

ABSTRACT

The competition among private universities is becoming increasingly intense due to changes in education, government policies, and student preferences. Telkom University and Universitas Muhammadiyah Yogyakarta have successfully increased the number of new students in 2022-2023 and maintained their position as top universities for three consecutive years. This success is supported by the strategic role of public relations in maintaining the institution's image and designing innovative public relations programs to compete nationally and internationally. The purpose of this research is to provide references for readers or other educational institutions in implementing public relations strategies. This study uses a qualitative descriptive method to explain and summarize various conditions, situations, or social realities observed in the field. Data collection techniques include primary data through interviews and secondary data through observation and documentation. The public relations strategy concept by Cutlip & Center is used as the data analysis technique for this study. The results of this research indicate that Telkom University and Universitas Muhammadiyah Yogyakarta (UMY) have successfully implemented public relations strategies based on the Cutlip & Center concept, which includes Fact Finding, Planning, Communication, and Evaluation, by applying the Strategy of Persuasion, Strategy of Argumentation, and Strategy of Image to maintain their reputation as the best private universities in Indonesia.

Keywords : Higher Education Institutions, Public relations, Public relations Strategy, , Telkom University, Universitas Muhammadiyah Yogyakarta