Media Relation On Branding Activity Of Muhammadiyah University Of Prof. Dr. Hamka With Peso Model Study

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Abstract

Public relations (PR) has an important role for universities. The implementation of PR strategies is expected to create a positive image that attracts public attention while achieving institutional goals. One of them is by utilising media relations in branding activities. PR measures the mutually beneficial relationship between an organisation and its main public. It is also related to reputation management and crisis communication. According to the International Public Relations Association (IPRA, 1978). The formulation of the problem in this study is how the media relations strategy in university branding activities through the PESO Model. The research method used is case study descriptive analysis research method. This research has the peculiarity of having the regularity and specificity of a case which is the reason for researchers to conduct a study. Data collection through finding informants or sources and collecting information through unstructured or semi-structured observations and interviews, structured observations and interviews, documents, and visual materials While the purpose of this study is to describe and explain the University Public Relations strategy, especially those carried out by Uhamka Public Relations in establishing media relations through the PESO Model view. The results of the study found that Uhamka Public Relations uses media relations in accordance with the PESO Model. Paid media in the form of making advertisements in paid media, earned media activities in the form of sending news releases, doorstop coverage. While shared media in the form of visual content, and videos on social media platforms, and owned media in the form of news on the chess dharma of higher education to achieve a prophetic theacing university on the uhamka.ac.id website.

Keywords: *Media Relations, Peso Model, Public Relations, Uhamka*

INTRODUCTION

College or University is the highest institution in the field of education. One of the sectors that influences the development of the University is the Public Relations (PR) section. The function of Public Relations in the Organization as a mouthpiece to disseminate information to the general public. Internal and external functions establish a close relationship for the achievement of the organization. The external function is to provide information about the development of the organization through the mass media.

Public relations is a management function that assesses public attitudes, identifies policies and procedures of individuals or organizations for the public interest, and plans and carries out a program of activities to gain understanding, comprehension and support from the public. (Scott M. Cutlip and Allen H. Center) delivered at the Public Relations FGD of the Directorate of Research, Technology and Higher Education on July 15, 2024.

In general, Public Relations has a management function that classically focuses on long-term patterns of interaction between an organization and all its various publics, both supportive and unsupportive. In contemporary understanding and application, contemporary Public Relations, public relations seek to improve these relationships, resulting in mutual understanding, goodwill, and support, while focusing on various audiences and publics.

Image 1 Theory and Practice of Public Relation based on IPRA
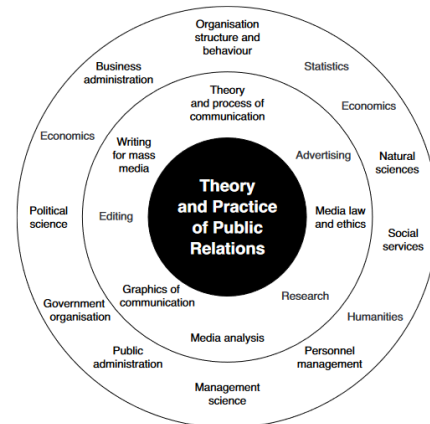

FIGURE 5.1 IPRA wheel of education
Source: Used by permission of the International Public Relations Association

According to IPRA in 1990 published guidelines for Public Relations that can be used as education or training states that, 'public relations courses should be taught by individuals who have experience and a good understanding of the academic and professional aspects of public relations. Corporate or institutional communication has been defined in several different ways in relation to public relations perhaps the most significant is as a process of building trust, social capital, and legitimacy.

Conceptually, corporate communications is about 'aligning' all communications within an organization to ensure consistency with the company's mission and objectives. While it may seem tempting to align all messages within and outside the organization, deeper examination of this position reveals logical, practical and even ethical problems. The organizational approach suggests that plurality and diversity of opinions and expressions are necessary for organizations operating in complex

environments and with many constituents. (Christensen et al., 2008)

Public relations measures the mutually beneficial relationship between an organization and its primary public. It is also related to reputation management and crisis communication. According to the International Public Relations Association (IPRA) in (Alison, 2012) that public relations has a distinctive management function that supports the development and cooperation between the public and the organization. PR also plays a role in communication activities and responding to public opinion with the help of the media and supporting management in following existing changes. PR can also anticipate the use of research and act as a warning system in communication techniques.

The implementation of Public Relations strategy is expected to create a positive image that attracts public attention while achieving the goals of the Institution. One of them is by utilizing media relations in branding activities. According to Eric M Einsenberg in the book Communication Theory by Sthepen W Little John, the organizational communication process occurs through language and social interaction, then directed or coordinated to achieve common goals. Concerning a system and organizational culture.

Mass media is one of the media used by Public Relations or PR in establishing relations with the media. one of them is for news media. As stated by (Littlejohn & Foss, 2009) that mass media has information about culture and society, giving influence, the effect of information from the exposed media.

The components of mass media are also diverse, ranging from electronic mass media and print mass media. Especially electronic mass media is currently popular in Indonesia.

Based on data released by indonesiabaik.id compiled from the Press Council's data release, it is known that there are 1,117 media companies in Indonesia that have been verified in January 2023. This number is divided into 902 digital media companies, 423 print media, 369 television media, and 17 radio companies. The number of digital media that are most certified The public is presented with a variety of digital media choices. The digital media in Indonesia that have a high ranking based on dabble which released the 2022 Indonesian Digital Media Landscape include Kompas.com, Detik.com, Tribunews.com, Grid.id, Pikiran-Rakyat.com and Suara.com.

Digital media offers University PR the opportunity to reach and engage directly with a wide audience, making shared media strategies an essential part of the PESO model. Additionally, paid media also plays a vital role in increasing a company's visibility and reaching a more specific target group. In contrast, owned media gives businesses complete control over the messages distributed, while earned media helps businesses increase their credibility and reputation through positive reviews and media coverage. By integrating these four media types, the PESO model provides a powerful framework for designing and implementing an integrated and effective communications strategy.

Social Media as a platform for sharing information and building branding image is very effective to be utilized. As has been done by Muhammadiyah University Prof. DR. HAMKA using several social media as a responsibility to provide reports to the academic community and the wider community on the implementation of the University's role in developing Education, research, devotion and practice of Al Islam Kemuhammadiyahan. One of the social media used is Instagram with the account name @uhamkaid. Website with the link https://uhamka.ac.id, and other media.

The amount of digital media certainly makes it easier for PR practitioners to collaborate with digital media agencies. In today's fast-paced digital media and technology era, the PESO model is becoming increasingly significant and relevant, as stated by the PESO model, which is an acronym for Paid, Earned, Shared, and Owned (PESO). It is a Public Relations (PR) strategy in utilizing digital media for branding or informing about information about an institution or institution.

The PESO Model in PR studies was initially introduced by a blogger named Gini Dietrich (spinsucks.com) who offered an integrated media placement model in her 2014 book, Spin Sucks: Communications and Reputation Management in the Digital Age. She called it the PESO model, an acronym for paid*, earned, shared*, and *owned media*

Paid means paid media that involves communication channels including print ads, broadcast ads, online media ads, sponsored ads, and other promotional techniques through quizzes or giveaways. The basic idea of the Paid model of paid media is simple, namely the more money spent, the more people are reached from the packaged information. Public relations uses paid media in sending messages through digital media, namely in the form of advertisements in print or online newspapers, or advertisements on commercial news portal services.

Earned is a model that can be used by Public Relations in using journalistic-based media. Earned media is a journalism-based communication channel that provides an opportunity for a credible presentation of an organization's message to a wide audience through the news media. This allows organizations to present messages, expand visibility, increase credibility, and promote ideas and ideals. News coverage and the positive public opinion that can result from it must be obtained through solid, easily accessible information. Public relations and marketing communications people gain publicity by providing reporters, columnists, bloggers, and other journalists with newsworthy information or access to sources of information.

Shared is a communication channel that is not controlled by an organization that provides user-generated messages that are shared on social media networks, usually for free. It is a growing part of social media. Examples of shared media include

Facebook messages (Facebook Messenger) and Twitter (X), video uploads on YouTube, Pinterest, and Instagram. The activities can also vary, including likes and retweets, comments, and search engine optimization (SEO).

Owned are published communication channels that are published or produced by the organization, which controls the content message as well as the timing, packaging, distribution, and audience access. These include websites and webinars, online newsrooms, blogs, email, and newsletters. This category includes non-media promotional elements such as employee uniforms and logos on company vehicles. Owned media refers to the on-demand information model. Interested members of an organization often search for information. This, in turn, indicates their tendency to trust what they learn through the organization's owned media.

Previous research has been conducted related to the PESO Model study by (Lahandi Baskoro, 2020) entitled "Using the PESO Model in Designing Online Marketing Strategies for the Visual Communication Design Study Program". The purpose of what was done by (Lahandi Baskoro, 2020) was to explore how the PESO model can be used as a strategic online marketing plan for the DKV study program and to find good practices for the DKV study program that has carried out promotions on each media based on the PESO model. The results of his research can categorize the PESO model as a design that can facilitate online marketing.

Another study was conducted by (Suherman et al., 2023) entitled "Media Relations Strategy of the Baubau Police Public Relations in Establishing Relations with Local Media in Baubau City". The purpose of the study was to develop a media relations strategy for the Baubau Police Public Relations and to determine the obstacles that occur in establishing relations with local media in Baubau City. The study resulted in research that the Baubau Police Public Relations in establishing media relations was appropriate and good for all local media, except for the treatment of Kompas TV journalists. The perceived deficiency was the lack of access to information provided by the Baubau Police Public Relations.

In addition to these two studies, another study was also conducted by (Damayanti et al., 2021) which raised the title "Media Relations Activities of the Department of National Education in the Socialization of the National Final Examination". The study concluded that media relations activities are very important for working with journalists. The collaboration initiated was in the form of press conferences, press visits, press gatherings, press briefings, and a media center at the office of the Department of National Education.

The three studies that have been conducted are different from the research conducted by the author. The author raises the topic of "Media Relations in Branding Activities of Prof. DR. Hamka University Through PESO Studies", the importance of this study is to provide a representation of branding that can be done by Public Relations practitioners working in Educational Institutions. The PESO Model study can
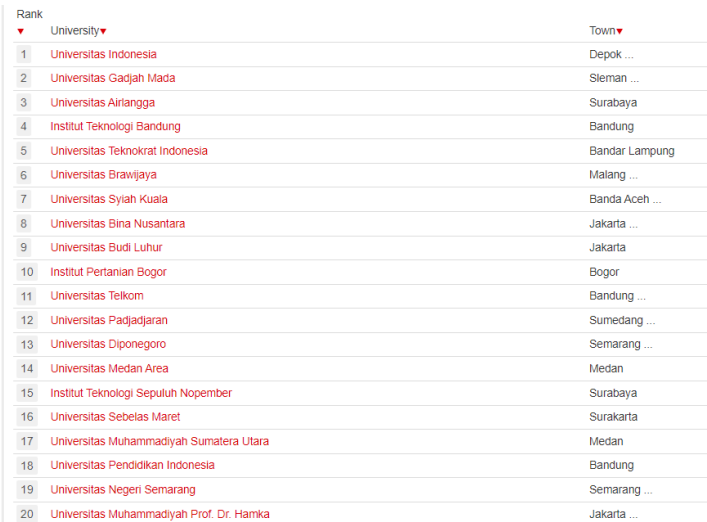
also encourage Public Relations to optimize the use of social media in branding activities. PESO Model as one of the effective studies for use by the Public Relations team. Currently, it is still difficult to find Public Relations activities that use a comprehensive public relations strategy. So with the presence of this study as a form of implementing the PESO Model among the media relations communication strategy activities that can be carried out by Public Relations.

The formulation of the problem in this study is how the media relations strategy in university branding activities through the PESO Model study. In addition, this study also formulates how to improve University branding obtained after using the PESO Model study in establishing relations with the media, especially with the mass media. While the purpose of this study is to describe and explain the strategy of University Public Relations, especially Uhamka Public Relations in establishing media relations through the PESO Model perspective. So as to obtain benefits from this study, academically the research is useful for developing the PESO Model study on media relations activities carried out by Uhamka. The practical benefit is that Public Relations at the University can use the PESO Model strategy so that it can improve branding at the University.

The subject and object of this study are Muhammadiyah University Prof.DR.HAMKA. The reason the author raised to research Uhamka Public Relations especially on branding activities in establishing relations with digital media is because Uhamka is the

First Best Private Islamic University Version 4ICU. 4ICU is a world ranking institution that has a ranking and assessment indicator of 4 International Collages & Universities (4ICU) based on the popularity of websites owned by 11,307 accredited universities and spread across 200 countries worldwide.

Image 2 Researcher Process; Screenshot of Uhamka Ranking in 4ICU

Rank ▼	University ▼	Town ▼
1	Universitas Indonesia	Depok ...
2	Universitas Gadjah Mada	Sleman ...
3	Universitas Airlangga	Surabaya
4	Institut Teknologi Bandung	Bandung
5	Universitas Teknokrat Indonesia	Bandar Lampung
6	Universitas Brawijaya	Malang ...
7	Universitas Syiah Kuala	Banda Aceh ...
8	Universitas Bina Nusantara	Jakarta ...
9	Universitas Budi Luhur	Jakarta
10	Institut Pertanian Bogor	Bogor
11	Universitas Telkom	Bandung ...
12	Universitas Padjadjaran	Sumedang ...
13	Universitas Diponegoro	Semarang ...
14	Universitas Medan Area	Medan
15	Institut Teknologi Sepuluh Nopember	Surabaya
16	Universitas Sebelas Maret	Surakarta
17	Universitas Muhammadiyah Sumatera Utara	Medan
18	Universitas Pendidikan Indonesia	Bandung
19	Universitas Negeri Semarang	Semarang ...
20	Universitas Muhammadiyah Prof. Dr. Hamka	Jakarta ...

The image states that Uhamka is ranked 20th among the best campuses in Indonesia. The ranking is based on the ranking of websites used by the University. The practice and implementation of Uhamka's Public Relations in media relations activities provide results and impacts on university branding. Departing from this, researchers are interested in raising the title of the study with PESO Media on UHMKA's Public Relations activities related to university branding.

METHOD

Media Relations Research on University Branding Activities through PESO Model Study uses a qualitative descriptive case study research method. The qualitative descriptive case study research method is a study that uses a particular case or problem which then obtains results from a question that is intrinsic to the case (Rita Fiantika et al., n.d.). Qualitative research has a unique characteristic, namely having the regularity and specificity of a case which is the reason for the researcher to conduct a study on the case. As in the following study, the case study used is the branding activity of Uhamka Public Relations through the PESO Model approach.

Data collection according to (Craswell, et al. 2018) has the following steps, namely: data collection includes setting boundaries for research through searching for informants or sources and collecting information through unstructured or semi-structured observations and interviews, structured observations and interviews, documents, and visual materials. The location or individual chosen intentionally for the proposed research is the criterion that best helps researchers understand the problem and research questions.

The selection of informants and locations may include four aspects identified by (Milesandhuberman1994, n.d.) namely setting (i.e. where the research will be conducted), actors (i.e. who will be observed or interviewed), events (i.e. what will be observed or who will be observed or interviewed), and processes (i.e. the evolutionary nature of the events carried out by the actors in the setting). In this study, 3 informants or sources were selected to be interviewed with the same questions.

According to (Campion, 1997) in structured interviews, three informants can be used as a data validation process through questions asked in accordance with the case study being studied. The informants in this study include:

Table 1 Structured Intervie Process Source Data

Informan (Inisial)	Usia (Tahun)	Alamat (Lokasi)
SS	29	Bogor
AL	31	Jakarta
DYL	24	Jakarta

Selection of informants as a stage in obtaining research data. Each informant is part of Uhamka Public Relations who is active or in contact with media relations activities for the University branding process.

The research process includes: Observation, Interview, Literature Study, and Triangulation using the PESO Model study. Observation begins by observing Uhamka's branding activities through media relations activities. The media used by Uhamka in uploading news about Uhamka. Interviews were conducted with informants by starting to compile questions related to the Public Relations strategy in the PESO Media study. Literature Study is using and searching for additional data to increase the knowledge base in supporting research data. The last is Triangulation, namely

analyzing the results of interviews and supporting documents with the PESO Media study so that the research results are obtained in accordance with the objectives and produce benefits for the research conducted by the author..

RESULTS AND DISCUSSION

Muhammadiyah University of Prof DR HAMKA (Uhamka) is a university that has 34 study programs and 10 faculties. In terms of quality, Uhamka has been accredited as Excellent. Achievements in the field of public relations have earned it a ranking of the 20th best university according to 4ICU. Uhamka is ranked 20th on the 4ICU website among the best campuses in Indonesia.

4ICU stands for 4 International Colleges & Universities, a platform that provides information about universities around the world. This includes an education directory, university rankings, and various resources to help prospective students choose the right institution.

The ranking obtained by Uhamka is based on the ranking of the website used by the University. Uhamka's PR practices and implementations in media relations activities provide results and impacts on the branding of the university. The branding process carried out by Uhamka is carried out through the Public

Relations field.

In terms of ranking on the 4ICU website, it is stated that the assessment components on the 4ICU website include website visibility, inbound links, domain age, and content quality. Which is explained according to the 4ICU.org website that website visibility is a component to measure how many institutions are connected online and how many visitors are on the university website. Inbound links are assessing the number of links that lead to the university website. Domain Age is an aspect that considers the time or how long the institution's website domain has been registered, which indicates long-term stability and reputation. While content quality is an assessment component that assesses content published on the university website including academic publications, articles, and other resources.

Ranking in 4ICU has an important role in branding aspects in a University. The branding concept is implemented and is the responsibility of the Public Relations (PR) department. Uhamka PR has a management function that classically focuses on long-term interaction patterns between an organization and all its diverse publics, both supportive and non-supportive. In contemporary understanding and

application, contemporary PR, public relations seeks to improve this relationship, resulting in mutual understanding, goodwill, and support, while focusing on various audiences and publics.

(Ardianto, 2013 in (Wihardi et al., 2024)) the implementation of Public Relations activities as communication to convey information about the development of an agency, persuade and provide education to produce positive feedback.

Public relations activities aim to produce goodwill, build an attitude of mutual understanding, mutual appreciation, mutual trust, and tolerance and build a positive image (good image). Public relations measure the mutually beneficial relationship between the organization and its main public. Based on the results of structured interviews with three informants or sources, data was obtained in accordance with the author's questions to find the results and objectives of this study. The author describes and explains Uhamka's Public Relations strategy in branding activities through media relations.

The author obtained information about branding management carried out by Uhamka. Before a content in the form of news, audio - video goes up to be uploaded or published, what is done by Uhamka Public Relations is in the form of briefing activities or content meetings, content production, content editing, content reviews, and uploading or displaying content either on the website platform or other social media platforms.

As for the PESO model study, the following data can be obtained:

1. *Paid*

The paid media model in this case, Uhamka Public Relations uses advertising media in Suara Muhammadiyah and Suara Aisyiyah magazines. The placement of advertisements carried out by Uhamka Public Relations was conveyed by an informant with the initials SS as tentative or optional. Seeing the momentum to increase the impression or impact of advertisements placed in the newspaper. Uhamka Public Relations last placed paid advertisements in the mass media in November 2022. As one of the University's branding activities, tentative advertisements are the policy of the institution or institution itself.

Image 3 Uhamka advertisement in providing scholarship information

The image above states that Uhamka Public Relations has a role in branding the University, namely advertisements that contain scholarship facility content on campus so that they can provide alternative offers if you register as a new Uhamka student. The use of iconic fonts and colors as symbols used as Uhamka's identity.

In addition to placing advertisements on paid media, branding activities carried out by Uhamka Public Relations include placing advertisements on social media Instagram and Tiktok. These paid media are able to increase impressions and engagement between the audience and Uhamka Public Relations. Advertisements placed with messages or content that are tailored to the needs of the public.

Image 4 Screenshots of Uhamka's Instagram Posts That Include

Advertisements

The screenshot of Uhamka's advertisement on Instagram shows that Uhamka uses paid media as a step to expand the reach of the audience, especially through social media. The advertisement with the sentence "Excellence with Us" illustrates that if you become a Uhamka student, you will become an excellent student. The word "Excellence" is obtained from the tagline of Uhamka's accreditation which has been Excellent.

Representation of Excellence in the Big Indonesian Dictionary (KBBI) In Network VI, the meaning of Excellence is higher. The use of the word Excellence as a representation of Uhamka is a campus that has higher quality compared to other colleges.

The communication process used by Uhamka in the branding process occurs through the message sender, namely the Public Relations department which produces messages, sends messages through communication channels or media, either wired or wireless or online or through conventional media, until the message information can be received properly without any interference or delay. The level of organizational communication according to the model (Trisnawati Fitri, 2019) is called the SMCR (Sender-Message-Channel-Receiver) Communication Model.

Sender is Uhamka Public Relations, Message is a message or advertising content. As a message sender, Uhamka Public Relations has a way before the message is delivered to the public. Includes a pre-production process in the form of a content theme meeting, a content production process with a design by a designer or editor, a post-production process in the form of uploading content and evaluating the content whether it is on target or not by looking at engagement and awareness.

Channel is a media used to distribute content produced by Public Relations. It can be through advertising. What Uhamka Public Relations did was place advertisements in the Suara Muhammadiyah newspaper. In addition to print media, Uhamka Public Relations also places advertisements on Instagram and TikTok. Advertisements on the Instagram and TikTok social media platforms are effective in targeting tech-savvy millennials. This can be seen from the number of views and likes on posts advertised on TikTok and Instagram.

The last is the receiver. The process of receiving content produced by Uhamka Public Relations. The recipients of the advertisements placed are in the form of audiences or followers on each media through a paid model.

2. Earned

Earned is a model that can be used by Uhamka Public Relations in using journalistic-based media. In this case, the online media used by Uhamka include Kompas.com, Kumparan, Visione, Kabarpendidikan.id, Republika Online, Tempo.co, and so on. The media obtained is a journalism-based communication channel that provides an opportunity for Uhamka's achievement presentation as a credible organizational message to a wide audience through the news media. Earned media is obtained through interviews and background information, news releases and opinion articles, and other assistance to help journalists prepare their reports

and commentary.

Earned Media is also obtained through the creative use of special events. Sometimes earned media comes from mentions of an organization or client by bloggers and columnists, online reviews and ratings, testimonials, references in letters to the editor and online comments, and other word of mouth, which is mentions of the organization by customers and other publics.

The implementation of good practices of Uhamka Public Relations on the earned model is in the form of sending news releases to online and print news media portals. The intensity of sending releases each month is regulated through the Uhamka Public Relations strategic news plan. Releases are delivered on news of the Hardnews, softnews type, and sending lecturers' opinions according to their expertise. Media releases are used if an event occurs that has been constructed or planned for implementation.

News releases published in online media based on journalism with a flow sent to the media's journalists until they can pass through the editorial desk. News published based on releases is news that is about campus achievements that have a big role for the community.

In addition, the news released is news that is event or ceremonial or feature

news about biographies that are of a personality nature. The news production process by Uhamka Public Relations is carried out by campus journalists who narrate the news in branding prospects.

Image 5 Uhamka News Release that aired on Kompas.com
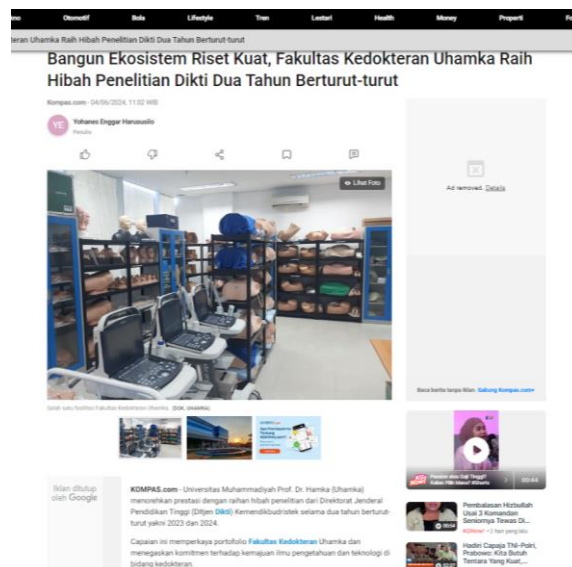
Screenshot on the Kompas.com website page of Uhamka's news release conducted by Public Relations aired in the national mass media. The news with the title "Building a Strong Research Ecosystem, Uhamka Faculty of Medicine Wins Dikti Research Grants for Two Consecutive Years". The news contains journalistic elements, namely in the form of new information, information that has an impact on society, and information that is useful for the audience.

It should be noted that the journalistic elements in a news story contain 5w + 1H. Includes the elements

What, which is what happened. When is when the event occurred. Who is who was involved in the event. Why, which is why the event occurred. Where is the location where the event occurred. The last is How, which is how the event process can occur.

Uhamka Public Relations utilizes earned media as a potential in boosting the University's branding activities. Earned media is included in the category of private media ownership so that Uhamka Public Relations requires a special budget in the University's branding program,

2. *Shared*

The share model in this section is about shared media, namely communication channels, not controlled by the organization, providing messages created by users that are shared on social media networks, usually for free. This is a growing part of social media. Social media as a platform for sharing information and building branding images is very effective to use. Uhamka has optimized the use of several social media as a responsibility to provide reports to the academic community and the wider community on the implementation of the University's role in developing Education, research, service and practice of Al Islam

Kemuhammadiyahan. Social media used is also diverse, including Instagram, Facebook, Twitter, TikTok, and LinkedIn.

Shared media activities carried out by Uhamka Public Relations are guided through a content media plan. Media planning is carried out by Uhamka Public Relations to facilitate finding content themes, content production, and evaluating the achievement of content uploaded on shared media. It is proven that by using content planning there is an increase in terms of followers on social media and TikTok. Data obtained from IG Uhamkaid the number of followers reached 33 thousand, while followers on TikTok reached 11 thousand.
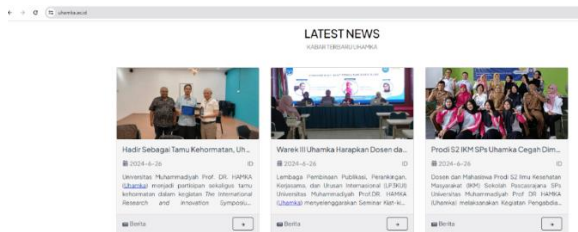
3. *Owned*

Owned model in media relations is owned media is a published communication channel published or produced by the organization, which controls the content message as well as time, packaging, distribution, and audience access. The use of mass media websites is maximized in presenting information on the latest campus activities, achievements achieved, and announcements related to students, lecturers and employees or education personnel. Through the website, the ease of online media has supported the sustainability of Uhamka branding by

Public Relations.

The website with the page https://uhamka.ac.id is the main guide from Uhamka to distribute information about achievements, student affairs, and publications of student and lecturer research. The appearance of the Uhamka Website has several channels or sub-titles to make it easier for the public to search for keywords according to what the public wants.

**Image 6 Screenshot of the User Interface of the Website www.uhamka.ac.id**

The image above is a display of the Uhamka website managed by Public Relations. The function of Public Relations in the Owned model is carried out well. The reason is, the news contained is in accordance with the type of news, for example in the news "Present as Guest of Honor", it became a headline on an event that just happened at Uhamka. Public Relations according to its function utilizes it for Uhamka branding through owned media.

Media website as owned media in PESO Model encourages Uhamka Public Relations in delivering news or information in Uhamka. The intensity of news broadcasts in Uhamka Public Relations is carried out every day. This is because Uhamka Public Relations has a target to produce and broadcast useful news content every day.

As for media planning in the news on the Uhamka website managed by Public Relations, including content about activities, achievements, opinions of lecturers and feature articles made from the results of lecturer research. Among these types of news, it has increased public engagement in accessing the website for information needs about Uhamka.

Image 7 Uhamka Public Relations Branding via Website in Owned Model relation
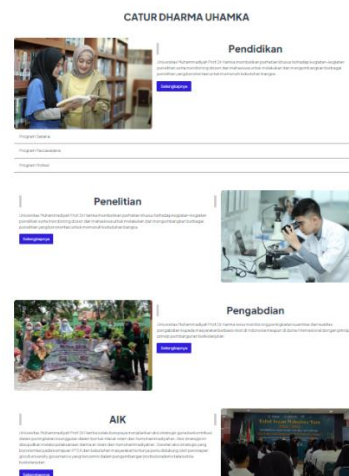
In terms of content messages delivered by Uhamka Public Relations in a news story, it is a good practice in the field of Catur Dharma of Higher Education. This includes Education, Research, Community Service, and Al Islam Kemuhammadiyahan (AIK). As in other universities, only Tri Dharma of Higher Education, Uhamka Public Relations introduces to the public through a website managed by Public Relations that Uhamka prioritizes Islamic values in Prophetic Teaching University.

The appearance of the Uhamka website has provided a space or mass media that can be accessed by the public to obtain information.

CONCLUSION

In general, the activities carried out by Uhamka Public Relations in the PESO Model study approach are as follows:

Tabel 2 Peso Model Clustering Researcher Process

PESO Model	*Channel*	Uhamka Public Relations Activities
Paid	Print Media, Social Media Advertising	Advertisement
Earned	Kompas.com, Sindonews, Kabarpendidikan, Visione, Kumparan, Tempo.com	News Release, Doorstop Coverage
Shared	Instagram, Facebook, Twitter,Tiktok, dan LinkedIn	Visual content, and video
Owned	www.uhamka.ac.id	Catur Dharma News College to achieve Prophetic Theacing University

Based on the table, it is recommended that Uhamka Public Relations can choose digital media as a media relation in improving Uhamka's branding. In addition, there also needs to be continuity in the process of placing advertisements in paid media or media that is open space for the public or media that is open to the general public in sharing information on communication messages.

According to the research results, it was found that the PESO Model can be

used by other universities in branding. The novelty of the PESO Model can strengthen the position of the university in front of its audience or followers.

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