



THE USE OF INFORMATION TECHNOLOGY IN IMPROVING THE EFFECTIVENESS OF PUBLICATION AND PUBLIC RELATIONS SERVICES AT THE EDUCATION QUALITY ASSURANCE CENTRE OF NORTH SUMATRA PROVINCE

Mhd Dimas Jayadi*¹, Nur Ahmadi Bi Rahmani¹

¹Universitas Islam Negeri Sumatera Utara, Indonesia

Accepted: 10 November 2022. Approved: 20 November 2023. Published: 30 November 2023.

ABSTRACT

At the Balai Penjaminan Mutu Pendidikan (BPMP) of North Sumatra Province, the effectiveness of publications and public relations services was examined in this study in relation to the use of information technology (IT). The study used a mixed methodology, collecting quantitative and qualitative data through in-depth interviews and an online survey. In addition to 20 key respondents who were BPMP officials and stakeholders, 500 respondents from various categories participated in the survey. According to the results, eighty per cent of participants acknowledged that the use of IT in BPMP has improved information accessibility. Positive feedback was also given to social media, which has become a public relations emphasis, with 85 per cent of respondents citing its efficacy in disseminating information. In-depth interviews with BPMP officers revealed increased operational effectiveness as a result of a faster and more precise system for evaluating teaching quality. On the other hand, issues of accessibility for people with less technological experience and data security were also concerns. In conclusion, the integration of IT into BPMP has improved operational efficiency, community engagement on social media, and information transparency. To foster fruitful improvements in publicity and community relations services, barriers and the need to improve data security and inclusiveness continue to be emphasised.

Reseach Paper

Journal of Social and Political Science Society

Keywords: Information Technology, Effectiveness, Services, BPMP North Sumatra.

INTRODUCTION

With the use of information technology (IT), modern society is fundamentally changing in many areas, and the use of IT is becoming a key pillar in this process. Public service is one of the industries that has been greatly affected by these changes, especially in the field of education. IT has the ability to significantly improve the effectiveness of public relations and public services, which is something that the North Sumatra Province Education Quality Assurance Centre (BPMP), as a key player in the education quality assurance system in the region, cannot afford to ignore.

IT has been instrumental in the paradigm shift that has occurred in public service delivery in recent years. For the BPMP of North Sumatra Province to remain relevant, efficient, and sensitive to the demands of society, it must understand these dynamics and adapt. Therefore, the purpose of this study is to investigate how the BPMP's publicity activities and public relations services can successfully involve the use of IT. A comprehensive and technology-based strategy is necessary because of the important role of the BPMP in education quality assurance. Through the use of information technology, it can improve communication with relevant parties, speed up the quality review process, and make information more

* Correspondence Address

E-mail: dimasjayadi407@gmail.com

DOI: <https://doi.org/10.58330/society.v2i2.398>



accessible to the public. A more flexible education environment that is sensitive to the dynamics of global education evolution will result from the effective integration of IT into the LEA.

Public relations, an important component in fostering positive relationships with the community, is also included in the context of IT utilisation in BPMP. Social media, online news portals, and other digital communication channels can be useful tools for providing up-to-date information, getting feedback from the community, and enhancing the institution's reputation. The use of IT in publishing and public relations services is not without its difficulties, despite its many advantages. Some factors that need to be seriously addressed are resistance to change, data security, and limited resources. Therefore, this research will examine practical techniques for risk reduction and change management, in addition to possible IT applications (Scott M. Cutlip, Allen H. Centre & Glen M. Broom, 2009).

Within the framework of the North Sumatra Province BPMP, the importance of efficient and transparent public services is becoming increasingly clear. The agency can reduce bureaucracy, improve the quality of assessment reports and make it easier for the general public to understand school quality assurance procedures by integrating IT. Undoubtedly, the effective use of IT in BPMP North Sumatra Province will benefit the country as a whole, in addition to the local community. Similar institutions in other regions can use BPMP as a model to implement innovations in their efforts to improve education standards.

BPMP can create new avenues for collaboration with government organisations, academic institutions and the general public by embracing the digital environment. To meet the opportunities and challenges ahead, IT will play an increasingly important role in creating a competitive and connected education ecosystem. The North Sumatra Provincial BPMP can develop an appropriate implementation plan for IT by recognising the complexity and urgency of using these technologies. This will require collaborating with various stakeholders, establishing

supportive policies and providing training to human resources.

This research is expected to produce specific recommendations that can help the BPMP of North Sumatra Province in facing the digital era. Measurable, information technology-based tactics will make it possible to improve the effectiveness of publication and public relations services. To improve the quality of public services and public relations at BPMP North Sumatra Province, let us investigate and understand the great potential that information technology can provide.

METHOD

To gain a comprehensive understanding of "The Use of Information Technology (IT) in Improving the Effectiveness of Publication and Public Relations Services at the Education Quality Assurance Centre (BPMP) of North Sumatra Province", a mixed research methodology consisting of quantitative and qualitative methods will be used in this study. Various stakeholders, including BPMP officers, teachers, students, parents and the general public, constitute the research population. To ensure a variety of perspectives and experiences, a representative and purposive sample will be selected from each group.

There are two main techniques that will be used in the data collection instrument. Firstly, digital and social media channels will be used to distribute the online survey. The purpose of this survey is to collect quantitative data and assess respondents' opinions regarding the effectiveness of IT-facilitated public relations and publicity services. To fully understand the opinions and experiences of BPMP officials and other key stakeholders regarding the use of IT, in-depth interviews will be conducted a second time.

The use of IT is one of the independent research factors, while the effectiveness of BPMP's publicity and public relations services is the dependent variable. While qualitative information from the interviews will be handled using a theme approach, quantitative information from the survey will be examined using statistical tools such as SPSS. Information security and respondents' privacy will be considered throughout the data

collection process, and all data will be securely stored and accessible only to the researchers. In addition, this study will follow the rules of research ethics, including obtaining consent from participants and permission from the competent authorities.

The validity of the survey instrument will be checked by designing questions based on expert discussions and literature. Test-retest and internal consistency methods will be used to assess the reliability of the instrument. The study findings will be presented in a comprehensive report that includes recommendations and practical implications for BPMP and other stakeholders in addition to quantitative and qualitative data. In-depth and relevant findings regarding the use of IT to improve the effectiveness of publication and public relations services in BPMP of North Sumatra Province are anticipated as a result of the diverse methodologies in this study.

RESULT AND DISCUSSION

Perceptions and impacts of the use of information technology (IT) by the North Sumatra Province Education Quality Assurance Centre (BPMP) for publication and public relations services are detailed in the findings of this study. A total of 500 people from various backgrounds, including BPMP officers, teachers, students, parents and the general public, participated in the online poll. In addition, twenty key respondents who were BPMP officers and relevant stakeholders were interviewed in depth.

According to the survey data, 80 per cent of the participants said that BPMP's use of IT has improved the accessibility of information on education quality assurance. They stated that the use of integrated information systems has provided tangible benefits in ensuring the availability of transparent evaluation data and easier and faster access to reports and information related to quality assurance. According to 75 per cent of respondents, online platforms have made publication services-such as evaluation reports-more accessible.

Positive feedback on BPMP's use of social media was also received in the area of public relations. Around 85 per cent of

participants stated that BPMP's social media platforms are efficient in disseminating up-to-date information and encouraging community engagement. According to this finding, social media can be a useful instrument to increase community engagement and participation in the process of ensuring education quality.

More detailed information was obtained through in-depth conversations with BPMP officials. They emphasised how the efficiency of the quality assurance process has improved due to the use of IT. The accuracy and speed of processing evaluation data has improved, enabling the agency to make judgements more quickly. This increase in operational effectiveness can be considered a direct benefit of BPMP's IT implementation.

BPMP's use of IT to improve information accessibility is consistent with the findings of previous studies in the literature. By implementing an integrated information system, evaluation data becomes more transparent and information is distributed to all parties involved more quickly. This makes it easier for stakeholders to obtain information regarding quality assurance in an open and friendly atmosphere.

The trend of increased use of digital platforms by government agencies is also in line with the usefulness of social media as a PR tool. The positive reception that social media information receives from the general public shows that social media has the potential to be a useful tool for community engagement and participation. The public can provide feedback and engage in discourse on education issues through BPMP's use of social media as a two-way platform for interaction in addition to an information delivery tool.

The results of the in-depth interviews show that the use of IT has improved operational efficiency, particularly in the context of BPMP's internal management. BPMP can make judgements faster and more accurately when using faster and more accurate education quality evaluation procedures. This improvement in operational effectiveness can be seen as a direct benefit of BPMP's IT implementation. However, these results also point to some issues that need attention. A number of participants expressed concerns about data security and underlined

the need for additional protocols to protect confidential data. Some parents also emphasised the need to balance the information delivery function of IT with extra measures to ensure accessibility and understanding for those who are not technology experts.

However, the findings of this study provide insightful information on how IT utilisation can improve the effectiveness of the public relations and publicity services offered by the BPMP of North Sumatra Province. Practical consequences of this study include the need to continuously improve data security, increase parents' digital literacy levels and maximise the use of social media as a PR tool. In conclusion, while IT has resulted in beneficial changes, ongoing efforts are still needed to address new issues and ensure that everyone involved can benefit from the changes.

CONCLUSION

After looking at how Information Technology (IT) is used in the Education Quality Assurance Centre (BPMP) of North Sumatra Province, it can be said that the application of IT has significantly improved the effectiveness of public relations and publication services. Wider access to data on education quality assurance has been made possible by the implementation of an integrated information system at BPMP. Reports and related information have become more accessible to a wider range of stakeholders, including BPMP officials and the general public, with increased transparency of evaluation data.

This study's elaboration on social media as a public relations tool demonstrates its efficacy in disseminating information directly to the public (Dan Lattimore, Otis Baskin, Suzette Heiman & Elizabeth Toth, 2010). The positive feedback to the content posted on these platforms suggests that there is much room to improve community engagement and participation in the process of ensuring education quality. The use of IT has directly improved operational efficiency, according to in-depth interviews with BPMP officers. An efficient and precise system for assessing education quality enables quick decision-

making, which has a major impact on the internal operations of the organisation.

However, the research also revealed some difficulties, namely in relation to data security and usability for non-technical individuals. To protect sensitive data, data security should be of utmost importance. However, more efforts are still needed to ensure that all levels of society can benefit from IT.

In summary, the increased effectiveness of publicity and public relations services has been positively influenced by the integration of IT into the BPMP of North Sumatra Province. This research has practical implications for improving digital literacy, enhancing data security, and maximising the use of social media for public relations. Therefore, although IT has brought many changes, continuous efforts and adaptations are needed to deal with new issues and guarantee that all those who can benefit from the improvement

Author declaration

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

Funding

This research did not receive external funding.

Availability of data and materials

All data is available from the author.

Competing interests

The authors declare no competing interests.

REFERENCES

Brown, R. (2004). *Quality Assurance in Higher Education: The UK Experience Since 1992*. London: Routledge Falmer.

Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective Public Relations*. Jakarta: Kencana.

Jung, I., & Dillehay, N. B. (2012). *Quality Assurance and Accreditation in Distance Education and e-Learning*. New York: Routledge.

Lattimore, D., Baskin, O., Heiman, S., & Toth, E.

(2010). *Public Relations: The Profession and the Practice*. New York: McGraw-Hill.

Reddick, C. G. (2012). *Public Administration and Information Technology*. Burlington, MA: Jones & Bartlett Learning.

Seitel, F. P. (1998). *The Practice of Public Relations*. New Jersey: Prentice-Hall.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2003). *Public Relations: Strategies and Tactics*. London: Pearson Education.