Optimization of FISIP's Website and Social Media in Efforts to Internationalize and Improve Public Information Services

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Abstract
The objectives of the study are: 1) optimizing the website of FISIP as an effort to internationalize and provide public information; 2) optimizing the social media of FISIP as an effort to internationalize and provide public information. This research was carried out using a collaborative action research approach. The research steps include problem identification, action planning, partner collaboration, implementation, observation and monitoring, reflection and evaluation, and corrective actions. The study results show that the FISIP Public Relations and Reputation Team has collaborated with the University Public Relations Team, UNNES TV, and external mass media. Tangible actions that have been implemented include website content evaluation workshops, preparation of international study program profiles, workshops on strategies for increasing international publications through websites, development of study program promotion content, both posters and videos, optimization of the promotion of new Communication Science study programs, development of public complaint services through the UNNES PPID, Helpdesk, and Report features on the FISIP website. Continuous improvement is essential to ensure that all work programs implemented by the FISIP Public Relations Team can run smoothly and achieve the goals set.

Keywords
Public Information; Internationalization; Social Media; Website

INTRODUCTION

Universitas Negeri Semarang (UNNES) carries the vision of "Becoming a World-Reputable University and a Pioneer of Conservation-Minded Educational Excellence". Currently, UNNES is ranked 751-800 Asia University 2024 according to the World University Rankings; 1201+ World University Rankings: Sustainability 2024; ranked 5th in Indonesia, and 37th in the world; UNNES is ranked 19th in Indonesia and 1848th in the world according to Webometrics (Humas, n.d.). This vision of internationalization must be supported by all academics within

UNNES, including academics in the Faculty of Social and Political Sciences (FISIP).

FISIP follows up on this vision, one of which is through the formation of the Public Relations and Reputation Team, to support the vision of a world-renowned campus. The Public Relations and Reputation Team has the primary task and function as the front guard in building the image of FISIP UNNES in the eyes of the public, both nationally and internationally. FISIP has many advantages and unique characteristics that can be explored further to attract more prospective students to continue their education at FISIP UNNES.

FISIP currently has two international study programs: Geography and History. Each study program has been supported by an international curriculum, lecturers with international reputations, and adequate facilities and infrastructure. However, the problem is that neither study program has international students. This is homework for the Public Relations and Reputation Team to convey information about this international study program to the broader community. The FISIP UNNES is targeting the 2024 UNNES new student admissions to attract international students to continue their education in the Geography and History Study Programs of FISIP UNNES.

The current FISIP Public Relations and Reputation Team must adapt to current developments, which is the reality that we are currently in the digital era. So, the work of the Public Relations and Reputation Team must optimize digital platforms to interact with the broader community. According to the data in We Are Social (Annur, 2023), internet users in Indonesia as of January 2023 reached 213 million people. This means that 77% of the total population of Indonesia accesses the internet. The FISIP Public Relations and Reputation Team needs to consider this trend when designing programs that support the internationalization of UNNES.

The digital platform that will be focused on being optimized for UNNES internationalization is the FISIP UNNES website and social media. FISIP's social media are currently being developed, such as Instagram, Facebook, and TikTok. Each of these social media has its own characteristics and target market segmentation. Instagram has the distinctive characteristic of presenting image or video visualizations, which can be uploaded to feeds, stories, or reels. Flexibility for users to customize content with the features provided on Instagram. The segmentation or target market for Instagram is more towards the Millennial generation.

As a social media platform that FISIP has long developed, Facebook has a target market of the Baby Boomer generation. It is still important to manage this platform to interact with FISIP UNNES alumni from various parts of the world with different work backgrounds. Communication with alumni still needs to be maintained. At least on several occasions, alumni can still contribute: financial assistance for campus administration, share experiences in their respective fields of work, partnerships in organizing the program of Merdeka Belajar - Kampus Merdeka (MBKM), or

even contributing ideas for the development of the institution in the future.

Meanwhile, TikTok is dominated by Generation Z (Gen Z), who prefer short videos containing dense information for 15-30 seconds. This platform is essential to massively inform new student admission selection programs to Generation Z because they are more active on TikTok. Information about scholarships, campus facilities and infrastructure, and various activities can be obtained while studying at FISIP UNNES.

The FISIP website provides comprehensive information on everything about FISIP: curriculum, human resources, facilities and infrastructure, campus activities, updated information, scholarship programs, lecturer expertise, featured research, new student admissions, and much more. The website is a window for the public (national and international) to learn more about FISIP UNNES, so it is necessary to present it bilingually using Indonesian and English. It should be noted that most educational institutions use websites to present their information to external parties (Suksida & Santiworarak, 2017). In addition, this work requires the contribution of translation services to adjust the use of appropriate terms when accessed by the international community.

Therefore, the FISIP UNNES Public Relations and Reputation Group needs to optimize the FISIP website and social media to internationalize and provide public information services. Based on the background and rationale, this study will optimally explore information from each study program within FISIP UNNES. This information will then become the basis for developing the FISIP website and social media content in Indonesian and English. More focused, this study aims to optimize the FISIP website and social media to internationalize and provide public information services.

For an institution, a website has a strategic role as a medium for conveying information to the public, as a promotional media (Sutarsyah, 2020), as a public complaint service media (Naomi, 2019), and as an administrative service media (Seprina & Wati, 2023)(Agustin et al., 2021). In the context of a website for an educational institution such as FISIP UNNES, the website can also be used as an information window for prospective students to find out all the necessary information. In the end, prospective students can make decisions (Wicaksono et al., 2020) to continue their education at FISIP UNNES. In a broader context, a website is an essential component for a university to become a World Class University (Fauzi, 2016). The media for the international community to find out the profile of educational institutions is through the website. Therefore, the website needs to be developed comprehensively and provide adequate information as the international community needs. In studies conducted over the last ten years (2012-2022), the majority (61.9%) of libraries at World Class Universities have implemented a Web Content Management System (WCMS) (He & Huang, 2023).

Educational institution websites must have good visibility and accessibility, which 30 world-class university websites do. California Institute of Technology ranks highest with an Alexa Traffic Rank score of 11,418 (Baka & Leyni, 2017). Webometrics Ranking of World University is a ranking of educational institution websites that assesses the accessibility of website content. Therefore, the proposed ranking is to evaluate website accessibility that focuses on visibility and activity. The activities in question are the number of backlinks, average page views, visit duration time, bounce rate percentage, and impact (Suksida & Santiworarak, 2017).

The research above generally illustrates how websites have an essential role as a medium for improving the reputation of institutions both at the national and international levels. Those researches still have gaps that need to be filled in this research, which will measure how the combination of websites and social media builds the reputation of educational institutions, in this case, FISIP UNNES.

Social media currently managed by FISIP UNNES include Instagram, Facebook, and TikTok. FISIP's Instagram can be accessed on the @fisip.unnes account, which currently has 17.6 K followers. This number is quite large for a faculty social media at UNNES. FISIP's Facebook account can be accessed on the Fis Unnes account, which has a total of 3.7 thousand friends. Meanwhile, FISIP's TikTok was only created this year, so little progress has been achieved. At least

FISIP has started to develop social media that can reach various society groups, including the Baby Boomers, Millennials, and Generation Z.

Social media as a promotional medium has many advantages: it has an attractive appearance, high accessibility, high visibility, can be accessed from gadgets; it is effective, efficient, and economical (Rasmani et al., 2022), and allows two-way interaction between the communicator and the communicant. Various institutions, including educational institutions, utilize the development of publications through social media. Publications through social media play an essential role in disseminating institutional information, institutional advantages, institutional curriculum, and so on (Amilia et al., 2022). Social media is used to publicize students' activities and achievements and also to establish relationships with the broader community (Sazali & Sukriah, 2021). This step is commonly referred to as digital branding, which provides content and interactivity (Ferbita et al., 2020) so that it is easy for the public to find out about the institution they are going to. The promotion of educational institutions through social media has a positive and significant impact on prospective students' decision-making in determining whether to continue their education at the institution (Wicaksono et al., 2020)(Qarlina & Wulandari, 2023)(Farih et al., 2019).

The study of social media above generally focuses on how social media is used as a promotional medium so that the public knows what educational advantages and services are available at

an academic institution, which, in the end, prospective students or students determine their choice to continue their education at that campus. An area of study that has not been studied further in previous studies is how social media is managed officially by institutions as an internationalization effort and public information service.

RESEARCH METHOD

The research method should elaborate on the method utilized to address the issues, including the analysis method. It should contain enough details, allowing the reader to evaluate the appropriateness of methods and the reliability and validity of findings.

This research was carried out using a collaborative action research approach. Action research is applied research that contains cyclical actions, which are aimed at solving a particular problem collaboratively (Somekh, 2005).

The setting of this research is in the FISIP UNNES. The research period starts from March to December of 2024. Primary data were obtained through interviews with informants, while secondary data were obtained from scientific articles, related documents, and digital data on the FISIP UNNES website and social media. The subject of the research is the FISIP Public Relations and Reputation Team. The object of study is related to all activities, both directly and digitally, in the context of internationalization and public information services on the website and social media. The main informant in this research is the FISIP UNNES Public Relations and Reputation Team, with

supporting information from the FISIP UNNES Dean, FISIP UNNES Vice Dean III (Research, Cooperation, and Business Development), Quality Assurance Group, and other parties that are related to the implementation of internationalization programs and information services public.

Data collection methods are carried out through observation, interview, and documentation techniques (Sugiyono, 2014). Data validity testing is carried out through triangulation of data sources (Moleong, 2004), by (1) comparing data from one informant with another; (2) comparing the data obtained from observations with interviews, observations with documentation, and interviews with documentation; (3) comparing information obtained from informants delivered in public with personal information; and (4) comparing information obtained with theories or scientific articles that have been reviewed previously. The data were analyzed qualitatively using the process of data collection, data reduction, data presentation, and drawing conclusions (Miles & Huberman, 2009).

RESULTS AND DISCUSSION
3.1. Action Planning

The FISIP Public Relations and Reputation Team structurally coordinates directly with the UNNES Public Relations Team and the Directorate of Information Systems and Public Relations (DSIH). To strengthen the work program in 2024, DSIH, the University, and the Faculty Public Relations Group held an initial coordination meeting. The main agenda

is optimizing the website as an information center for the community.

Figure 1. Initial Coordination Meeting for Faculty Website Optimization

In Figure 1, Prof. Dr. Sugianto, M.Si., the chairman of the meeting, said, "Dear colleagues, optimizing the FISIP website is our main priority in supporting internationalization programs and improving public information services. I hope we can make this website an informative, interactive, user-friendly platform that meets international standards. The information displayed must always be up-to-date and accurate to make it easier for the public, both nationally and internationally, to access information related to academic activities, research, and collaborations that we carry out well integrated, and these optimization steps can run according to the targets we have set".

3.2. Partner Collaboration

The FISIP Public Relations Group is responsible for developing collaboration with partners, including the UNNES Public Relations Group, UNNES TV, and print and online media, such as Suara Merdeka, Deutsche Welle Indonesia, etc. This partnership is essential to support the performance of the FISIP Public Relations Group. This collaboration is designed to strengthen synergy in disseminating information at the local and international levels.

This partnership is essential to support the performance of the FISIP Public Relations Group because through media support, FISIP's visibility as an active and outstanding academic institution can increase. Apart from that, collaboration with platforms such as UNNES TV and Deutsche Welle Indonesia opens up opportunities to strengthen FISIP's image in the international arena, which aligns with the internationalization vision being promoted.

3.3. Program Implementation

Implementation of various Public Relations Group work programs jointly prepared and presented at the 2024 FISIP UNNES Working Meeting. As an initial step, the "Workshop Evaluasi Konten Website Universitas Negeri Semarang Tahun 2024" was held on February 20, 2024. This workshop resulted in a study regarding the development of the UNNES website during 2023, content that is already good and that must be developed more optimally in 2024. Based on the evaluation results, several aspects of the website content are considered good: a clear presentation of academic information and a responsive online registration system. In addition, website accessibility has also shown improvement, especially in terms of ease of navigation and page access speed. This is an achievement that deserves appreciation because it can make it easier

for users, both internal and external, to access the information they need.

Figure 2. Workshop on Website Content Evaluation

The workshop also identified several areas that need further optimization in 2024. Dynamic content, such as activity news, research updates, and international collaborations, still requires regular updates so that the website always reflects FISIP's latest activities. Additionally, integration with social media is also a focus for further improvement so that information disseminated via the website can reach a wider audience effectively.

The following concrete step is the implementation of the "Workshop Strategi Peningkatan Publiksi melalui Website UNNES Menuju World Class University". This workshop provided insights and recommendations about strengthening university publications and visibility through website optimization. The results of this workshop show that to achieve World Class University status, there needs to be innovation in content management, including presenting information that is more interesting and interactive, as well as integrating the latest technology to improve user experience. One of the main recommendations is the need for more frequent and relevant content updates and analytical tools to monitor and improve the effectiveness of publications.

Figure 3. Workshop on Improving Publication via Website

Various innovative activities must be implemented to apply these results at the faculty level. This includes developing unique programs that can attract the attention of international audiences, such as webinars, seminars, and research collaborations that are actively published on the website. In addition, strengthening the content management team in the faculty and training staff on digital communication strategies will also be very helpful in improving the quality and quantity of publications. Implementing these innovations is expected to accelerate the achievement of FISIP's internationalization goals and strengthen UNNES' position on the global stage under the standards expected of a world-class university.

During this workshop, the FISIP Public Relations Team explained the Faculty of Social and Political Sciences profile, which will be presented at

educational exhibitions at Indonesian embassies abroad to encourage internationalization. The points listed in the profile include a general overview of FISIP, human resources, educational services, study programs held, educational support facilities, scholarships available and accessible to students, and so on.

In the presentation session, the FISIP Public Relations Group also emphasized the various international achievements that the faculty had achieved, including academic collaboration with leading universities abroad and the active participation of lecturers and students in international conferences. In addition, the profile is equipped with information about research activities and scientific publications carried out by the FISIP academic community, which are expected to attract the interest of international students and researchers. To strengthen its attractiveness, the advantages of the strategic campus location and adequate information and technology system support are also explained to provide an optimal learning experience for students worldwide.

The follow-up to the workshop in Figure 4 developed various promotional content for international class study programs in each faculty. FISIP has two international class study programs: Geography and History.

Figure 5. Filming of the International Class Video of the Geography Study Program and History Study Program

The content developed is in the form of videos and posters uploaded to the UNNES TV YouTube channel and FISIP Instagram. Figure 6 is a screen display of the video content uploaded on the UNNES TV YouTube channel.

Figure 6. International Class Geography Study Program Profile
Source: UNNES TV Channel Youtube

The video in Figure 6 can be accessed via the UNNES TV YouTube:

Figure 4. FISIP International Profile Exposure

https://www.youtube.com/watch?v=6CFDdv3lE1w. In addition, content in the form of posters can be accessed on FISIP's Instagram.

Figure 7. FISIP International Class Poster

The poster in Figure 7 contains an overview of the study program, accreditation, academic degrees, and benefits students obtain when studying in the Geography and History study programs.

To further enhance international cooperation and promotion, the FISIP Public Relations Team is involved in "Focus Group Discussion Strategi Peningkatan Kerja Sama dan Promosi Internasional/Mobility International bagi Dosen dan Mahasiswa".

Figure 8. Focus Group Discussion Strategy to Improve International Cooperation and Promotion
Source: unnes.ac.id

The activity in Figure 8 presents experienced speakers such as Yayat Hendayana, S.S., M.Si., Coordinator of Cooperation and Public Relations of the Directorate General of Higher Education, Research and Technology, Ministry of Education and Culture, Research and Technology (Ditjen Dikti Ristek Kemdikbudristek); Firman Hidayat, S.S., M.Si., Sub-Coordinator of Cooperation of the Directorate General of Higher Education, Research and Technology, Ministry of Education and Culture, Research and Technology (Ditjen Dikti Ristek Kemdikbudristek); and Assoc. Prof. Maria Anityasari, Ph.D., Head of ITS Global Engagement. In the discussion, the participants focused on strategies to increase international collaboration, both in the form of academic cooperation and mobility programs for lecturers and students, which are expected to expand networks and improve the quality of institutions.

The main objective of this activity is to formulate concrete steps that can be implemented to expand global cooperation and introduce study programs more widely in the international arena. Through in-depth discussions, there is expected to be an increase in the capacity of lecturers and students in global mobility programs, which can impact improving the quality of education and research at FISIP. The benefits that can be obtained from this discussion include opening up new opportunities for collaboration with various global institutions, increasing FISIP's international reputation, and increasingly close partnership relations that support the achievement of internationalization targets.

The development of the FISIP website is carried out periodically, adjusting to the development of the needs of the institution and the community. UNNES, as a campus with a conservation vision, regularly holds the UNNES H-Bat assessment to measure the conservation index of each institution at UNNES. One of the indicators that becomes an assessment point in the UNNES H-Bat is news related to all FISIP academic community conservation activities. To accommodate this need, the "Conservation Rubric/*Rubrik Konservasi*" was developed on the FISIP website.

The Conservation Rubric contains all FISIP activities related to conservation, starting from educational activities, research, and community service to FISIP conservation work program activities during 2024. This rubric comprehensively presents various activities conducted by FISIP in

education, research, and service to the public. Every activity that contributes to environmental preservation and strengthening conservation awareness through academic study and social activities is described as part of FISIP's commitment to sustainable development.

Figure 9. Development of a Conservation Rubric

In addition, the Conservation Rubric also highlights special work programs organized by FISIP throughout 2024. These initiatives include environmental campaigns, sustainable management of natural resources, and collaborative programs with the community to maintain biodiversity. These activities are a concrete manifestation of FISIP's role in encouraging sustainability and conservation in various aspects of life.

3.4. Observation and Monitoring

Observation and monitoring are carried out monthly through internal meetings of the Public Relations and Reputation Team of FISIP UNNES with the supervision of the Vice Dean III for Business, Research, and Cooperation. In this meeting, the team discusses the development of the promotional strategy that has been implemented, evaluates

content performance, and identifies areas that need to be fixed or improved. Statistical data from social media, such as the number of interactions, new followers, and content reach, are analyzed to understand the effectiveness of the ongoing promotional campaign. In addition, input from various parties is also considered to ensure the promotional strategy follows the targets set.

Figure 10. Evaluation Meeting of UNNES FISIP IKU in the Second Quarter

Supervision from Vice Dean III plays an important role in ensuring that the strategies implemented by the Public Relations Team remain in line with the vision and mission of FISIP, especially in improving the institution's reputation and attracting prospective new students. With this evaluative approach, the team can respond quickly to market dynamics and digital communication trends and adjust promotional strategies. These regular meetings also provide an opportunity to formulate better follow-up plans, including developing new content, promoting cooperation with external parties, and improving the quality of information services for the public.

3.5. Reflection and Evaluation

The Public Relations Team of Universitas Negeri Semarang also regularly holds reflections and evaluations of programs that have been implemented. This step is to measure the achievement of the program, evaluate programs that have been carried out, and determine strategic steps forward so that the work program can run well and achieve optimal results. In each reflection session, the Public Relations team analyzes the successes and challenges faced during program implementation to provide a comprehensive picture of the effectiveness of each initiative that has been implemented.

The Public Relations Group also seeks to formulate future strategic steps through this periodic evaluation. An in-depth review helps identify aspects that need to be improved and potential that can be maximized. Thus, the team can design new programs or improve existing ones so that the implementation of future work programs is more focused, runs smoothly, and produces optimal impacts following the desired goals.

Figure 11. Reflection and Evaluation of the UNNES Public Relations Team

One of the essential recommendations produced in the Reflection and Evaluation activities of the UNNES Public Relations Group is the need for each faculty website to provide a complaint service to increase transparency and openness of public information. This recommendation is seen as a strategic step to make it easier for the public to convey complaints, suggestions, or requests for information. With this service, the interaction between the university and the public can run more effectively and accountably, thus creating a more open and responsive relationship to public needs.
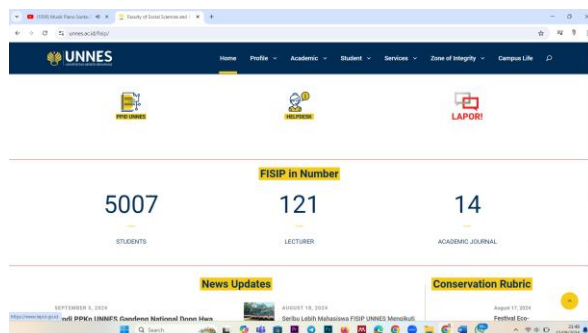
Figure 12. UNNES PPID Page, Helpdesk, and Report on the FISIP Website

Following the recommendation, the FISIP Public Relations Team has taken concrete steps by adding several important features to the faculty website. Features such as PPID UNNES (*Pejabat Pengelola Informasi dan Dokumentasi*), HELPDESK, and serta LAPOR are now available to facilitate complaint services and information requests in a more structured manner. The presence of these features not only facilitates public access

to information but also creates communication channels that are transparent, fast, and accountable, in line with FISIP's efforts to improve the quality of public information services.

Figure 13. Coordination of Preparation for Monitoring and Evaluation of Public Information Disclosure in 2024

Follow-up to the development of PPID UNNES, HELPDESK, and LAPOR content was held by Preparation Coordination of Monev KIP (*Monitoring dan Evaluasi Keterbukaan Informasi Publik*) 2024 led directly by the Vice Rector III at UNNES on Wednesday, September 11, 2024. In this meeting, several indicators were presented that must be prepared by the Faculty Public Relations Team as the website manager, including the Faculty PPID, which must contain mandatory periodic information, information available at all times, a list of public information, and online information requests.

3.6. Corrective Action

Corrective actions taken by the FISIP Public Relations and Reputation Team are carried out periodically, in line with the reflection and evaluation agenda that has been set. This process ensures that every ongoing work

program can be evaluated thoroughly. This way, deficiencies found during program implementation can be immediately corrected, and existing advantages can be optimized. This approach focuses on technical improvements, the quality of communications, and the overall public relations strategy.

This continuous improvement step is crucial to ensure that all work programs implemented by the FISIP Public Relations Team can run smoothly and achieve the goals set. Through in-depth evaluation, the team can ensure that each initiated program is implemented well and provides results that are in accordance with the targets and expectations of the institution. In this way, FISIP strives to maintain its reputation as an institution committed to quality and transparency in all of its activities.

CONCLUSION

The optimization of the FISIP website and social media as an effort to internationalize and improve public information services implemented by the Public Relations and Reputation Group has run optimally and achieved the goals set by the institution. Various work programs have been implemented, including collaboration with the University Public Relations Team, UNNES TV, and external mass media. Implementation of other activities includes website content evaluation workshops, preparation of international study program profiles, workshops on strategies to increase international publications through websites,

development of study program promotion content, both posters and videos, optimization of the promotion of new Communication Science study programs, development of public complaint services through the UNNES PPID, Helpdesk, and Lapor features on the FISIP website. In addition, it also includes implementing routine work programs such as uploading information or news about activities and achievements on the FISIP website and social media.

Implementing the work program by the Public Relations and Reputation Team has not been fully completed, and several points still have shortcomings. The obstacles faced include limited human and technical resources in sustainably managing content. Even though the various programs have been implemented well, the team still experiences challenges in producing and maintaining consistently quality content, especially for international publications. In addition, adaptation to technological developments and global social media trends is also a challenge that requires continuous improvement of the team's capacity.

Besides technical obstacles, cross-unit collaboration that has not been fully coordinated optimally is also an inhibiting factor. For example, communication and synchronization with the University Public Relations Team and external media sometimes experience delays, so several programs do not run according to schedule. This obstacle impacts the effectiveness of promoting study programs and public information services, which are expected

to reach international audiences more widely and quickly.

To overcome these obstacles, the FISIP Public Relations and Reputation Group plans to make internal improvements, including increasing human resource capacity through special training and developing technology infrastructure. In addition, strengthening coordination and communication between units and growing cooperation with external media will also be a priority. These steps are expected to improve existing deficiencies, bring program implementation in a better direction, and support the achievement of internationalization goals and optimal public information services.

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