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Management information systems in education : the significance of e-public relation for enhancing competitiveness of higher education

Hasan Baharun

Postgraduate Program, Nurul Jadid University, Paiton, Probolinggo, Indonesia

ha54nbaharun@gmail.com

Abstract. The management information systems has an important role in educational activities, particularly in improving the competitiveness of institutions in the midst of intense competition in the world of education, including higher education. This research study about management information systems to improve the competitiveness of universities through e-public relations. This research uses qualitative approach with case study. This research site is Nurul Jadid University, Probolinggo, East Java, Indonesia. The results showed that, the management information systems to improve the competitiveness of Nurul Jadid University through e-public relations appears on; accelerate reciprocal communication and information, delivery of messages with various techniques and media, providing attraction to customers, saving operational costs, and increased-based community participation

1. Introduction

As a newcomer higher education institution, Nurul Jadid University needs to get a touch of modern management to be able to survive and compete with other higher education institutions. In order to enhancing competitiveness and improve the quality of educational institutions [1], Nurul Jadid University must play the role of public relations management as part of efforts to introduce various kinds of campus information to the public.

Along with the intense competition between universities, coupled with the flow of globalization, it challenges Nurul Jadid University to be able to attract sympathy and make positive public opinion. Sympathy and positive public opinion can be formed through the management of public relations based on management information systems, or known as e-public relations.

The management information systems implemented through e-public relations at Nurul Jadid University has its own appeal, considering that these universities are newcomers in the arena of educational competition. This research focuses on the disclosure of facts and meanings about the significance of e-public relations for enhancing competitiveness in Nurul Jadid University. Through this step, it is expected that higher education institutions can improve their quality, competitiveness of education, accountability and public image of education [2].

2. Management Information Systems in Higher Education

Managing higher education is not really easy. Universities have many fields and divisions that require maximum handling, so that it is necessary to improve the quality of services in order to improve the system and increase the competitiveness and selling power of educational institutions [3]. Management information systems have a very important role and function in order to collect, process



and disseminate information to the public. Basically, the management information system is a component that consists of humans, information technology and work procedures that process, store, analyze and disseminate information to achieve a goal [4].

Management Information System is a system that converts data into important information, then communicates in the right form in the organizational management system [5]. Management information system is an information-producing system that supports a group of managers by utilizing information technology. The development of information technology today has brought information and communication transformation to higher education institutions.

The role of information technology is vital and very decisive for an educational institution in improving its ability to face competition and able to provide satisfying services for its students. In order to improve the quality and competitiveness of organizations in the future, the organization must integrate technology and information in its governance system [5]. Through this system, universities must be able to provide appropriate, accurate and appropriate information to customer needs, easily obtainable, thus implicating in increasing public trust and loyalty to universities.

Management information systems are technologies used to support data operations and management. With the information system, data processing and academic services on campus become more effective and efficient. Some examples of management information systems implemented on campus include; management of staffing systems, academic information, quality assurance, assets, public relations, alumni, and finance.

Universities that want to provide the best service to improve the quality of their education, it is necessary to have a good information management system that is integrated between one unit and another. This is caused by; through information system management, can facilitate data sharing between applications, administration flow becomes easier, makes it easier for developers to develop systems, prevents data repetition, simplifies data maintenance

3. E-Public Relation in Education

Public relations is an attempt to influence others, through communication, in order to think well of the organization, respect and support it and sympathize in facing challenges and obstacles. Public relations has a vital role in streamlining management [6]. Public relations carried out by the organization is a tool and art to create an understanding and public understanding of all organizational activities, through communication with the public.

In this case, public relations activities have several benefits, including: 1) Providing accurate information and information to the public, 2). Directing and encouraging the community to change their attitudes and actions towards the organization, and, 3). Efforts to integrate the attitudes and actions of the company with the community and from the community with the company. The most important thing from public relations is how the process of organizing an organization in communicating the results of goods and service products as outputs of the organization can provide positive feedback, both compensation and satisfaction while maintaining it [7].

In this era of globalization, individuals with one another are connected by communication technology in their interactions, such as social media that are incorporated in social networks [8]. Public relations in the modern era have evolved to embrace organizational sustainability [9]. Through technology, everyone who is connected to the internet will be able to provide information and publish it to be consumed by all levels of society. This is a form of public relations management revolution, which integrates the concept of public relations with technology.

The most important thing in e-public relations, is the existence of two-way communication between the organization and the public on a reciprocal basis in order to support management's functions and objectives by increasing coaching, cooperation, meeting needs, and so forth [10]. In the education management system, higher education institutions and communities need interaction, communicating with each other so that the community knows the activities in the institution. Higher education institutions strive for the community to continue to cooperate in activities on campus, with the hope that the campus will continue to be accepted in the community.

E-public relations is an effort made in public relations activities by integrating technology media, especially the internet as a means to publicize public relations activities. This is intended to facilitate

intense communication between organizations or institutions with their customers in obtaining and conveying information to build consumer trust and loyalty.

With e-public relations conducted at educational institutions, it will provide space and opportunities for public relations practitioners to deliver, collect information, monitor public opinion on certain issues, and engage in direct dialogue with their public on various issues which is related [6]. Good management of e-public relations in educational institutions will create an educational institution that is effective, superior, has bargaining power and has high competitiveness [11].

Through effective e-public relation will be able to promote education programs and services effectively at local, regional, national and international levels. In addition, the organization provides information to all communities related to positive organizational matters, and avoids negative perceptions that may exist outside the organization [12].

4. Research Method

This study uses a qualitative approach with case study. The researcher tries to describe and analyze the significance of the importance of management information systems to improve the competitiveness of universities through e-public relations in Nurul Jadid University, Paiton, Probolinggo, East Java, Indonesia. The data collection techniques are carried out through deep interviews, observation participation, documentation and focus group discussions.

5. Research Result

The results showed that, the management information systems to improve the competitiveness of Nurul Jadid University through e-public relations appears on;

5.1 Accelerate reciprocal communication and information

With the existence of e-public relations applied by Nurul Jadid University, the community as customers and college users will be faster in getting the information presented, and can communicate directly with the university. The fast information and communication that is presented, is done through the creation of the official university website and the optimization of the role of existing social media, such as Instagram, facebook, telegram, Whats App and so on, which are connected between individuals and other individuals. The community feels well served in obtaining accurate and accurate information

5.2 Delivery of messages with various techniques and media

Management information systems through e-public relations conducted by Nurul Jadid University gives profound meaning to practitioners and customers in conveying and receiving messages, communicating with different styles, techniques and media, which are tailored to the stratification and characteristics of existing communities, and market share. With these different variations, giving individuals the opportunity to polarize ideas, opinions in order to increase public trust and loyalty to universities.

5.3 Provide attraction to customers

Management information systems through e-public relations at Nurul Jadid University turned out to be able to provide attraction to the public in order to obtain information that was desired. This is due to the optimization of various types of electronic communication media used by universities in order to build images and get positive public opinion. Building the image of universities that have competitiveness and selling power are carried out in a planned, systematic and sustainable manner. That is, every message that is presented to the community is planned, well designed, then evaluated the level of success in the formation of public opinion on the dynamics of campus development.

5.4 Saving operational costs

The amount of funding allocated for the delivery of information by public relations practitioners at Nurul Jadid University is no longer an obstacle, considering the application of e-public relations is able to reduce the financing aspects issued by these higher education institutions, by reducing

unnecessary expenses to avoid waste. E-public relations that are designed to utilize resource potential and technology media, are able to create financing efficiency by cutting operating costs very high. Cost efficiency in management information system management activities, involves calculating that every fund spent must take into account the level of benefit for the organization's income.

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