

## ABSTRACT

# THE ROLE OF PUBLIC RELATION IN THE SOCIALIZATION OF NEW STUDENTS ADMISSIONS THROUGH SOCIAL MEDIA INSTAGRAM IN INDONUSA POLITECHNIC SURAKARTA

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The role of public relations (PR) in an institution cannot be underestimated. PR is represented the institutions. The role of public relations connect institutions to the public by providing the information. The study is entitled "The Role of Public Relations in The Socialization of New Student Admissions through Social Media Instagram In Indonusa Polytechnic Surakarta ". The problem statement is how the role of public relations Indonusa Polytechnic Surakarta in the socialization of new students admission at the Indonusa Polytechnic Surakarta. The aims of this study is to explain the role of the public relations in spreading information about new student admissions and SWOT analysis in carrying out this role.

This study belongs to qualitative method. The data source used the results of interviews and screenshots of Instagram posts. This study used a purposive sampling technique to analyze data since it is not analyzed all of the instagram posts. The theory regarding the role of public relations implemented Ruslan theory.

The results of this study shows that the public relations in Indonusa Polytechnic Surakarta has carry out role according to the theory from Ruslan namely communicator, relationship, backup management and corporate image. It is, however, the role implemented by PR is still not optimal. The role of public relations as a communicator and backup management still has a weakness such as there is no focusing concept of the information posted on Instagram. It is due to the fact that there is no official account specifically for new student admissions so that it is still combined with other information. The threat of the role of public relations as a communicator and relationship based on SWOT analysis is the emergence of more interesting content from competitors so public relations is demanded to be more creative and updated.

**Keywords:** Role Of Public Relations, Instagram, New Students Admission.



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