Public Relations Promotion Strategy for Higher Education in the Era of Society 5.0

Daryono 1, M Bayu Firmansyah2,
1,2 Universitas PGRI Wiranegara, Jawa Timur, Indonesia

Corresponding Author: Daryono, daryono.jarwo@gmail.com

ABSTRACT
This study aims to describe how the form and function of the higher education public relations promotion strategy in the Society 5.0 era. The research approach used in this study is a descriptive approach. The researcher describes the form and function of the higher education public relations promotion strategy in the Society 5.0 era. The type of research used is qualitative research. The results and discussion of the study indicate that the strategy for promoting higher education public relations in the Society 5.0 era is more in response to competition between higher education institutions and to accelerate access to technology and information in carrying out its promotional strategy. In its implementation, it is carried out with a direct strategy and an indirect strategy. The strategy of promoting higher education public relations in the context of Society 5.0 places the community as the focus of interest and convenience in using advanced technology, IoT (Internet of Things), robots, and artificial intelligence (AI), Augmented Reality (AR) actively in life which in this case is the field of higher education so that there is an increase in community participation.

Keywords: Promotion Strategy, Public Relations Education, Higher Education, Society 5.0

INTRODUCTION
Promotion strategy is the use of resources to implement promotional programs. Promotional strategies as communication media are expected to convey persuasive messages to concepts and positive thinking results (Darmawan, 2019; Dharmawansyah et al., 2014; Feriyan et al., 2018). A good promotion strategy is certainly supported by careful planning, organizing, implementing and controlling to get maximum results based on the goals that have been set. The promotion strategy in the context of higher education is responsive to the demands of needs based on an analysis of community needs, the achievement of higher education goals and program implementation. Higher education that is directly connected to the community, both internally and externally, is a bridge between higher education institutions and the community.
The strategy of promoting education public relations is at the forefront of maintaining the reputation of higher education and carrying out its strategic role. The demands of the times and the needs of the technology and information society are a necessity in reformulating the promotional strategies carried out by public relations for higher education to be able to adapt.

The strategy of promoting higher education public relations is directed at the role of communicators, relationships, backup management, good image makers in improving the reputation of higher education and positive publicity to be conveyed to the public (Feriyan et al., 2018; Mahfuzhah & Anshari, 2018; Musyarrofah, 2018). First, the role of the communicator as a spokesperson to communicate both through the virtual world and the real world intensively to the community. Second, the role of the relationship builds a positive relationship between higher education and the internal and external public. Third, the role of backup management, namely carrying out management support or supporting other higher education activities in the fields of marketing, operations, engineering, finance and personnel in order to create common goals within a frame of the main goals of higher education. Fourth, the role of a good image maker is to create an image of higher education and positive publicity, achievement, reputation and at the same time become a goal for higher education public relations activities in implementing public relations management.

The context of Society 5.0 in the strategy of promoting higher education public relations is an adjustment to the needs, adaptation and acculturation and acceleration contained in the definition of Society 5.0. The following will describe the definition and context of Society 5.0. First, Society 5.0 places humans at the center of innovation and technology integration in improving the quality of life, sustainable social responsibility (Daryono, 2021; Musnaini et al., 2020; Suzuki, 2018). Second, Society 5.0 responds to the evolution of technology, information and communication that brings drastic changes in creating new values and becomes a pillar of industrial policy in various countries. There are at least five things that are offered in the conception of Society 5.0, namely (a) digital transformation, (b) challenges faced, (c) society 5.0, (d) community improvement 5.0, and (e) industrial initiatives (Costa, 2018; Fukuda, 2020; Fukuyama, 2018; Onday, 2019; Salimova et al., 2019; Skobelev & Borovik, 2017). The purpose offered by the five conceptions in Society 5.0 above is to create a society that enjoys life to the fullest. The main focus of Society 5.0 is for people to use technology for economic growth and technological development (Fukuda, 2020; Fukuyama, 2018; Suzuki, 2018). Third, Society 5.0 places the community at the
center of the balance of economic progress with the resolution of social problems by integrating the virtual world and the real world (Musnaini et al., 2020). The goal of Society 5.0 is to create a society where people truly enjoy life and feel comfortable. Fourth, Society 5.0 places society as the focus of interest and convenience in using advanced technology, IoT (Internet of Things), robots, and artificial intelligence (AI), Augmented Reality (AR) actively in life, industry, health care and other fields. Fukuda, 2020; Fukuyama, 2018; Skobelev & Borovik, 2017; Suzuki, 2018). Fifth, Society 5.0 is a development of the 4.0 concept by paying attention to relevant social aspects and challenges with a focus on the community to innovate in responding to technological transformation based on humanitarian principles (Fukuyama, 2018; Musnaini et al., 2020; Onday, 2019; Salimova et al. al., 2019). The description of the Society 5.0 definition above leads to the use of technology in various aspects of social life that can be felt by humans and makes humans happier.

The strategy of promoting higher education public relations in the Society 5.0 era is more responsive to competition between higher education institutions and to accelerate adaptation and acceleration in carrying out its promotions. Based on the description above, this research needs to be carried out to answer how the form of higher education public relations promotion strategies in the Society 5.0 era and how the function of higher education public relations promotion strategies in the Society 5.0 era.

The context of Society 5.0 in the strategy of promoting higher education public relations is an adjustment to the needs, adaptation and acculturation and acceleration contained in the definition of Society 5.0. The following will describe the definition and context of Society 5.0. First, Society 5.0 places humans at the center of innovation and technology integration in improving the quality of life, sustainable social responsibility (Daryono, 2021; Musnaini et al., 2020; Suzuki, 2018). Second, Society 5.0 responds to the evolution of technology, information and communication that brings drastic changes in creating new values and becomes a pillar of industrial policy in various countries. There are at least five things that are offered in the conception of Society 5.0, namely (a) digital transformation, (b) challenges faced, (c) society 5.0, (d) community improvement 5.0, and (e) industrial initiatives (Costa, 2018; Fukuda, 2020; Fukuyama, 2018; Onday, 2019; Salimova et al., 2019; Skobelev & Borovik, 2017). The purpose offered by the five conceptions in Society 5.0 above is to create a society that enjoys life to the fullest. The main focus of Society 5.0 is for people to use technology for economic growth and technological development (Fukuda, 2020; Fukuyama, 2018; Suzuki, 2018). Third, Society 5.0 places the community at the center of the balance of economic progress with the resolution of social problems.
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RESEARCH METHODOLOGY

The research approach used in this study is a descriptive approach. Researchers describe and explain how the form of higher education public relations promotion strategies in the Society 5.0 era and how the functions of higher education public relations promotion strategies in the Society 5.0 era. The type of research used is qualitative research. Qualitative research is research that produces findings that are not achieved by using statistical procedures but by showing community life, functional organization, behavior and kinship relations (A. Muri Yusuf, 2016; Hamzah, 2015).

The researcher uses qualitative research to describe how the form of higher education public relations promotion strategies in the Society 5.0 era and how the functions of higher education public relations promotion strategies in the Society 5.0 era.

RESULT AND DISCUSSION

The strategy for promoting higher education public relations in this study is to use a direct mix strategy and an indirect mix strategy. The direct mix strategy is person to person and person to community. The indirect mix strategy is the YouTube, Facebook and Instagram partnership media. The selection of the higher education human promotion strategy was due to the large number of visitors and acceptance of the community. The following are the findings of the research conducted.
Direct Mix Strategy (Strategi Bauran Langsung)

Person to Person

The direct person-to-person mix strategy is carried out by means of visits or outreach to various schools such as public and private high schools/vocational schools. The promotion team consists of 3 to 7 people who are tasked with providing information directly to the school and grade 3 (three) students who will take part in the UN. Person to person is interaction between individuals, meeting each other face to face which is referred to creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties (Darmawan, 2019; Dharmawansyah et al., 2014; Feriyan et al., 2018).

The direct person-to-person mix strategy boils down to Society 5.0. Society 5.0 is the concept of a human-centered and technology-based society in the integration of the virtual world and the real world to enjoy life and feel comfortable (Fukuyama, 2018; Musnaini et al., 2020; Onday, 2019; Skobelev & Borovik, 2017). The concept of Society 5.0 was born as an answer to the concept of the industrial revolution 4.0 which is considered to have the potential to degrade human roles. The Society 5.0 concept was initiated in Japan in 2019. The Society 5.0 concept is an integration of the virtual world and the real world by utilizing technologies such as IoT (Internet of Things), robots, and artificial intelligence (AI), Augmented Reality (AR) in serving humans so that society can feel comfortable and enjoy life. Society 5.0's presentation is more about new values and lifestyles created through the development of technology and
information so that later it can minimize the existence of gaps in humans and economic problems in the future.

The direct person-to-person mix strategy in the Society 5.0 era was more about meeting community needs, community attitudes, aligning higher education programs and disseminating work programs to increase community participation in higher education institutions. The direct person-to-person mix strategy can then provide alternative solutions to various problems in the era of society 5.0, especially the public's view of higher education institutions. This is done in alignment with the highest management of the institution. Utilization of technology such as IoT (Internet of Things), robots, and artificial intelligence (AI), and Augmented Reality (AR) is then integrated with a direct person-to-person mix strategy so that there is a comprehensive and comprehensive two-way communication. The direct person-to-person mix strategy is then directed at the use of technologies such as IoT (Internet of Things), robots, and artificial intelligence (AI), and Augmented Reality (AR) in serving humans so that people can feel comfortable and enjoy life.

**Person to Community**

The direct person-to-community mix strategy is carried out by making workshops or events on campus and off campus and then inviting journalists from the print media to cover these activities. In addition, the promotion team utilizes internet media through the FB social network and the Website to share pictures or photos of the workshops and events they have done to other social network users. This is expected to create a good image of the campus in the community.

The direct person-to-community mix strategy for the community in the Society 5.0 era is typically intelligent, critical, and highly literate in living the dimensions of life (Ferreira & Serpa, 2018; Fukuda, 2020; Fukuyama, 2018; Musnaini et al., 2020; Onday, 2019; Suzuki, 2018). Technology in all levels of life should be devoted as much as possible for the benefit of humans, and for the sake of the balance of nature in the world. Society in the era of Society 5.0 achieves high convergence between the virtual world and the real world. In its organization, people in the Society 5.0 era have sensors in large-scale information, namely analysis in real space which is then accumulated in cyberspace. In cyberspace, large-scale data is analyzed by artificial intelligence (AI) and the results of the analysis are fed back into the real world in various forms. Community organizing in the Society 5.0 era according to the Japanese government (BAHAR1 et al., 2019; Costa, 2018; Musnaini et al., 2020; Onday, 2019; Prasetyo, YA, & Arman, 2017; Skobelev & Borovik, 2017; Suzuki, 2018).
namely: (a) Drones are applied for delivery of goods, as property surveys and support the delivery of disaster logistics around the world, (b) household appliances such as refrigerators instill artificial intelligence (AI) so as to support daily life, (c) people The elderly have become a problem for the Japanese government so that robots and other forms of solutions are introduced, (d) robots as a reliable work partner in any condition, (e) cloud as a more convenient shopping and traveling solution, and (f) future technology. front of unmanned driving.

The direct person to community mix strategy is organized and adapted to the Society 5.0 community by integrating the virtual world and the real world. As a collection of humans who have emotional intelligence and integrity of knowledge as God's creatures, they are able to solve problems through a system that integrates technology and is human-centered in balancing economic progress and minimizing inequality in human life. The following is a direct person-to-community mix strategy for the Society 5.0 community. First, trying to create a harmonious and conducive internal relationship. This is done to build and maintain good and mutually beneficial relationships. Second, the person-to-community direct mix strategy is technology-oriented for humans. This is done by the higher education public relations promotion team to provide sources of information that have been provided so that the information has its own new value. The method in placing messages in this media is a message where this media is an uncontrolled method because the source of this information does not pay the media for loading the information. Third, a person-to-community direct mix strategy that can reach the wider community. This direct person-to-community mix strategy is directed at massive and clear-cut media by paying for the space and time for placing the information. The method used is a controlled method in placing messages in this media. Fourth, the direct person-to-community mix strategy where news creation and newsworthy events are produced to attract the mass media and get public attention. Fifth, the direct mix strategy of person to community is a special part of education public relations in building and maintaining the relationship of higher education institutions with local communities in the context of collaboration in determining policies. Sixth, the person-to-community direct mix strategy is an effort to establish and maintain connections, especially with the aim of influencing the formulation of programs and policies that have been determined. Seventh, the direct person-to-community mix strategy focuses on issue management to anticipate, identify, evaluate, and respond to public policy issues that affect the relationship of higher education institutions. Eighth, the direct person-to-community mix strategy to maintain investor relations is carried out to build and maintain beneficial and
mutually beneficial relationships with shareholders and other parties in financial communication in order to optimize certain market values.

**Indirect Mix Strategy (Strategi Bauran Tidak Langsung)**

1.2. Image of Indirect Mix Strategy

**Youtube Indirect Mix Strategy**

Youtube Indirect Mix Strategy there are 89 videos on the Uniwara Youtube channel. This study only analyzes and presents two videos based on the most visits, subscribers and likes. Here are the two videos.

Source: [https://www.youtube.com/watch?v=5W8ykJ4Ugd0&t=9s](https://www.youtube.com/watch?v=5W8ykJ4Ugd0&t=9s)

Source: [https://www.youtube.com/watch?v=0cNovBB21e8&t=122s](https://www.youtube.com/watch?v=0cNovBB21e8&t=122s)

The two are the Uniwara Patriot Video (Official Version) and the "Menabur Kasih: Langkah awal Rektor Uniwara". The video above shows that the central idea of the two videos is promotion by showing a positive image of PGRI Wiranegara University. Through the Patriot Uniwara video (Official Version) a positive image is shown by 1,949 thousand who watched the video from April 16, 2020 to April 18, 2021. Besides being shown by the impressions seen, several comments also showed positive responses. The promotion strategy is directed at a positive image either through pictures, lyrics, atmosphere and movements of
the two students. Song lyrics and songwriter, namely Dr. H. Sugeng Pradikto, M.Pd uses simple diction in creating parables and presuppositions. Through the jargon “Salam Patriot”, “Gagah, Berani, Tangguh” shows an invitation to the academic community of PGRI Wiranegara University to become personal according to the jargon. The personality of “Gagah, Berani, Tangguh” in the jargon is described by two students singing the Patriot Uniwara song. The two students showed their hopes and dreams through their favorite musical talents. In addition, the video descriptions through the two students also show courage, courage and resilience in dealing with problems during lectures and later as a provision to take part in society.

The promotion strategy by visualizing two Uniwara students singing the Patriot Uniwara song shows confidence and enthusiasm in studying. The meaning of positive image shows the causality between the song title, song lyrics and visualization through the depiction of two students. The causality represents the basic purpose of the promotional language which leads to a positive image of PGRI Wiranegara University. Promotional strategies are also demonstrated through jargon and metaphors that are logical and acceptable to the public.

The video “Menabur Kasih: Langkah awal Rektor Uniwara” is a promotional video made to show the positive image of PGRI Wiranegara University. The promotion strategy is directed at the central idea, framing it through language and songs that accompanies it and the soft meaning of the movements and diction conveyed by the elected Chancellor. The framing in the choice of diction shows a humanist and collaborative attitude that is packaged through the video title "Menabur Kasih: Langkah awal Rektor Uniwara". The humanist and collaborative attitude is also illustrated by the diction "Mari kita emban, mari kita wujudkan" // "apa yang telah diamanahkan pendahulu dalam kehidupan nyata, // "Sehingga menjadi Uniwara Jaya Terkemuka". The painting of the sentence above strengthens the positive image of PGRI Wiranegara University through the inauguration of the Chancellor as a positive promotion strategy. The acceptance of the Chancellor of the PGRI Wiranegara University in the community is shown by the number of people who view videos through the youtube channel as many as 484 within a period of nine months. The meaning of the video also shows the existence of a promotional strategy that is framed positively through the video title "Menabur Kasih: Langkah awal Rektor Uniwara". This shows that the elected Chancellor wants the synergy of the Uniwara academic community to participate in building and developing Uniwara. The jargon “Mari kita emban, Mari kita Wujudkan” shows a positive attitude and basic principles in realizing "Uniwara: Jaya Terkemuka". This is attractively packaged through a visual video of the Chancellor's inauguration.
accompanied by his family to participate in providing positive support and showing acceptance and synergy between the foundation's programs. with the Chancellor, this is shown by the message and impressions of the Chairman of the foundation, Dr. H. Sugeng Pradikto, M.Pd.

The YouTube partnership media has its own characteristics, especially in thumbnails, captions and title writing (Firmansyah et al., 2020; Haryo Kusumo Aji, 2021; Nina Nørgaard, 2009; Ryu & Boggs, 2016; Wulan, 2017). This characteristic is visible and is used to show a positive image of PGRI Wiranegara University. The positive image is reflected in the thumbnail, caption and title writing which simultaneously become the central idea in the two videos. The promotion strategy is also a stage in showing and explaining a positive image in an attractive package, namely the Patriot Uniwara video (Official Version) and the Video "Menabur Kasih: Langkah awal Rektor Uniwara".

**Facebook Indirect Mix Strategy**

Facebook's indirect mix strategy is through uploading images and writings in the Uniwara Cyberteam account. The following are pictures and writings analyzed in this study.

Based on the central idea, showing a positive image of PGRI Wiranegara University through the sentence "IKIP PGRI Pasuruan menjadi Universitas PGRI Wiranegara". This sentence becomes the central idea that portrays Uniwara which has metamorphosed and is committed to providing optimal service. The promotion strategy through eight images uploaded on Facebook begins with the presupposition of the phrase “Nama Baru// Lebih Unggul// Lebih Berkualitas// Lebih Bersemangat” showing a commitment to change for the better and provide optimal service. This right is also reinforced by the positive discourse "Ratusan Mahasiswa Uniwara Angkatan 2020 Terima Beasiswa –
Kamu Harus Kebagian Tahun Ini”. The discourse that was built was to provide access to scholarships and Uniwara’s commitment to participate in providing optimal services through scholarship opportunities to students who have good competence but are less economically. The discourse also means that the fact shows that the positive image built by Uniwara is able to provide hundreds of scholarships to new students in 2020. The description of the central issue apart from the several promotional languages above is also reinforced by the wise sentence, namely the metamorphosis of the name from IKIP PGRI Pasuruan to PGRI Wiranegara University. positive image as one package that is simultaneously presented in several images uploaded on the Facebook partnership media. The visualization of eight uploaded images becomes a visual image amplifier simultaneously.

The promotion strategy also shows the seriousness of the Uniwara academic community in providing optimal services both in terms of scholarships and academics. This commitment and determination is then shown in several pictures that become the positive image of PGRI Wiranegara University. The jargon “Nama Baru// Lebih Unggul// Lebih Berkualitas// Lebih Bersemangat” shows commitment and determination in realizing Uniwara: Jaya Terkemuka”. Uniwara’s commitment and determination was sharpened by a positive image through eight images uploaded on the Facebook partnership media.

**Instagram Indirect Mix Strategy**

Instagram Indirect Mix Strategy through the Uniwara #Cyberteam Instagram account. The following image will be analyzed.

![Source: Instagram account #Cyberteam Uniwara](image)

The central idea of the Instagram partnership media in the Uniwara #Cyberteam account shows a positive image of PGRI Wiranegara University through the caption “Beasiswa menanti”// “Kamu Tunggu apa lagi”// “Mantan takkan dating kembali”// “Daftar gratis dan beasiswa itu lebih pasti”. The caption is the central idea that portrays Uniwara who is determined and committed to realizing the Great Campus 2025. The promotional strategy through pictures uploaded on Instagram is indicated by the sentence “Uniwara
Great Campus 2025” dengan caption “Beasiswa menanti”// “Kamu Tunggu apa lagi”// “Mantan takkan dating kembali”// “Daftar gratis dan beasiswa itu lebih pasti”. The caption shows a positive image that Uniwara can become a big university and is committed to providing free registration. Uniwara Great Campus 2025 is a dimension that is always voiced in every activity. These dimensions are expected to be accepted and become the hope of the community to make Uniwara great. The depiction of the central issue apart from the promotional language above is also reinforced by the wise sentence, namely "Daftar gratis dan beasiswa itu lebih pasti" giving a positive image as a package that is simultaneously presented in several pictures uploaded on the Instagram partnership media. The visualization uploaded on Instagram in the form of two hands upholding Uniwara becomes a simultaneous visual image amplifier.

The promotional strategy also shows the UNIWARA Great Campus 2025 dimension which means great principles and determination to make Uniwara a big campus in 2025. That positive image is being conveyed to the public. Through the spirit of sincerity, collaboration and totality which is manifested by the image of two hands upholding Uniwara, it shows the seriousness of the Uniwara academic community in providing optimal services both in terms of scholarships and academics. This commitment and determination is further sharpened by a positive image frame through images uploaded on the Instagram partnership media. The caption “Beasiswa menanti”// “Kamu Tunggu apa lagi”// “Mantan takkan datang kembali”// “Daftar gratis dan beasiswa itu lebih pasti” shows commitment and determination to provide optimal service and provide access to the widest possible scholarship to the community. Visualization through the upload of Uniwara Great Campus 2025 images framed with the visual of two hands simultaneously upholding Uniwara with wise captions has a positive image meaning.

**Indirect Mix Strategy Aimed at Self-Actualization in the Era of Society 5.0**

The indirect mix strategy in the Society 5.0 era creates a new pattern in the order of people's lives (Costa, 2018; Daryono, Mochamad Bayu Firmansyah, 2021; Ferreira & Serpa, 2018; Fukuda, 2020; Fukuyama, 2018; Musnaini et al., 2020; Onday, 2019; Prasetyo, YA, & Arman, 2017; Salimova et al., 2019; Skobelev & Borovik, 2017; Suzuki, 2018). The influence of technology and cyber has changed people's mindset. Society 5.0 teaches humans to be able to integrate life between the virtual world and the real world in a good and balanced manner, so that there will be harmony towards improving human life. In Society 5.0, new value created through technological advances can minimize human disparities and economic problems. Technological developments are the key to realizing the Society 5.0 concept. In Society 5.0, people take advantage of technological
advances and sophistication. Society 5.0 changes the pattern of life in harmony with technology. Technology was created to make it easier for humans to meet the needs of life.

The strategy of promoting higher education public relations in educational institutions is very important, therefore every educational institution requires higher education public relations performance to carry out work programs. Educational public relations communication strategies can use technologies such as IoT (Internet of Things), robots, and artificial intelligence (AI), and Augmented Reality (AR) in serving humans so that people can feel comfortable and enjoy life. This is done because Society 5.0 is a comprehensive ecosystem. Society 5.0 is not only seen in terms of productivity, but also the activities of educational institutions, active and more efficient human resources. At the actualization level, public relations education builds an ecosystem by implementing an internet network system to facilitate access to internal information, monitoring human resources, and reporting on education public relations work programs. Using the internet network to communicate all activities in daily life. Public relations education does not only focus on technological developments alone, but balances it with human needs as social beings. The adjustment of cyber technology to the need for human pleasure according to the situation is a necessity and part of the reconstruction of education public relations through the internet of things (IOT). Reconstruction of public relations education in its actualization certainly pays attention to the multidimensional aspect (Wellbeing), namely creating added value by applying new solutions to existing problems. Educational public relations with Wellbeing collaborate to create community happiness. Reconstruction of education public relations in the Society 5.0 era is expected to be able to realize intelligent innovation through increasing and equitable quality of life, expanding access and relevance in realizing everyone's happiness. The space for human interaction has been in a digitalized world. Therefore, public relations education in the era of Society 5.0 needs to be directed at the above innovations. So that the reconstruction of education public relations can be realized in creating conventional habits, becoming all digital that offers convenience and time and cost efficiency to facilitate, comfort and balance the need for happiness for oneself and others. So that there is a symbiotic mutualism between education public relations innovation and wellbeing.

CONCLUSION

The strategy of promoting higher education public relations in the Society 5.0 era is more in response to competition between higher education institutions and to accelerate access to technology and information in carrying out its strategic functions. In its implementation, it is carried out with a direct strategy and an indirect strategy. The strategy of promoting higher education public relations in the context of Society 5.0 places the community as the focus of interest and convenience in using advanced technology, IoT (Internet of Things), robots, and
artificial intelligence (AI), Augmented Reality (AR) actively in life which in this case is the field of education so that there is an increase in community participation.

ACKNOWLEDGEMENT
This manuscript was written as a form of reflection on the publication and promotion efforts carried out by Uniwara during the first year of its status as a university.

AUTHOR CONTRIBUTION STATEMENT
The first author is the rector of PGRI Wiranegara University during its status as a university.

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