

## **INFLUENCE OF SPAN-UM PTKIN PUBLICATION STRATEGY ON BRAND AWARENESS: CASE STUDY ON NEW STUDENTS OF UIN SUNAN GUNUNG DJATI BANDUNG**

**Tedi Pariatna**

Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia  
[tedipriatna@uinsgd.ac.id](mailto:tedipriatna@uinsgd.ac.id)

**Muhammad Amar Khana**

Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia  
[amar\\_khana@uinsgd.ac.id](mailto:amar_khana@uinsgd.ac.id)

### **ABSTRACT**

This study aims to examine the influence of the publication strategy of SPAN-UM PTKIN on the brand awareness of State Islamic Religious Universities (PTKIN) (Case Study on New Students of UIN Sunan Gunung Djati Bandung). This study uses a quantitative approach. The data collection technique involves preparing a pre-designed statement arrangement in the form of a questionnaire survey through Google Form using a five-point Likert scale. The population surveyed in this study consisted of all new students in the Class of 2025 at UIN Sunan Gunung Djati Bandung. Meanwhile, the sample in this study consisted of 318 people selected using a non-probabilistic technique. This study tested the hypothesis using the Partial Least Squares Structural Equation Modeling technique. The results of the study show that the publication strategy of SPAN-UM PTKIN affects PTKIN's brand awareness. The implications of this result are significant for institutions involved in implementing and promoting Islamic higher religious education in Indonesia. It underscores the importance of strengthening digital publications by the SPAN-UM PTKIN committee in collaboration with the university's public relations.

**Keywords:** Publication strategy, Brand awareness, SPAN-UM PTKIN

### **ABSTRAK**

*Penelitian ini bertujuan untuk menguji pengaruh strategi publikasi SPAN-UM PTKIN terhadap brand awareness Perguruan Tinggi Keagamaan Islam Negeri (PTKIN) (Studi Kasus pada Mahasiswa Baru UIN Sunan Gunung Djati Bandung). Penelitian ini menggunakan pendekatan kuantitatif. Teknik dalam pengumpulan data dilakukan dengan cara menyiapkan susunan pernyataan yang telah dirancang sebelumnya ke dalam bentuk survei kuesioner melalui googleform menggunakan skala Likert lima poin. Populasi yang disurvei dalam penelitian ini merupakan seluruh mahasiswa baru Angkatan 2025 UIN Sunan Gunung Djati*

*Bandung. Sementara sampel dalam penelitian ini sebanyak 318 orang menggunakan teknik seleksi non-probabilistik. Penelitian ini menguji hipotesis dengan menggunakan teknik Partial Least Squares Structural Equation Modeling. Hasil penelitian menunjukkan strategi publikasi SPAN-UM PTKIN berpengaruh terhadap brand awareness PTKIN. Implikasi dari hasil ini dapat diartikan sebagai hal yang penting bagi lembaga-lembaga yang terlibat dalam penyelenggaraan dan promosi pendidikan tertinggi keagamaan Islam di Indonesia, pentingnya penguatan publikasi digital yang dilakukan oleh panitia SPAN-UM PTKIN bekerjasama dengan humas universitas.*

**Kata Kunci:** Strategi publikasi, Brand awareness, SPAN-UM PTKIN

## INTRODUCTION

State Islamic Religious Universities (Indonesian: Perguruan Tinggi Keagamaan Islam Negeri (PTKIN)) play a strategic role in producing a young generation that excels not only in academics but also possesses religious character and a national outlook. As competition among universities, both public and private, intensifies, their image and attractiveness to students will be increasingly challenged. A significant factor in shaping this attention is the effectiveness of strategies implemented in the publicity and promotion process for new student admissions (Elimar et al., 2024). This is especially true through the National Academic Achievement Selection route for state Islamic religious universities and the State Islamic Religious College Entrance Exam (Indonesian: Ujian Masuk Perguruan Tinggi Keagamaan Islam Negeri (UM-PTKIN)).

National Academic Achievement Selection - State Islamic Religious University Entrance Exam (Indonesian: Seleksi Prestasi Akademik Nasional - Ujian Masuk Perguruan Tinggi Keagamaan Islam Negeri (SPAN-UM PTKIN)) is a national selection mechanism designed to identify the best prospective students in a transparent and integrated manner. In its implementation, a publication strategy plays a crucial role in ensuring that information about the mechanisms, advantages, and opportunities for admission to PTKIN is communicated widely and effectively (Lulu Setiawati et al., 2024). An effective publication strategy not only increases the number of applicants (Efendi & Ismail, 2025) but also contributes to the formation of brand awareness of PTKIN as a quality and modern Islamic higher education institution.

UIN Sunan Gunung Djati Bandung, as one of the leading PTKIN in Indonesia, continuously strives to strengthen its image and visibility in the community. Various publication channels, including social media, the official website, and direct outreach activities, are used to introduce its study programs, facilities, and academic excellence. However, the effectiveness of PTKIN's SPAN-UM publication strategy in increasing brand awareness among prospective students still requires further study, especially for new students, who are the direct result of the promotion and selection process.

Although several SPAN-UM PTKIN dissemination strategies have been implemented nationally to increase information reach and attract potential students, there remains a gap in understanding their effectiveness in building PTKIN's brand awareness in particular. Many previous studies have focused on

participants' satisfaction with the selection process, new student admission factors, or the efficacy of the SPAN-UM PTKIN selection system. Still, few have examined how this deployment strategy actually affects brand awareness at universities, such as UIN Sunan Gunung Djati Bandung. This is compounded by the phenomenon that although the number of applicants through the SPAN-UM PTKIN route is relatively high, some new students admit that they did not understand the campus profile, academic excellence, or the institution's image before choosing PTKIN. This gap demonstrates the need to examine the extent to which SPAN-UM PTKIN's dissemination strategy has impacted new students' brand awareness.

However, most of this research tends to focus on the general context of digital marketing or on higher education institutions as a whole, rather than specifically on PTKIN. Furthermore, few studies have examined the effectiveness of PTKIN's SPAN-UM publication strategy as an official communication process in the new student admissions process to build institutional brand awareness. PTKIN's SPAN-UM publication strategy has its own characteristics, as it involves synergy between PTKIN nationally and targeted prospective students.

Therefore, the objectives of this study include analyzing the impact of the SPAN-UM PTKIN publication strategy on brand awareness of State Islamic Religious Universities (PTKIN). It also describes the effectiveness of the publication strategy in attracting prospective students and shaping the image and visibility of PTKIN within the community. The results of this study are expected to contribute to the development of more effective communication and promotion strategies to strengthen the image of PTKIN at the national level.

### **SPAN-UM PTKIN Publication Strategy**

Publication strategy is a series of steps taken by an institution or organization to disseminate information to target audiences through various communication media (Alfikri, 2021). According to Lane Keller (2013), Publicity strategy is a marketing mix used as a tool to inform the target audience about an institution's products, services, or image. In the case of higher education institutions, a publicity strategy is a series of promotional steps designed to build awareness among the target audience about student admission grants (Moogan, 2011). In addition, Cutlip, Center, and Broom (2011) also stated that effective publication must consider frequency, message consistency, the type of media used, and the ability to create public involvement (Plohl et al., 2018). This means that to reach the target audience, media that can share information or the program's value must be used. Good publicity isn't limited to conventional media, like brochures or banners; it also utilizes digital media, especially social media, which has a wide reach (Barton & Merolli, 2019). Publication through official media and social media will ensure that SPAN-UM PTKIN information is easily, quickly, and reliably accessible to the public and prospective students in Indonesia.

### **PTKIN Brand Awareness**

In the context of higher education institutions, brand awareness describes the extent to which prospective students know and remember the name, logo, and image of the university as a study choice (Amarullah, 2019) Strong brand

awareness is built through consistent publication exposure, positive interactions with the institution's content, and the community's experience of the campus's reputation (Ghorbanzadeh & Sharbatiyan, 2024; Wilkins & Huisman, 2015). Thus, the more intense and high-quality the publication strategy implemented by the SPAN-UM PTKIN committee and the public relations of each campus, the higher the level of PTKIN brand awareness among prospective students. Brand awareness in the context of higher education institutions is the extent to which machine learning helps prospective new students recognize and remember the name, logo, or appearance of the institution as a study choice (Hemsley-Brown et al., 2016). This impressive level of awareness stems from consistent publication exposure, positive interactions with the institution's content, and the community's experience of the campus's reputation (Irwan & Misidawati, 2025). Therefore, the more extraordinary and consistent the publicity efforts by SPAN-UM PTKIN and the public relations at each campus, the higher the campus brand is perceived as GOOD by prospective students.

### **The Influence of SPAN-UM PTKIN Publication Strategy on Brand Awareness of State Islamic Religious Universities (PTKIN)**

The SPAN-UM PTKIN publication strategy is closely linked to the brand awareness of State Islamic Religious Universities (PTKIN). Publications by the SPAN-UM PTKIN committee play a significant role in creating public awareness and a positive image of PTKIN as a credible Islamic higher education institution capable of meeting consumer needs in the education market. With targeted, reliable, well-planned, consistent, and targeted publications, prospective new students will receive up-to-date information on student selection targets, institutional profiles, academic excellence, and various other advantages of PTKIN. Publications are not just a means of conveying information, but also create a positive image and perception in the minds of the public (Smiciklas, 2012). Especially prospective new students to develop their awareness, familiarity, and brand loyalty towards the PTKIN brand. This influence is explained in detail by Philip & Lane (2013). Effective marketing communications can influence awareness and audience perception of a brand's marketing. The use of various media channels in SPAN-UM PTKIN publications, including the official website, social media, brochures, and internal campus publications, can certainly disseminate information more widely and strengthen interaction with the public. The frequency of publications and public engagement with digital media leads to higher brand recognition and recall (Wei et al., 2015). This makes prospective students remember or become more familiar with PTKIN compared to other universities.

Furthermore, with the integrated publication strategy between the SPAN-UM PTKIN national committee and the Public Relations Department of UIN Sunan Gunung Djati Bandung, the messages received by the public are repeated and consistent. This aligns with the consistent opinion of Van Greuning & Bratanovic (2020). Brand awareness can increase if people recognize a brand because they have been repeatedly exposed to its messages over time, provided the message remains consistent. Therefore, the better the quality and intensity of SPAN-UM PTKIN publications, the stronger the level of PTKIN brand awareness among prospective students. Therefore, it can be concluded that

publication strategies positively and significantly influence the increase in PTKIN brand awareness, as effective publications can expand information, create a positive image, and increase public trust in PTKIN in Indonesia.

According to the Hierarchy of Effects Model theory, the first stage (awareness) appears through exposure to publications or marketing communications (Lavidge & Steiner, 1961). The more frequently and effectively publicity is conducted (through social media, brochures, advertisements, and the campus website), the higher the brand awareness of the university among prospective students. Integrated Marketing Communication (IMC) Theory emphasizes the importance of consistency and integration of messages across all forms of communication and publications to create a strong and uniform perception of the brand (Schultz, 1992).

Based on research results by Yaping et al. (2023), Marketing and communication activities (including official publications, visual identity, and PR) contribute significantly to creating a university's brand awareness and reputation. Likewise, research results by Sánchez Garza et al. (2024) indicate that planned marketing activities on social media increase brand awareness, image, and student loyalty. The strongest effects come from consistent, interactive, and measurable content. Bohara conducted another study using bibliometric analysis methods. A strong research trend indicates that online marketing (websites, SEO, social media, digital content) is a key driver of brand awareness for higher education institutions, emphasizing the importance of an integrated digital publishing strategy to increase visibility and student enrollment. Other research conducted by Marhareita et al. found that publication strategies in educational institutions in Indonesia positively influenced brand awareness. This study is relevant because it confirms the effectiveness of modern publication channels in a local context.

## **METHOD**

This research methodology uses a quantitative approach. The quantitative approach was chosen because this research involves data in the form of numbers obtained from distributing questionnaires and analyzed statistically to test the established hypotheses. The data collection technique involved preparing a pre-designed statement structure into a questionnaire survey form via Google Form. A special link was created specifically for the target respondents and manually distributed via a sheet containing the questionnaire questions, namely the new students of Class of 2025.

The population surveyed in this study comprised all new students of the Class of 2025 at UIN Sunan Gunung Djati Bandung. The sample size was determined using a non-probabilistic selection technique known as purposive sampling, consisting of 318 students. The non-probabilistic sampling technique was chosen due to the limited accessibility of the population and to ensure the inclusion of respondent criteria included: (1) Students of UIN Sunan Gunung Djati Bandung; (2) Students of Class of 2025; (3) Students who already know the social media accounts of UIN Sunan Gunung Djati Bandung.

The research questionnaire used a five-point Likert scale and was adapted from previous research with language adjustments to suit the context. The instrument used in this study was a questionnaire with a five-point Likert scale (1

= strongly disagree to 5 = strongly agree). The questionnaire was developed by adapting items from relevant previous studies and then adapting them to the research context and Indonesian language to ensure ease of understanding by student respondents. The instrument has been tested on respondents outside the sample, and the results show that all items are valid and reliable, with a Cronbach's Alpha value greater than 0.70.

This study tests the hypothesis using Partial Least Squares Structural Equation Modeling. This method combines aspects of multivariate regression and factor analysis to describe the form of a concept that cannot be measured with a single multivariate variable, aiming to estimate the relationship between the two jointly (Hair, 2014). The use of PLS-SEM as an analysis technique aligns with the research objectives of predicting the intentions or constructs targeted within the model and identifying the key drivers influencing these intentions. The testing steps begin with model specification, path diagram construction, model parameter estimation, and model evaluation, including convergent validity, discriminant validity, and composite reliability. This is followed by testing the overall suitability of the model and finally conducting hypothesis testing. All analyses were conducted using the latest version of SmartPLS software available at the time of the study (e.g., SmartPLS 4).

**Table 1**  
*Operationalization of Variables*

No	Variable Name	Indicator	Questionnaire Statement
1	SPAN-UM PTKIN Publication Strategy	<ul style="list-style-type: none"> <li>- Media Publication Frequency</li> <li>- Public Engagement</li> <li>- Media Reach</li> <li>- Public Sentiment</li> <li>- Quantity and Quality of Internal Publications</li> <li>- Publication on Official Social Media</li> </ul> <p>(Coombs, 2007; Gregory, 2000; Silverman &amp; Smith, 2024)</p>	<ul style="list-style-type: none"> <li>- Publication of SPAN-UM PTKIN information is carried out routinely and continuously through various communication media.</li> <li>- SPAN-UM PTKIN publications can attract attention and interaction from prospective students (such as likes, comments, and sharing posts).</li> <li>- SPAN-UM PTKIN information is easily accessible to the wider public through various media platforms (websites, social media, and brochures).</li> <li>- The public responded positively to the content of SPAN-UM PTKIN publications in various media.</li> <li>- Publications made by internal campus parties regarding SPAN-UM PTKIN have clear, informative, and interesting content.</li> <li>- SPAN-UM PTKIN information is actively disseminated through the official social media accounts of the campus or national committee.</li> </ul>
2	Brand AwarenessPTKIN	<ul style="list-style-type: none"> <li>- Brand Recognition(Brand Recognition)</li> <li>- Brand Recall(Brand Recall)</li> <li>- Top of Mind Awareness</li> <li>- Brand Association</li> <li>- Brand Loyalty Indication</li> <li>- Media Exposure &amp; Mentions</li> </ul> <p>(Lane Keller, 2013; Yoo &amp; Donthu, 2001)</p>	<ul style="list-style-type: none"> <li>- I easily recognize the name and logo of the State Islamic Religious College (PTKIN) compared to other colleges.</li> <li>- When I heard information about new student admissions, I immediately thought of PTKIN as one of the college options.</li> </ul>

No	Variable Name	Indicator	Questionnaire Statement
			<ul style="list-style-type: none"> <li>- PTKIN is one of the first universities that comes to my mind when discussing Islamic higher education in Indonesia.</li> <li>- I associate PTKIN with a positive image as a quality and trusted Islamic higher education institution.</li> <li>- I feel proud to be part of PTKIN and am willing to recommend it to others.</li> <li>- I often see or hear news about PTKIN through social media, news sites, or official campus media.</li> </ul>

Source: Data processed by Researchers (2025)

## RESULT AND DISCUSSION

### Results

#### **Descriptive Analysis of Respondent Characteristics**

Respondents in this study were 318 students from the Class of 2025 at UIN Sunan Gunung Djati Bandung who completed the questionnaire.

Table 2  
Respondent Characteristics

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Man	150	47.2	47.2	47.2
	Woman	168	52.8	52.8	100.0
	Total	318	100.0	100.0	
Faculty	Faculty of Usuluddin	95	29.9	29.9	29.9
	Faculty of Tarbiyah and Teacher Training	100	31.4	31.4	61.3
	Faculty of Sharia and Law	10	3.1	3.1	64.5
	Faculty of Da'wah and Communication	23	7.2	7.2	71.7
	Faculty of Adab and Humanities	2	0.6	0.6	72.3
	Faculty of Psychology	34	10.7	10.7	83.0
	Faculty of Science and Technology	4	1.3	1.3	84.3
	Faculty of Social and Political Sciences	13	4.1	4.1	88.4
	Faculty of Islamic Economics and Business	37	11.6	11.6	100.0
	Total	318	100.0	100.0	

Source: Data processed by Researchers (2025)

Based on the results of data processing on 318 respondents, the characteristics of respondents in this study indicate that, in terms of gender, there are 150 male respondents, or 47.2 percent, and 168 female respondents, or 52.8 percent. These results indicate that the number of female respondents slightly exceeds that of male respondents, illustrating that female participation in this study is quite high. Viewed from the faculty's origin, respondents came from various faculties within the State Islamic Religious College (PTKIN). The majority of respondents came from the Faculty of Tarbiyah and Teacher Training, with 100 people (31.4%), and the Faculty of Ushuluddin, with 95 people (29.9%). Furthermore, respondents from the Faculty of Islamic Economics and Business numbered 37 people (11.6%), the Faculty of Psychology 34 people (10.7%), the Faculty of Da'wah and Communication 23 people (7.2%), the Faculty of Social and Political Sciences 13 people (4.1%), the Faculty of Sharia and Law 10 people (3.1%), the Faculty of Science and Technology 4 people (1.3%), and the Faculty

of Adab and Humanities 2 people (0.6%). This composition indicates that the study is dominated by respondents from faculties oriented towards education and religion, so the data obtained is expected to represent student perceptions of the variables studied comprehensively.

### Model Analysis

SEM model analysis is divided into two stages: measurement model analysis, which aims to determine the strength of the manifest variables that describe each exogenous and endogenous latent variable. Furthermore, structural model analysis aims to determine the relationship between exogenous and endogenous variables.

### Validity Test

Variable indicators with a loading factor value greater than 0.50 have a high degree of validity, thus meeting convergent validity. Meanwhile, variable indicators with a value less than 0.50 have a low degree of validity, so they must be removed or excluded from the model (Ghozali & Latan, 2015).

Table 3  
*Loading Factor*

Variables	Code	SPAN-UM PTKIN Publication Strategy	PTKIN Brand Awareness
SPAN-UM PTKIN Publication Strategy	X.1	0.795	
SPAN-UM PTKIN Publication Strategy	X.2	0.824	
SPAN-UM PTKIN Publication Strategy	X.3	0.778	
SPAN-UM PTKIN Publication Strategy	X.4	0.840	
SPAN-UM PTKIN Publication Strategy	X.5	0.824	
SPAN-UM PTKIN Publication Strategy	X.6	0.760	
PTKIN Brand Awareness	Y.1		0.739
PTKIN Brand Awareness	Y.2		0.800
PTKIN Brand Awareness	Y.3		0.765
PTKIN Brand Awareness	Y.4		0.781
PTKIN Brand Awareness	Y.5		0.786
PTKIN Brand Awareness	Y.6		0.813

*Source: Data processed by Researchers (2025)*

The loading factor test was conducted to determine the extent to which each indicator can represent the measured latent variable. The loading factor value used as the minimum limit is 0.70. The higher the loading factor value, the greater the indicator's contribution to the formation of the latent variable. Based on the test results, the Publication Strategy variable has a loading factor value ranging from 0.760 to 0.840, with the highest value in indicator X.4 (0.840) and the lowest value in X.6 (0.760). All indicators have values above the minimum limit of 0.70, so it can be concluded that the six indicators are valid and able to represent the Publication Strategy variable well. The Brand Awareness variable shows a loading factor value between 0.739 and 0.813, with the highest value in indicator Y.6 (0.813) and the lowest in Y.1 (0.739). All indicators also meet the convergent validity criteria because they are above the threshold value of 0.70.

This shows that all indicators used in the PTKIN Brand Awareness variable can adequately explain the measured construct.

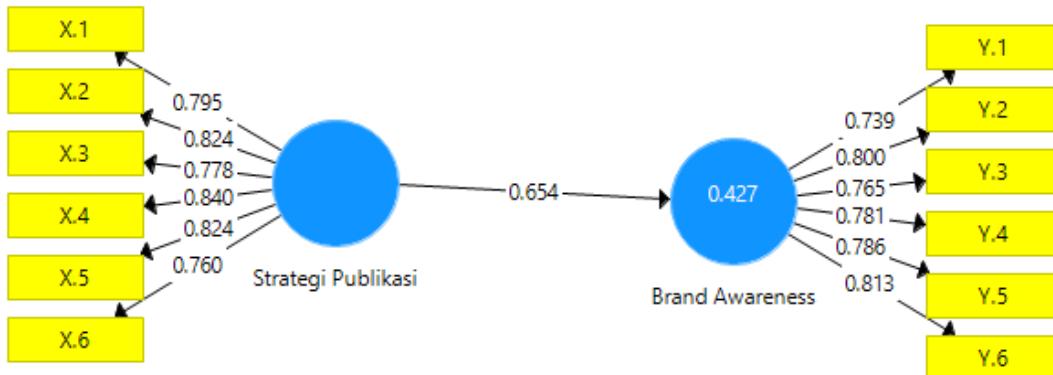


Figure 1. Factor Loading Value

### Validity Test Based on Average Variance Extracted (AVE)

In addition to using factor loading, validity can also be determined by using the Validity Test value based on the Average Variance Extracted (AVE). The requirement for determining a good model is that the AVE of each construct must be higher than 0.50. Based on Table 2, the AVE value of the publication strategy variable is 0.646, and the AVE value of the brand awareness variable is 0.610. This indicates that all variables meet the requirements because the AVE coefficient value is  $>0.50$ . The Average Variance Extracted (AVE) is higher than 0.5, but it can accept values as low as 0.4. Fornell and Larcker stated that if the AVE is less than 0.5 but the composite reliability is higher than 0.6, the construct's convergent validity is still adequate. (Hair et al., 2009; Lam, 2012).

Table 4  
Average Variance Extracted (AVE)

Variables	Average Variance Extracted(AVE)
SPAN-UM PTKIN Publication Strategy	0.646
Brand AwarenessPTKIN	0.610

Source: Data processed by Researchers (2025)

### Reliability Test

In addition to testing construct validity, reliability testing was also conducted using Cronbach's alpha and composite reliability criteria. A variable is considered reliable if its Cronbach's alpha and composite reliability values are above 0.6 (Hair et al., 2014). Based on Table 5, all variables have values greater than 0.6. Therefore, it can be concluded that all variables used are reliable.

Table 5  
Reliability Test Results

	Cronbach's Alpha	Composite Reliability
SPAN-UM PTKIN Publication Strategy	0.890	0.916
Brand AwarenessPTKIN	0.872	0.904

Source: Data processed by Researchers (2025)

### R-Square

Structural model testing was conducted using the R-Square value, which is a goodness-of-fit test for the model. The results of the R-Square analysis are shown in Table 6, where the R-Square value is 0.427. This indicates that the variability of publication strategies can explain the variability in construct variability, while 57.3% is attributed to other variables outside the model that were not studied.

Table 6  
*R-Square Results*

	R Square	R Square Adjusted
Brand AwarenessPTKIN	0.427	0.426

*Source: Data processed by Researchers (2025)*

### Hypothesis Testing

This test was conducted to verify the hypothesis of the influence of the independent variable on the dependent variable. The test results can be seen in Table 7.

Table 7  
*Hypothesis Testing Results*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
SPAN-UM PTKIN Publication Strategy -> PTKIN Brand Awareness	0.654	0.657	0.036	18,400	0.000

*Source: Data processed by Researchers (2025)*

Based on Table 7, it is evident that the original sample Publication StrategySPAN-UM PTKIN(X1) correlates with Brand AwarenessPTKIN(Y) with a correlation coefficient of 0.654. This indicates that as the Publication Strategy increases, the value will also increase.PTKIN Brand Awareness has a P Value of 0.000 < 0.05, indicating that SPAN-UM PTKIN significantly impacts Brand Awareness.

## DISCUSSION

Based on the test results that Publication Strategy SPAN-UM PTKIN has an impact on Brand Awareness PTKIN. The results of this study align with the Hierarchy of Effects Model theory, where the first stage (awareness) emerges through exposure to publications or marketing communications (Lavidge & Steiner, 1961). The more frequent and effective publications are conducted (through social media, brochures, advertisements, and the campus website), the higher the brand awareness of prospective students towards the university. Furthermore, according to research conducted by Yaping et al. (2023), marketing and communication activities (including official publications, visual identity, and PR) contribute significantly to creating a university's brand awareness and reputation. Likewise, research results by Sánchez Garza et al. (2024) Indicate That Planned marketing activities on social media increase brand awareness, image, and student loyalty; the strongest effects come from consistent,

interactive, and measurable content. Another study that aligns with the results of this study but uses bibliometric analysis methods was conducted by Bohara et al., (2024) A strong research trend indicates that online marketing (websites, SEO, social media, digital content) is a key driver of brand awareness for higher education institutions; emphasizing the importance of an integrated digital publishing strategy to increase visibility and student enrollment. Other research conducted by Marhareita et al. found that publication strategies in educational institutions in Indonesia positively influenced brand awareness. This study is relevant because it confirms the effectiveness of modern publication channels in a local context.

This is confirmed by the finding that the more effective the publication strategy implemented by the SPAN-UM PTKIN committee, the higher the level of brand awareness among prospective students regarding the existence and image of the State Islamic Religious College. Likewise, empirically, the greater the intensity, reach, and quality of SPAN-UM PTKIN publications, which show a positive coefficient value between the publication strategy variable and brand awareness, meaning that the greater the intensity, reach, and quality of SPAN-UM PTKIN publications, the more they will be able to encourage a powerful process of promotion for prospective students towards PTKIN. Publications carried out routinely, directed, and varied through various publication media such as official social media, websites, brochures, and campus promotional events can create strong exposure for the image of PTKIN (Katz, 2022), as well as PTKIN in the minds of the public.

In terms of indicators, these two elements are crucial in causing the increased awareness effect over time, as conveyed in publications and media. Consistent publications make prospective students familiar with the name PTKIN, its public engagement, and the extraordinary positive sentiment on social media. In publishing information related to the implementation of new student admissions at State Islamic Religious Universities, the SPAN-UM PTKIN Committee is involved in executing a planned and integrated strategy. One technique used is the official SPAN-UM PTKIN website at <https://ptkin.ac.id/page>. This official website is specifically designed to help prospective new students obtain important information about admissions, including registration, selection procedures, required administrative documents, and announcements. The contents of this page are neatly and systematically structured, ensuring the information presented is complete, clear, and up-to-date. Thus, prospective research participants can easily understand each stage of student admission. In addition to the official website, the SPAN-UM PTKIN committee has also used its official Instagram account at <https://www.instagram.com/spanumptkin/> as a more interactive and broad communication medium. This account regularly posts various publications, such as posters, educational videos, infographics, and live streams, which discuss the registration process and offer tips for completing the selection process. This Instagram account system also allows the committee to interact with prospective students through comments and private messages. Additionally, this digital publication has successfully increased public engagement and strengthened the positive image of SPAN-UM PTKIN as a professional, transparent, and accommodating selection system.

At the campus level, the Public Relations Department of UIN Sunan Gunung Djati Bandung plays an active role in supporting the national publicity strategy. Through the campus's official social media accounts, @pmb.uinsgd and @uinsgd.official, the Public Relations Department routinely forwards and reinforces information shared by the official SPAN-UM PTKIN account. The content shared typically includes selection schedule announcements, registration guides, and testimonials from students accepted through the SPAN-UM PTKIN pathway. This is done as a form of communication synergy between the national committee and the campus to ensure that all prospective new students receive accurate and up-to-date information.

Overall, this publication strategy has significantly increased brand awareness of PTKIN, particularly at UIN Sunan Gunung Djati Bandung. Prospective new students can easily obtain official information without having to consult untrustworthy sources. Meanwhile, continuous publication in various digital media creates public familiarity with "PTKIN" as a credible Islamic higher education institution. Therefore, the coordination of the SPAN-UM PTKIN committee with the Public Relations of UIN Sunan Gunung Djati Bandung is evidence that coordinated publications increase promotional reach, strengthen the institution's positive image, and support PTKIN community trust in the new student selection system.

Interesting, informative, and relevant publication content is an important medium in creating strong and positive brand associations (Choudhary & Sahu, 2023), PTKIN sought by prospective students. In addition, the results of this study have shown that publications on the official campus social media accounts and the SPAN-UM PTKIN institution play a major role in strengthening Top of Mind Awareness, certainly becoming one of the first institutions that prospective students remember when considering domestic Islamic universities and showing the affective and cognitive levels of prospective students that the effectiveness of digital communication is crucial in facing competition at domestic universities.

The implications of these results are significant for institutions involved in implementing and promoting higher Islamic religious education in Indonesia. For the National Committee of SPAN-UM PTKIN, the research findings indicate the importance of strengthening digital publications carried out by the SPAN-UM PTKIN committee with all forms of communication carried out through various official communication channels and social media to convey information messages about the selection process and the advantages of PTKIN so that they can be conveyed more effectively and attract the attention of prospective students who allow information to be accessible. This is because the results of the study indicate that constant and strategic publications can ultimately increase prospective students' brand awareness of PTKIN, so the committee needs to maintain and even increase the intensity and quality of the published informative and promotional content.

The implications for Public Relations of PTKIN, including UIN Sunan Gunung Djati Bandung, highlight the need for more active collaboration with the SPAN-UM PTKIN committee in redistributing official information through social media accounts and campus websites. Therefore, campus public relations plays a role in strengthening the institution's branding through active participation in public communication, whether to prospective students, the community, or

parents. For the Ministry of Religious Affairs of the Republic of Indonesia, the results of this study can provide strategic input in the formulation of public communication policies and the promotion of more integrated, digital-based Islamic education. Systematic and professional publications can enhance the positive image of PTKIN as a superior, modern, and competitive Islamic higher education institution.

## CONCLUSION

Based on the research results, it shows that Publication SPAN-UM PTKIN has an impact on PTKIN Brand Awareness. The results of this study are consistent with the Hierarchy of Effects Model theory, where the first stage (awareness) emerges through exposure to publications or marketing communications. The results of this study demonstrate the role of the SPAN-UM PTKIN publication strategy in increasing PTKIN's brand awareness among prospective students. Therefore, the contribution of this study, based on the implications for SPAN-UM PTKIN, aims to enhance the image and attractiveness of PTKIN as a more popular Islamic campus in Indonesia. Therefore, the implications of this study's results for the SPAN-UM PTKIN committee, campus public relations, and the Ministry of Religious Affairs serve as a reference basis for continuously optimizing digital communication strategies to increase effectiveness in reaching their target audience.

On the other hand, this study also has weaknesses. First, the scope of the study is limited to only one case study location, namely UIN Sunan Gunung Djati Bandung, and cannot be generalized to all PTKIN in Indonesia. Second, the variables studied still do not encompass publication strategies and brand awareness; many other factors, such as public trust, institutional reputation, and the quality of educational services, are still not considered. Meanwhile, future research should contribute to strengthening the empirical basis for developing more comprehensive communication and promotion strategies within the PTKIN environment. This includes further research expected to provide supporting data and a more in-depth digital marketing approach to enhance PTKIN's competitiveness and positive image at both national and international levels.

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