

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
PROGRAM STUDI ILMU KOMUNIKASI  
KONSENTRASI PUBLIC RELATIONS  
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IMPLEMENTASI *CYBER PUBLIC RELATIONS* DALAM  
MENGEMBANGKAN PENGETAHUAN PROGRAM PEMBELAJARAN  
PESERTA DIDIK LEMBAGA BAHASA DAN ILMU AL-QURAN (LBIQ)  
PROVINSI DKI JAKARTA**

xiii + 80 halaman + lampiran

**ABSTRAK**

Pengembangan pengetahuan program pembelajaran oleh Lembaga Bahasa dan Ilmu Al-quran (LBIQ) Provinsi DKI Jakarta perlu mengimplementasikan praktik *Cyber Public Relations* pada masyarakat khususnya para peserta didik. Penting bagi LBIQ dalam mengimplementasikan program pembelajaran salah satunya melalui *Cyber Public relations*. Penelitian ini bertujuan untuk mengetahui implementasi *Cyber Public relations* lembaga Bahasa dan Ilmu Al-quran Provinsi DKI Jakarta dalam mengembangkan pengetahuan program pembelajaran peserta didik, melalui elemen-elemen dasar diantaranya adalah (1) *Transparency*, (2) *Internet Porosity*, (3) *The Internet as an agent*, (4) *Richness in content dan reach*. Teori yang digunakan dalam penelitian ini elemen-elemen dasar *Cyber Public Relations* mengadopsi Philip and Young, dan Implementasi berdasarkan teori oleh Van Horn dan Van Meter berupa variabel-variabel (1) Standard dan sasaran kebijakan atau ukuran dan tujuan kebijakan, (2) Sumber daya, (3) karakteristik Organisasi terkait dan kegiatan-kegiatan pelaksanaan, (5) Sikap para pelaksana, (6) Lingkungan sosial, ekonomi dan politik. Metode yang digunakan dalam penelitian ini merupakan metode deskriptif kualitatif. Hasil penelitian diketahui: (1) Melakukan transparansi melalui *website* <https://www.lbiqdkj.id/> atau melalui media sosial yang dimiliki dan digunakan oleh lembaga berupaya untuk menyediakan informasi, (2) Organisasi menkontrol informasi yang akan disebarakan kepada publik, (3) Proses transformasi sebuah secara *online* yang menciptakan konsep terbaru berupa infografis, (4) Menyampaikan informasi yang kaya akan informasi dari internet mudah dijangkau dan diakses.

Kata kunci : Implementasi, *Cyber Public Relations*

Referensi : 10 Buku + 5 Jurnal

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**PUBLIC RELATIONS CONCENTRATION**

**SKRIPSI, DECEMBER 2021**

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**IMPLEMENTATION OF CYBER PUBLIC RELATIONS IN DEVELOPING  
KNOWLEDGE OF LEARNING PROGRAM FOR STUDENTS OF THE  
INSTITUTION OF AL-QURAN LANGUAGE AND SCIENCE (LBIQ) DKI  
JAKARTA PROVINCE**

*xiii + 80 pages + attachments*

### **ABSTRACT**

*The development of knowledge of learning programs by the Institute for Language and Al-Quran Science (LBIQ) DKI Jakarta Province needs to implement Cyber Public Relations practices in the community, especially students. It is important for LBIQ to implement learning programs, one of which is through Cyber Public Relations. This study aims to determine the implementation of Cyber Public relations at the DKI Jakarta Province Al-Quran Language and Science institution in developing knowledge of student learning programs, through basic elements including (1) Transparency, (2) Internet Porosity, (3) The Internet as an agent, (4) Richness in content and reach. The theory used in this research is the basic elements of Cyber Public Relations adopting Philip and Young, and implementation based on the theory by Van Horn and Van Meter in the form of variables (1) Standards and policy objectives or policy measures and objectives, (2) Resources , (3) the characteristics of the related organization and implementation activities, (5) the attitude of the implementers, (6) the social, economic and political environment. The method used in this research is a qualitative descriptive method. The results of the research are known: (1) Transparency through the website <https://www.lbiqdkj.id/> or through social media owned and used by institutions seeking to provide information, (2) Organizations control the information that will be disseminated to the public, (3 ) The process of transforming an online platform that creates the latest concept in the form of infographics, (4) Delivering information that is rich in information from the internet that is easily accessible and accessible.*

*information from the internet that is easily accessible and accessible.*

*Keywords: Implementation, Cyber Public Relations*

*Reference : 10 Books + 5 Journals*

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