this theory according to the data obtained by the researcher, this is what UIN Mataram's Public Relations is doing, namely. There was cooperation carried out with school heads in NTB, outreach to several schools, and the KKP program being run. cooperation with the school principal is the most important thing, in the world of education the principal becomes an opinion leader or a highly respected person, some students when they graduate from high school, will definitely consult their closest teacher or the principal, which university is right, from This collaboration builds communication from the school to

its students, so that it will direct students where they will continue, strengthening information and trust in this case is with the principal and teachers who have collaborated with Public Relations of UIN Mataram.

Furthermore, there is a KKP program that is run, this program runs every year, where when students are in the 7th semester they will get an assignment, participatory work lectures, which are placed in every region in NTB. This strategy is very effective because it can change the mindset of the community, from community development programs that are carried out there will definitely be feedback that is felt by the community. So that the attraction arises to send them to a higher level, what is done is also in collaboration with village community leaders or religious leaders, in which every village will definitely follow what they are doing, from the communication carried out there will be strengthening of information that occurs so that cooperation is established the good one. All the explanations and theories related to the strategy carried out by Public Relations of UIN Mataram, it is in accordance with the theory applied.

Socialization Using Print and Electronic Media

First, brochures are promotional paper sheets related to student registration information for the new academic year which will be distributed to students who will enter lectures, in the brochure there is an official route managed by PTKIN through online media for 6 months. Second, posters or banners in the form of information regarding new student admissions which contain the requirements for registration as new students. While the banner also contains the same information. The banner can be in the form of a large banner that is placed in places that are easily read by the public, which is also displayed on the campus yard of UIN Mataram.

Second, the telephone is a communication medium used by UIN Mataram to quickly convey and receive short information. This phone uses a telecommunication network. As for the phone number. tel. 0370-621298 Fax. 0370-625337. Third, Email, communication can also be done via electronic mail called e-mail. UIN Mataram Public Relations has its own email via humasuinmataram@gmail.com. In the midst of the advancement of the current technological era, it is undeniable that technology is a cornerstone of life that must exist and be fulfilled, at a time when the media is mushrooming as a means of promotion and outreach, even though at this time print and electronic media are not as famous as in previous years but promotions using this media is very possible, in view of the many enthusiasts who use the media.

The mass media can be a medium in the socialization process, namely through print media and electronic media. The mass media can influence and teach an individual about various kinds of things that he does not know, either positive or negative things. Fiske said that there are two main schools of thought that are reflected in the communication model. The first is the process school which sees communication as the transmission of messages. Within this school they are interested in how senders and receivers construct messages and interpret them, and with how transmitters use communication channels and media. (H. A. W, 2010)

The existence of feedback indicates that the communication process occurs in two directions, meaning that individuals or groups can function as senders as well as receivers and each of them interacts with each other. This interaction allows the sender to monitor how well the messages sent have been received or whether the message has been interpreted correctly as desired. From the theory of communication strategy formulated by Harold D. Lasswell with component questions "Who, Says, Wath In Wich Channel To Whom With What Effect ?" The addition of these questions in the communication strategy is very important, because the approach to the expected effect of a communication activity can be different, namely disseminating information, persuading, carrying out instructions.(Effendy, 2003)

In accordance with the data presentation and discussion regarding print and electronic media so that it is linked to the theory put forward by Harold D. Laswel, UIN Matarm Public Relations also uses the same strategy because there are messages conveyed through the media, so that the sender can monitor how well the messages are delivered. will be sent, can it be interpreted correctly according to what is desired so from the exposure of data and theory in accordance with what happened.(Effendy, 2003)

Socialization using mass media

Internal socialization of UIN Mataram through institutional websites and also various public relations social media services, at the PR stage using the media to promote UIN Matam on its website implementing news about UIN Mataram which supports the success of UIN Mataram in developing its students. The mass media used include, 1) The UIN Mataram Public Relations online site, can be accessed <http://www.uinmataram.ac.id>. On the website there is some information about the Mataram State Islamic University, starting from the vision and mission, to all the faculties at UIN Mataram, the provision of this site is prioritized to disseminate information through online media, all information about UIN Matarm, can be accessed on the website , and also as an instillation of opinion towards the community.

Next 2). Facebook, this media is also used by Public Relations, as a promotion, you can see the fb account: Public Relations of UIN Mataram. However, it is a pity that the lack of marketing has resulted in very few interested accounts, namely 446 people who liked and 456 people who followed. 3) Instagram, the official managed account. humas.uinmataram with 52 posts 556 followers and 361 followers, the lack of information dissemination through the media. 4). Youtube, with the account name UIN Mataram Public Relations with 4 video uploads and an audience of approximately 900 viewers, according to researchers, they are less active in this media, the uploaded videos are not very thorough, and the appearance is not satisfactory.

In the modern era where the media is always the most inhabited promotional material, the media can also be used as a very frightening tool of war, if the use of the media is used skillfully then the results obtained will be satisfying, as well as the world of education, to achieve success from education as well must need support from a media, as a place for information management, such as a place for promotion, because the media can

change a person's mindset if they are presented with news that is often informed.(Cangara, 2015)

Strategy is essentially planning and management to achieve a goal, but to achieve that goal the strategy does not function as a road map that only shows the direction of the rhyme, but must use operational tactics what is the meaning of theory without action maybe that describes that the strategy is not a design in the form of a mere picture but it must have the parts that build it, the steps to be taken to achieve it, so that the objectives of the strategy are achieved.(Kuntowijoyo, 1999) Information moves from the media to people who are relatively knowledgeable, (well informed). Second, information moves from people through their interpersonal channels, which are less exposed to the media and depend more on other people for information. Such a communication situation is known as a two-stage communication flow (*two step flow of communication*).(Faisal, 2015)

From the *Individual difference teorhy*. Is a theory of individual differences that tries to examine the differences between individuals as targets of the mass media when they are exposed to information, causing certain effects. Individuals as mass media target audiences selectively pay attention to messages, especially if they are directly related to interests, consistent with attitudes that are in accordance with beliefs supported by their values. The implementation of individual difference theory finally gives birth to the understanding that individuals who have interests to information related to the acceptance of new students at UIN Mataram by responding to messages that match this information(Edy, 2016)

From this description, the examples we get are according to interviews and observations conducted by researchers, that public relations also has steps to sharpen information and convince the public that studying at UIN Mataram is the right thing to continue to a higher level, the system that public relations does is to spread information through the mass media, and informing the advantages and progress made by UIN Mataram. However, according to the observations of researchers, there is a lack of information through the media, and they are not active in developing information. It is unfortunate, in the current era, if you do not make use of the media, the results obtained are not optimal, so that according to the data and theory that is compared, the strategies carried out are not in accordance with field performance.

CONCLUSION

The communication strategy used by UIN Mataram in socializing new student admissions is socializing to several Islamic boarding schools in NTB, synergizing with student and alumni communities and building partnerships with all school principals in NTB, having a KKP program being implemented, socialization using media Print and Electronic, Dissemination using mass media. There are many deficiencies in this study, of course, further research is needed to complement the deficiencies in this study, such as inhibiting factors or challenges in socializing the UIN Mataran campus to new students, of course this is very interesting if used as a research.

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