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Local Wisdom-Based Public Relations Model in Building the Image of the Islamic Communication and Broadcasting Study Program

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ABSTRACT

The Public Relations strategy in the Islamic Communication and Broadcasting Study Program still relies on conventional approaches, rendering it less contextual and incapable of fostering strong emotional connections with stakeholders. This study aims to analyse a local wisdom-based public relations model implemented to build a positive image of the Islamic Communication and Broadcasting Study Program. The research methodology employs a qualitative approach using a case study method, with data collection techniques including in-depth interviews, participatory observation, and documentation. Data analysis was conducted through thematic analysis and triangulation methods. The results indicate that local wisdom holds significant potential to be integrated into the Public Relations strategy of the Islamic Communication and Broadcasting Study Program at Institut Ummul Quro Bogor to cultivate a positive image relevant to the surrounding community. Currently, the study program has not optimally utilised local cultural elements such as traditional arts, regional languages, and the involvement of community leaders in public communication activities. Digital strategies remain confined to the internal campus environment. This study finds that a local wisdom-based Public Relations model can serve as a strategic approach to enhance public trust, academic appeal, and the cultural identity of the study program. In conclusion, a Public Relations strategy grounded in local wisdom is effective in building image, strengthening community closeness, and supporting the relevance of Islamic communication within both local and global contexts.

Keywords:

Public Relations, Local Wisdom, Study Program Image, Islamic Communication and Broadcasting

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A. INTRODUCTION

The Islamic Communication and Broadcasting Study Program plays a crucial role in developing



broadcasting strategies that are not only media-effective but also uphold the theological integrity of Islam, such as the values of *tauhid* and *adab* in online interactions (Simamora & Farid, 2024). The program aims to produce competent graduates who contribute significantly to *dakwah* and communication within society (Baidowi et al., 2023). Studies on Islamic TV channels, such as Alhijrah in Malaysia, emphasise the importance of Qur'an-based content in shaping viewers' Islamic perceptions (Kanakaner, 2021). The Islamic communication model proposes an integration of *naqli* (scriptural) and *aqli* (rational) knowledge while encouraging engagement with Western communication theories to enrich paradigms and avoid cultural essentialism (Kasmani et al., 2017). The history of Islamic communication in Indonesia has also been influenced by the developmental discourse of the New Order regime, which requires critical examination through a contextual approach (Dhona, 2024). Institutions like Rumah Quran Aisyah have demonstrated the effectiveness of the prophetic communication model in attracting public interest in the Qur'an (Mukhtar et al., 2023). Moreover, Islamic business ethics remain relevant in global online communication (Razzaq et al., 2023). Empowerment communication in Islamic boarding schools (*pesantren*) employs participatory and humanistic approaches to community development (Sulaiman & Ahmadi, 2020).

The Islamic Communication and Broadcasting Study Program (KPI) requires an effective communication strategy aligned with cultural values and societal norms to strengthen its institutional identity and reputation. Local culture-based communication adopts the Culture-Centred Approach (CCA), which emphasises the importance of community voices in building local communication infrastructures through dialogic spaces that consider social structures, culture, and individual agency (Elers et al., 2024). In health communication, CCA has proven effective in enhancing public knowledge and participation through campaigns rooted in local cultural values. For instance, a campaign in Indiana, USA, significantly improved public understanding of cardiovascular diseases (Dutta et al., 2019). Additionally, intercultural communication plays a vital role in overcoming cultural differences within communities, thereby encouraging public participation in meetings and local decision-making (Vejseli & Kamberi, 2021). Community media, such as local television and social networks, serve as effective channels for disseminating information and promoting local culture (Tapia, 2025). Hyperlocal media, focusing on specific geographic areas, also strengthen community cohesion (Youkongpun, 2015).

The application of culturally based approaches can also be observed in health communication and disaster management. In Aotearoa New Zealand, CCA is utilised to understand health perceptions among low-income suburban populations, who often experience conflicts between collectivist norms and neoliberal structures (Elers et al., 2021). In Indonesia, traditional communication methods in disaster contexts emphasising interactions among humans, God, and nature have proven effective in preparedness and recovery efforts (Fakhriati et al., 2023). Local community perspectives on cultural heritage are key to connecting the past with the present and strengthening community identity, as seen in archaeological heritage communication in Malaysia (Noor et al., 2018). In Taiwan, cultural identity encompassing engagement, belonging, and integration supports sustainable community revitalisation (Lu & Wang, 2025). For culturally based communication to be effective, integrating local knowledge and cultural practices into communication strategies is essential (Wongpaibool et al., 2016).

A local wisdom-based Public Relations (PR) approach is vital for maintaining cultural



relevance and communication effectiveness in Indonesia. PR strategies tailored to local cultural contexts help preserve societal traditions and moral norms amid rapid social changes (Kriyantono & McKenna, 2017). Moreover, local wisdom plays a role in conflict resolution, such as counselling approaches emphasising politeness and unity in the workplace (Shaleh et al., 2022), and sincere communication characteristic of Karo culture promoting peaceful resolutions (Lestari et al., 2019). In environmental communication, applying local values has increased conservation awareness, exemplified by initiatives on Buton Island (Suherman et al., 2025). Companies increasingly incorporate local wisdom into Corporate Social Responsibility (CSR) programs to support communities (Susanto et al., 2022), while involvement of traditional community leaders, such as through the Jirga system, strengthens social communication (Lhussier et al., 2016). This approach underscores the importance of harmonising PR with local culture for communication success.

The urgency of this study lies in the Islamic Communication and Broadcasting Study Program’s need for a more contextual and effective PR model to build institutional image in the digital and globalised communication era. PR strategies that rely solely on conventional methods without considering local wisdom risk failing to establish strong emotional connections with key stakeholders, including students, parents, academics, and the broader community. This study aims to design a local wisdom-based PR model that integrates cultural values into a more inclusive and impactful communication strategy. The primary focus includes analysing local cultural elements, evaluating the effectiveness of local wisdom-based PR approaches, and formulating implementable recommendations. It is hoped that the findings will not only benefit the KPI Study Program but also serve as a reference for other Islamic educational institutions in building a positive and competitive image.

B. RESEARCH METHODS

This study employs a qualitative approach using a case study method conducted at the campus of Institut Ummul Quro Al Islami, specifically within the Islamic Communication and Broadcasting Study Program. The qualitative approach was chosen due to its focus on in-depth exploration of social phenomena, behaviours, experiences, and processes occurring within a specific context, with the primary aim of understanding the meaning behind individual or group actions. The case study method is utilised to examine complex phenomena within a specific context, namely the development and communication strategies at the KPI Study Program. Data collection techniques include participatory observation, in-depth interviews, and documentation.

Table 1. Interview Guidelines

Focus	Interview Focus	Informants/Respondents
Role of Local Wisdom in KPI Study Program’s PR Strategy	Perspectives of local leaders, lecturers, staff, and students on the role of local wisdom in PR	Local leaders, lecturers, administrative staff, students
Local Wisdom-Based PR Model to Enhance KPI Program Image	Opinions of lecturers, staff, community members, and local media on PR models and digital campaign strategies	Lecturers, staff, community members, local media
Utilisation of Local Wisdom in KPI PR	Challenges and opportunities in integrating local wisdom, perceptions of customary leaders and the community	Customary leaders, religious figures, the local community, lecturers, and staff

Table 2. Observation Guidelines

Focus	Observation Focus



Role of Local Wisdom in KPI Study Program's PR Strategy	Promotional activities utilising local culture
Local Wisdom-Based PR Model to Enhance KPI Program Image	Social media activities and internal digital content creation
Utilisation of Local Wisdom in KPI PR	Traditional arts activities, use of local language, and collaboration with community leaders

Table 3. Documentation Guidelines

Subsection	Documentation Focus
Role of Local Wisdom in KPI Study Program's PR Strategy	Promotional materials and campaigns highlighting local culture
Local Wisdom-Based PR Model to Enhance KPI Program Image	Campaign strategy data, media collaborations
Utilisation of Local Wisdom in KPI PR	Documentation of artistic activities, training reports, and budget archives

The collected data were then analysed using thematic analysis, involving data processing, grouping, and sorting according to the research themes. The researcher selected and filtered relevant data to ensure the analysis remained focused on the research objectives. Data validity was ensured through source triangulation and method triangulation. Source triangulation involved comparing data from various informants, while method triangulation compared findings from interviews, observations, and documentation to ensure consistency and validity of the research findings.

C. RESULTS AND DISCUSSION

1. The Role of Local Wisdom in the Public Relations Strategy of the Communication and Islamic Broadcasting Study Program at Ummul Quro Al Islami Institute

The role of local wisdom in the public relations strategy of the Communication and Islamic Broadcasting Study Program at the Ummul Quro Al Islami Institute plays a significant role in strengthening a positive image, fostering close relationships with the community, and enhancing the program's appeal among prospective students. Firstly, local wisdom constitutes a unique identity element of this study program. Within the communication and promotional materials, elements of local culture such as art, traditions, and the community's noble values can be highlighted to demonstrate the program's relevance to its surrounding environment. For instance, the integration of Islamic values blended with Sundanese culture, where appropriate according to the campus location, can reinforce the communicated messages effectively. Secondly, leveraging local wisdom has the potential to increase public trust. Traditional values such as cooperation, togetherness, and honesty embedded in local culture can serve as fundamental principles in public interactions and public relations campaigns, thereby fostering emotional closeness between the study program and the surrounding community. Thirdly, in the context of competition among study programs, integrating local wisdom also functions as a differentiation strategy. The program can attract prospective students by offering communication studies and practices grounded in local cultural contexts, thus providing added value that is relevant to the local community. Lastly, local wisdom supports effective branding and media relations strategies. Campaigns themed around local wisdom more readily capture media attention, especially local media, which can broaden the program's exposure across various platforms such as documentary videos, podcasts, and articles highlighting cultural values in

communication and broadcasting.

The integration of local wisdom in the Public Relations strategy by the Communication and Islamic Broadcasting Study Program is crucial to strengthening relationships with the surrounding community. This approach enhances cultural resonance and inclusivity, as demonstrated in PT Pertamina Patra Niaga's CSR program in Karawang, which utilised local cultural values to deepen community engagement (Rahman et al., 2025). Furthermore, incorporating local wisdom into education and communication can also strengthen character development and cultural awareness among students, as observed in higher education institutions in Lombok (Arizona et al., 2025). Communication strategies that leverage local wisdom have also proven effective in raising environmental awareness on Buton Island (Suherman et al., 2025). The integration of local wisdom into learning modules, such as English modules containing Islamic values and Jambi local wisdom, can enhance student engagement and learning outcomes (Nafiah, 2020). Additionally, Public Relations strategies based on local wisdom can build social capital and reinforce community networks, as evidenced in Wonogiri through the involvement of community leaders in boosting public participation (Sofyan et al., 2025). This integration supports sustainable development and community resilience, exemplified by the incorporation of Islamic principles and local culture in urban planning in Banda Aceh (Zuraidi & Zainol, 2025).

2. Local Wisdom-Based Public Relations Model Can Be Developed to Enhance the Image of the Communication and Islamic Broadcasting Study Program at Ummul Quro Al Islami Institute

The Faculty of Da'wah and Islamic Communication, particularly the Communication and Islamic Broadcasting Study Program, should develop a public relations model based on local wisdom to enhance the image of the Communication and Islamic Broadcasting Study Program at the Ummul Quro Al Islami Institute. This model can be implemented through an approach that integrates local values, cultural practices, and modern communication strategies. Based on conducted research, the Communication and Islamic Broadcasting Study Program has yet to identify relevant local wisdom to develop the program's image. This has resulted in the surrounding community not assigning a distinctive position to the program. The community tends to favor education study programs because their knowledge of available study programs remains limited primarily to the education field. They perceive education programs as more beneficial for the future, such as providing opportunities for children to become teachers or civil servants. Moreover, the Communication and Islamic Broadcasting Study Program has not optimally utilised local media to convey messages about the program. Collaboration with local media and the creation of digital content, such as podcasts or documentary videos that highlight the blend of Islam and local culture, are still confined to internal scopes. Ideally, this study program should also implement appropriate public relations strategies, such as locally nuanced digital campaigns. Social media can be used to share success stories of the study program with narratives closely tied to local culture. The use of relevant hashtags and collaborations with art communities, cultural groups, or traditional leaders in public relations activities is also strongly recommended to strengthen the program's image.

A local wisdom-based Public Relations model can be developed to enhance the image of the Communication and Islamic Broadcasting Study Program by integrating local cultural



values into communication and educational strategies. The integration of local cultural values has proven to increase engagement and effectiveness, as demonstrated in disaster preparedness teaching that utilises local wisdom to improve students' understanding (Lestari et al., 2025). Furthermore, the use of traditional cultural symbols and narratives, including the roles of traditional leaders and local beliefs, strengthens the credibility of communication strategies, as evidenced in disaster communication efforts in Bali (Lusia et al., 2025). Participatory approaches that directly involve the community are also vital for building long-term trust, as exemplified by PT Pertamina Patra Niaga's CSR program, which successfully increased public participation (Rahman et al., 2025). The involvement of traditional leaders and community figures plays a significant role in the success of forest conservation communications (Yasir et al., 2022). Additionally, the development of local wisdom-based curricula, such as the ELSII learning model, has been shown to improve students' problem-solving and communication skills (Fadli & Irwanto, 2020). Thus, a Public Relations model rooted in local wisdom can strengthen the study program's image through a contextual and participatory approach.

3. Utilisation of Local Wisdom in the Public Relations of the Communication and Islamic Broadcasting Study Program at Ummul Quro Al Islami Institute

Currently, the Communication and Islamic Broadcasting Study Program at Ummul Quro Bogor Institute has yet to integrate several elements of local wisdom into its public relations activities. One aspect that requires attention is the use of traditional arts. The study program should regularly organise events showcasing local traditional arts, such as music and dance performances, as part of the promotion and introduction of the study program to the community. Additionally, the use of the local language in certain activities is essential to foster emotional closeness with the surrounding community. The program should also involve community leaders, such as traditional leaders, religious figures, and local authorities, in various events like seminars and community service activities. These three activities represent efforts that the Communication and Islamic Broadcasting Study Program should undertake to promote itself within the local community. However, several challenges have hindered the optimal implementation of these initiatives. First, the lack of documentation of local culture makes many traditions difficult to reference in public relations activities. Second, limited internal training for public relations staff and lecturers restricts a deep understanding of local values. Finally, resource constraints, especially in terms of budget and time, pose major obstacles to integrating local wisdom into every aspect of the program's promotional efforts. On the other hand, local wisdom-based public relations models offer numerous opportunities. Local traditions can serve as a distinctive strength for the study program, local community support can expand the scope of activities, and strengthening cultural identity can enhance the academic competitiveness of the study program.

The utilisation of local wisdom in the Public Relations strategy of the Communication and Islamic Broadcasting Study Program holds great potential to strengthen the relationship between the institution and the community. Communication practices that are responsive to local culture not only build trust but also significantly increase community participation, particularly when involving trusted community leaders (Kartikawangi, 2017). In the context of disaster education in Bali, the application of traditional belief systems and religious

practices has proven effective in delivering messages through culturally sensitive approaches (Lusia et al., 2025). Local wisdom also plays a crucial role in social responsibility and environmental conservation, such as in coastal area management, emphasising cooperation and customary prohibitions against environmentally harmful behaviours (Kaswandi et al., 2025). In the halal tourism sector, local wisdom based on Islamic values has been shown to enhance revisit intentions and reinforce socio-cultural responsibility (Alam et al., 2025). Therefore, it is essential to systematically integrate local wisdom into the curriculum and conduct long-term studies to evaluate its impact on character building and the academic competencies of students (Arizona et al., 2025).

D. CONCLUSION

The local wisdom-based Public Relations (PR) model holds significant potential in building a positive image for the Communication and Islamic Broadcasting Study Program (KPI) at Ummul Quro Al Islami Institute (IUQI), Bogor. This approach offers a more contextual, participatory communication strategy that aligns with the values of the local community. The integration of cultural elements such as regional languages, cooperation traditions, and local symbols, as well as the involvement of traditional and religious leaders, contributes to strengthening communication messages while fostering emotional closeness between the institution and the community. However, the implementation of this strategy faces several challenges, including limited funding, inadequate supporting infrastructure, and a shortage of human resources competent in culture-based Public Relations. Additionally, the scarcity of local cultural documentation and limited collaboration with local media hinder the wide dissemination of institutional messages. The novelty of this research lies in the development of a local wisdom-based PR model within the context of Islamic higher education, an approach previously more commonly applied to general issues such as disaster mitigation or environmental conservation. This study's contribution is not only conceptual, enriching the literature on culture-based Islamic Public Relations, but also practical by offering solutions such as human resource training, collaboration with art and cultural communities, digitalisation of local narratives, and integration of cultural values into the curriculum. Thus, the resulting Public Relations strategy is expected to strengthen the strategic position of the KPI Study Program in a society that highly values local wisdom.

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AUTHOR CONTRIBUTIONS

Author 1 : Designed the qualitative research, developed interview instruments, conducted



in-depth field data collection, and analysed data using a thematic approach based on local wisdom.

- Author 2 : Conducted literature review and relevant studies related to culture-based PR, assisted in data validation through source triangulation, accompanied interviews with community leaders, and synthesised findings into a conceptual framework.
- Author 3 : Managed data documentation and transcription, developed data visualisation and local wisdom-based PR models, integrated findings within the context of Islamic higher education, and edited the methodology and discussion sections to ensure academic compliance.

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