



**UNIVERSITAS ISLAM INDONESIA**  
**FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA**  
**PROGRAM STUDI: ILMU KOMUNIKASI**

KONSENTRASI: JURNALISTIK, PUBLIC RELATIONS, MANAJEMEN MEDIA, BROADCASTING  
Kampus Terpadu Universitas Islam Indonesia; Jl. Kaliurang Km. 14,5 Yogyakarta 55584  
Telp. (0274) 7483050; Fax 898444 Psw. 3267 <http://www.uii.ac.id>; email; [komunikasiuii@yahoo.co.id](mailto:komunikasiuii@yahoo.co.id)  
Website: [www.communication.uii.ac.id](http://www.communication.uii.ac.id)

---

**Jurnal Komunikasi**

**Volume 1, Nomor 1, Oktober 2006**

**Peran PRO dalam *Branding* Universitas**

*Abdul Rohman*<sup>1</sup>  
(halaman 85-96)

***Abstract***

*In competitions era and declinations of public interest, university needs to do branding activities by using several communications media. One of them is public relations (PR). PR has special role in branding activities by its capabilities to build image and creates publicity. In order to run its role, increasing PR competences and dominant coalitions, related with PR position in management, are needed.*

***Keywords:***

*Branding, PR, PR competences, dominant coalitions.*

Penerbit:  
Prodi Ilmu Komunikasi  
Fakultas Psikologi dan Ilmu Sosial Budaya  
Universitas Islam Indonesia

---

<sup>1</sup> Staf Pengajar Program Studi Ilmu Komunikasi Universitas Islam Indonesia