

The Role of University Public Relations in the Presence of Foreign Students in Indonesia: 2011–2021 Literature Study

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Abstract

One of the higher education ranking indicators is the ratio of international students. Therefore, universities need to formulate strategic efforts to attract international students, in which public relations plays a major role. This research was conducted with the aim of knowing research trends on the role of university public relations on foreign students in Indonesia. A qualitative study was conducted using a literature study based on the Publish or Perish program. The results of a search for publications on Google Scholar with a period of 2011–2021 were then processed using the Vos Viewer program to create data visualizations that could elaborate on the development of research trends related to this topic. The 76 most relevant terms were obtained and visualized into 3 types of maps, namely network, overlay, and density. The conclusion from this literature study is that there are still limited publications related to the research topic of the role of university public relations in the presence of foreign students in Indonesia. By selecting a number of terms that are relevant but rarely appear, new research topics with a high level of novelty and large research gaps are obtained.

Keywords

public relations; university;
foreign student; Indonesia



I. Introduction

The internationalization of higher education institutions is one of the indicators used by Quacquarelli Symonds-World University Rankings (QS-WUR) and Times Higher Education (THE) to rank higher education institutions on an international scale. The level of internationalization at QS WUR is measured by the ratio of international classes and the ratio of international students (QS Top Universities, 2023). Meanwhile, THE bases its assessment on the proportion of international students, international collaborations, and international staff (Times Higher Education, 2023).

All tertiary institutions certainly have a target to enter the top ranks at the international level, so they strive to be able to meet the indicators set by the ranking agency, one of which is increasing the number of international students. The presence of international students is also part of an effort to maintain the competitive advantage of a university compared to other universities (De Jager & Gbadamosi, 2013). Intense competition between educational institutions means that public relations must be able to devise promotional strategies to attract prospective new students (Sari & Wijaya, 2020). Universities must illustrate their distinct value proposition in the ways listed below in order to attract the best talent from around the world: Strong research foundation, university globalization, modern curricula, and a pool of qualified academic staffs (Rasli et al., 2016).

There are three strategic models that can be put into practice in an effort to boost the number of students (Sinatra & Darmastuti, 2009), notably improving service to students, highlighting the programs provided, and focusing on collaboration with the media. These three types of strategies necessitate the involvement of public relations. In systems theory, public relations are boundary spanners, namely parties that are at the edge of the organization, so they have relationships with internal and external parties. For this reason, public relations can function as a communicator as well as a mediator to convey information from organizational leaders to stakeholders and vice versa (Lattimore, 2010).

The role of public relations is to inform and publicize the quality of higher education services and programs through various forms of media. Positive reporting will have an impact on university branding, which is an element that supports improving the quality of the international student recruitment process series beginning with promotion and marketing ((Al-Thagafi et al., 2020); (Wang & Crawford, 2021); (Kisiołek et al., 2021); (Mohamad Saleh et al., 2022)). To further attract international students, higher education branding also needs to include the national characteristics, values, and characteristics of the country (Sataøen, 2019). The majority of prospective students use the information they find on social media as a consideration and determining factor in choosing a college ((Sandvig, 2016); (Gardiana, Rahmanto, et al., 2022)). All efforts to attract international students must be carried out while still applying communication ethics (M. Yoserizal Saragih & Ali Imran Harahap, 2020).

To discover research trends about the role of university public relations in the presence of foreign students in Indonesia, the researchers conducted a study using the literature study method using the Publish or Perish publication tracking program, the results of which were visualized using the Vos Viewer. This method can be used as a reference to determine the mapping of research topics that have been widely researched and those that have not. This is useful for researchers to find novelty and research gaps, as well as variables that are likely to be used for further research, so that there are developments and new results (Rofik et al., 2022).

II. Review of Literatures

Public relations is a management function that helps establish a mutually beneficial relationship between an organization and the public through a two-way communication process (Cutlip et al., 1982). Public relations disseminates and informs agency policies using various communication channels and seeks to obtain responses from stakeholders on their performance (Nurhanifah & Zulfan Kurniadi, 2022). This is also consistent with John Ledingham and Steven Bruning's Relationship Management Theory, which states that public relations plays a role in managing good relations between the organization and all stakeholders in order to create a balance of interests between the two parties (Kriyantono, 2014). The term "stakeholders" refers to all parties, both inside (internal) and outside (external) agencies, who have a stake in the success of these agencies (Khasali, 2003).

The role of public relations in an organization is not only limited to the technical field, but can be divided into 4 categories (Dozier, 1995), such as:

- a. Expert prescriber: assists in the resolution of relationship issues between agencies and their constituents.
- b. Communication facilitator: acts as a mediator to help management hear what the public expects and explains the organization's policies and expectations to the public.

- c. Problem-solving process facilitator: helps the management, either as an adviser or as an executor of actions (decisions), in overcoming problems or crises that are being faced rationally and professionally.
- d. Communication technician: PR practitioners provide communication technical services.

However, within the scope of higher education, the role of public relations is currently mostly at the implementation or technical level: as a communication facilitator and communication technician ((Nurjanah et al., 2015); (Gardiana, Noevi, et al., 2022)). Public Relations Officer (PRO) activities include inviting press partners, writing press releases, holding press conferences, holding press tours, and holding press gatherings, as well as incidental activities such as promotions, compiling advertisements in public areas, and cooperating with national and international parties. The PRO's role has not yet entered the managerial level, which is a strategic and ideal position for public relations, namely as a problem-solving facilitator.

In addition to managerial knowledge, public relations practitioners should also have the following supporting skills (Ruslan, 2016):

- a. Creator: having creativity in creating a brilliant idea, idea, or thought.
- b. Conceptor: can act as a conceptor in the development of public relations work programs and other program plans.
- c. Mediator: be able to convey messages or channel information from the institution they represent to the public using both oral and written communication techniques.
- d. Problem solver: be able to overcome every problem, both in a proactive, anticipatory, innovative, dynamic, and solution-oriented manner.

III. Research Methods

This article is the result of qualitative research using the literature study method, which was assisted by the Publish or Perish program on January 29, 2023. Data was obtained by searching publications on Google Scholar during the 2011-2021 period to get the latest research trends that identify the keywords: "public relations AND university AND foreign student AND Indonesia," with a maximum of 1000 publications.

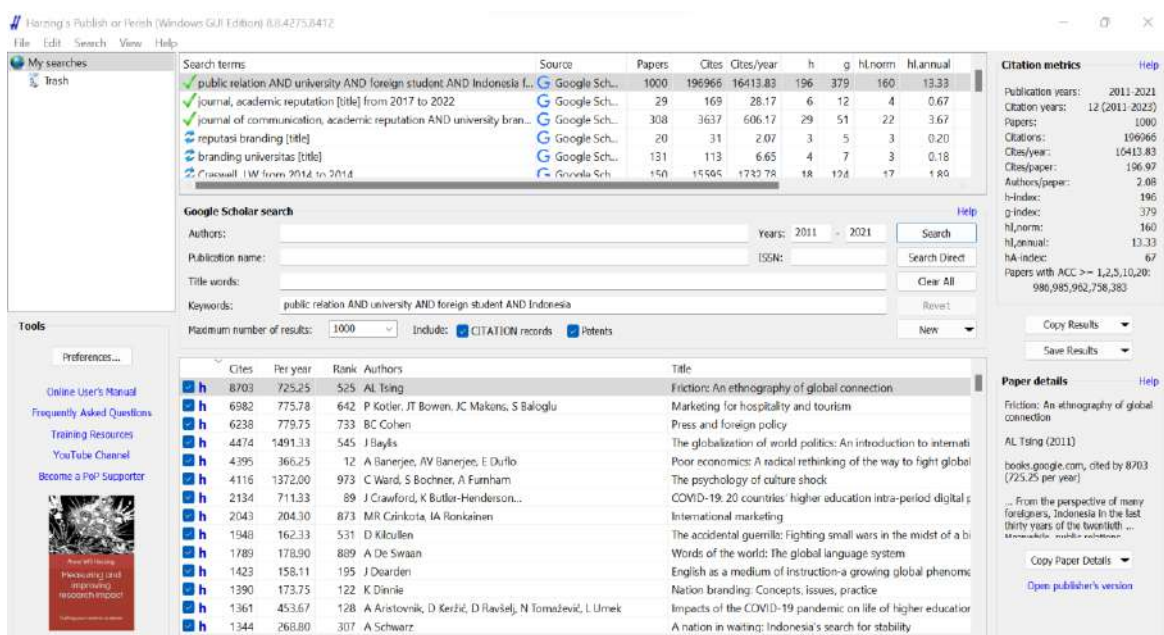


Figure 1. Search Results for Publications Based on the Publish or Perish Program

The search results, as shown in Figure 1, were then processed using the Vos Viewer to create data visualizations that can elaborate on the development of research trends (Ranjbar-Sahraei & Negenborn, 2017) regarding the role of university public relations in the presence of foreign students in Indonesia. Arrangements were made in the Vos Viewer program to improve the data to be visualized, namely, it was determined that the occurrence of a term contained in it was at least 10. This means that it takes 10 times the occurrence of a word in an article to be included as a term in this research. There were 5557 terms with some repetition found in the publications, but only 126 passed the test.



Figure 2. *The Threshold for the Occurrence of the Terms Used*

The next stage is to determine the terms (keywords) to be used by setting the percentage of the most relevant words. In this study, default settings were used, applying 76 of the most relevant terms to inclusion.

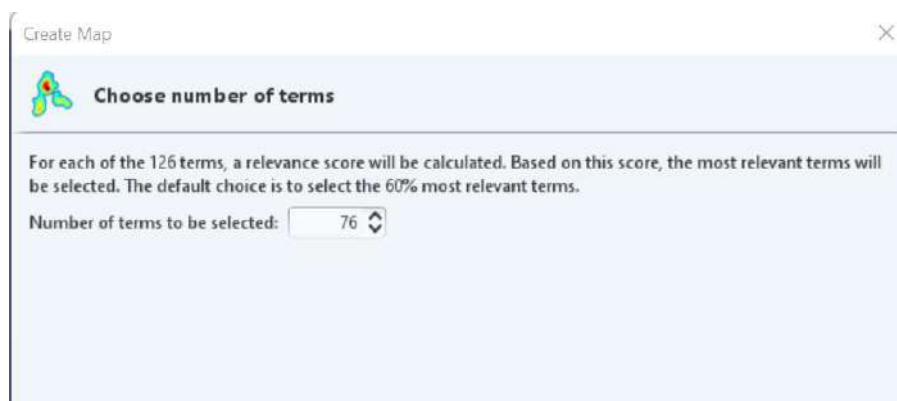


Figure 3. *The Number of Terms Selected in the Study*

Among the 76 most relevant terms, there are several conjunctions and meaningless words. But all of them are still included in the visualization of the research map in order to provide a complete picture of the studies that have been carried out.

IV. Discussion

Based on search results on Google Scholar for a period of 2011–2021 using the keywords "public relations AND university AND foreign student AND Indonesia" with a maximum number of 1000 publications, the number of publications obtained each year is as follows:

Table 1. Number of publications each year

Year	Total Number	Percentage
2011	103	10,30%
2012	105	10,50%
2013	142	14,20%
2014	100	10,00%
2015	104	10,40%
2016	68	6,80%
2017	94	9,40%
2018	91	9,10%
2019	67	6,70%
2020	94	9,40%
2021	32	3,20%

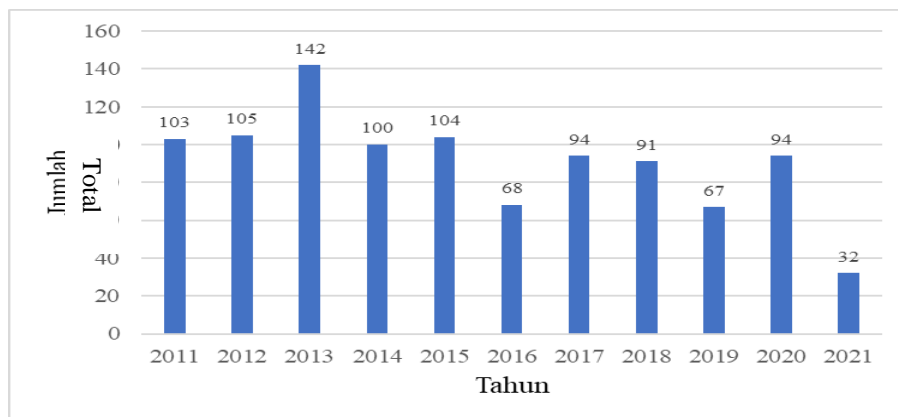


Figure 4. Number of Publications Each Year

From 2011 to 2015, the number of publications on the topic of the role of university public relations in the presence of foreign students in Indonesia was in the hundreds, but the trend over the last five years has been downward, namely below 100. The highest number of publications was in 2013, with a total of 142, or 14.20%, while the lowest was in 2021, with 32 publications or 3.20%.

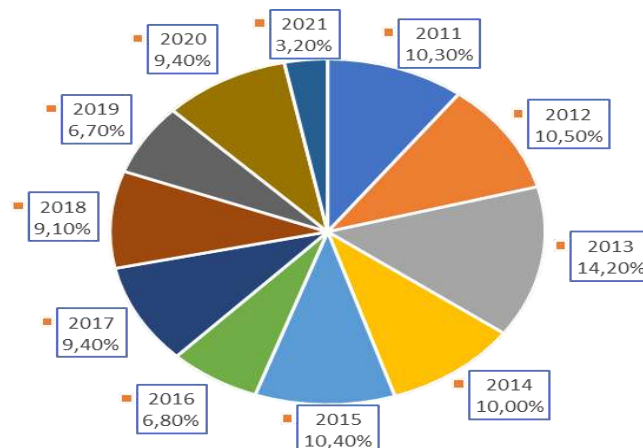


Figure 5. Percentage of Publications Each Year

From the search results in Figure 1, there are 8 publications that were cited more than 2000 times, as follows:

Table 2. Publications cited more than 2000 times

No	Number of Citations	Author(s)	Title	Year	Publication type
1	8703	Anna Lowenhaupt Tsing	Friction: An ethnography of global connection	2011	Book
2	6982	Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu	Marketing for hospitality and tourism	2014	Book
3	6238	Bernard C. Cohen	The Press and foreign policy	2015	Book
4	4474	John Baylis, Steve Smith, Patricia Owens	The globalization of world politics: An introduction to international relations	2020	Book
5	4395	Abhijit V. Banerjee, Esther Duflo	Poor economics: A radical rethinking of the way to fight global poverty	2011	Book
6	4116	Colleen Ward, Stephen Bochner, Adrian Furnham	The psychology of culture shock	2020	Book
7	2134	Joseph Crawford, Kerrynt Butler-Henderson, Jurgent Rudolph,...	COVID-19: 20 countries' higher education intra-period digital pedagogy responses	2020	Journal of Applied Learning & Teaching
8	2043	Michael R. Czinkota, Ilkka A. Ronkainen	International marketing	2013	Book

From table 2, it appears that many references related to the existence of foreign students are a reality of the globalization era, which also has an impact on the political, economic, and cultural fields. Besides that, globalization also has an impact on the field of marketing, which is easier and faster to do by utilizing technological advances. In particular, the changes in the world situation caused by the COVID-19 pandemic also affected the university learning system, including the presence of foreign students in Indonesia.

The publication data in Figure 1, which was then processed using the Vos Viewer, found 1686 author names. The program defaults to 1000 of them having the greatest total link strength. Link strength is not related to the number of links with other authors but to the ranking standard of the journal where the article was published and how many articles were cited.



Figure 6. Number of Authors Selected in the Study

Vos Viewer processing can also show a detailed list of the number of publications along with the total link strength owned by each author, as shown in the following visualization results:

Selected	Author	Documents	Total link strength
<input checked="" type="checkbox"/>	mukminin, a	7	15
<input checked="" type="checkbox"/>	habibi, a	4	11
<input checked="" type="checkbox"/>	belgiawan, pf	3	8
<input checked="" type="checkbox"/>	sumaedi, s	4	7
<input checked="" type="checkbox"/>	maulana, r	3	7
<input checked="" type="checkbox"/>	diyana, tn	2	7
<input checked="" type="checkbox"/>	hanafi, y	2	7
<input checked="" type="checkbox"/>	ikhshan, ma	2	7
<input checked="" type="checkbox"/>	zhou, y	2	7

Figure 7. The Sequence of Authors who have a Total Link Strength of more than 6

There are 2 authors who have the largest total link strength (more than 10), namely Amirul Mukminin and Akhmad Habibi. This means that the publications produced by the two authors are published in journals with high standards, and the number of articles cited is large. The details of the resulting writing are as follows:

Table 3. Publications with a Total Link Strength of more than 10

No	Author(s)	Title	Journal	Year
Amirul Mukminin : 7 documents, 15 total link strength				
Akhmad Habibi : 4 documents, 11 total link strength				
1	Mukhlash Abrar, Amirul Mukminin, Akhmad Habibi, Fadhil Asyraf, and Makmur	" If our English isn't a language, what is it?" Indonesian EFL Student Teachers' Challenges Speaking English	The Qualitative Report; Volume 23; Number 1	2018
2	Akhmad Habibi, Amirul Mukminin, Dr. Yatim Riyanto, Lantip Diat Prasajo, Urip Sulistiyo, Muhammad Sofwan, Ferdiaz Saudagar	Building an online community: Student teachers' perceptions on the advantages of using social networking services in a teacher education program	Turkish Online Journal of Distance Education; Volume 19; Number 1	2018

3	Lantip Diat Prasajo, Amirul Mukminin and Akhmad Habibi, Lenny Marzulina, Muhammad Sirozi, and Kasinyo Harto	Learning to Teach in a Digital Age: ICT Integration and EFL Student Teachers' Teaching Practices.	Teaching English with Technology; Volume 18; Number 3	2018
4	Amirul Mukminin, Titi Rohayati, Herland Akbari Putra, Akhmad Habibi, Mia Aina,	The long walk to quality teacher education in Indonesia: Student teachers' motives to become a teacher and policy implications	Elementary Education Online; Volume 16; Number 1	2017
5	Amirul Mukminin, Noprival, Masbirorotni, Sutarno, Nelly Arif, and Maimunah	EFL speaking anxiety among senior high school students and policy recommendations	Journal of Education and Learning; Volume 9; Number 3	2015
6	Amirul Mukminin, Raden Muhammad Ali, and Muhammad Jaya Fadloan Ashari	Voices from Within: Student Teachers' Experiences in English Academic Writing Socialization at One Indonesian Teacher Training Program.	The Qualitative Report; Volume 20, Number 9	2015
7	Amirul Mukminin, Brenda J. McMahon	International Graduate Students' Cross-Cultural Academic Engagement: Stories of Indonesian Doctoral Students on an American Campus.	The Qualitative Report; Volume 18, Article 69	2013

Based on table 3, it is known that four articles written by Akhmad Habibi were the result of joint writing with Amirul Mukminin. However, the publication results of the two authors are more related to the pattern or system of teaching English and are not directly related to the role of public relations in the presence of foreign students in Indonesia. Mastery of English, both spoken and written, is mandatory for foreign students because language is the main means of communication. Likewise, universities that have a target of getting many foreign students must also prepare the entire academic community to be able to speak English when communicating with foreign students as a form of quality service. Meanwhile, writers who write more than 5 articles on related topics are:

Selected	Author	Documents	Total link strength
<input checked="" type="checkbox"/>	aspinall, e	12	5
<input checked="" type="checkbox"/>	marginson, s	11	4
<input checked="" type="checkbox"/>	mukminin, a	7	15
<input checked="" type="checkbox"/>	hadiz, vr	7	3
<input checked="" type="checkbox"/>	wibowo, a	5	5
<input checked="" type="checkbox"/>	purwanto, a	5	4
<input checked="" type="checkbox"/>	robison, r	5	3

Figure 8. Authors who Wrote more than 5 Publications

Edward Aspinall is a professor in the Department of Political and Social Change at the Coral Bell School of Asia Pasific Affairs, Australian National University. Edward Aspinall’s 12 publications, both in the form of books and journals, are more related to the government and political system in Indonesia as follows:

Table 4. Edward Aspinall Publications

No	Year	Publication Title
1	2011	The state and illegality in Indonesia
2	2011	When religion trumps ethnicity: a regional election case study from Indonesia
3	2013	The broadening base of political opposition in Indonesia
4	2013	A nation in fragments: Patronage and neoliberalism in contemporary Indonesia
5	2013	Popular agency and interests in Indonesia's democratic transition and consolidation
6	2014	Health care and democratization in Indonesia
7	2014	When brokers betray: Clientelism, social networks, and electoral politics in Indonesia
8	2015	Oligarchic populism: Prabowo Subianto's challenge to Indonesian democracy
9	2015	The Yudhoyono Presidency: Indonesia's Decade of Stability and Stagnation
10	2016	Electoral dynamics in Indonesia: Money politics, patronage and clientelism at the grassroots
11	2019	Explaining Indonesia's democratic regression
12	2019	Democracy for sale: Elections, clientelism, and the state in Indonesia

The appearance of these articles on the Publish or Perish search engine shows that the presence of foreign students in Indonesia cannot be separated from the political situation and conditions that are happening in Indonesia at a certain time.

Meanwhile, Simon Marginson is a professor of higher education at the Center for the Study of Higher Education, Melbourne Graduate School of Education, University of Melbourne, Australia. He works on globalization and higher education, comparative and international education, knowledge economy policy, and issues of freedom and creativity, with some emphasis on the Asia-Pacific. Simon Marginson produced 11 publications related to the topic of the role of university public relations in the presence of foreign students in Indonesia with 4 total link strengths, as follows:

Table 5. Simon Marginson Publications

No	Author(s)	Totle	Publisher (Journal / Book)	Year
1	Simon Marginson	Higher education in East Asia and Singapore: Rise of the Confucian model	High Educ Volume 61; pp. 587–611	2011
2	Simon Marginson	Global perspectives and strategies of Asia-Pacific research universities	Book chapter “Paths to a World-Class University”	2011
3	Simon Marginson; Erlenawati Sawir	Ideas for intercultural education	Palgrave Macmillan,	2011

			New York	
4	Simon Marginson; Sarjit Kaur; Erlenawati Sawir (Editor)	Higher education in the Asia-Pacific: Strategic responses to globalization	Springer	2011
5	Simon Marginson	Including the other: Regulation of the human rights of mobile students in a nation-bound world	High Educ Volume 63; pp. 497–512	2012
6	Erlenawati Sawir, Simon Marginson, Helen Forbes-Mewett, Chris Nyland, and Gaby Ramia	International student security and English language proficiency	Journal of Studies in International Education	2012
7	Simon Marginson	Equals or others?: Mobile students in a nationally bordered world	Book chapter “International Students Negotiating Higher Education”	2012
8	Simon Marginson	The impossibility of capitalist markets in higher education	<u>Journal of Education Policy</u> Volume 28;	2013
9	Simon Marginson	Global field and global imagining: Bourdieu and worldwide higher education	Book chapter “ <u>The Sociology of Higher Education</u> ”	2013
10	Simon Marginson	Student self-formation in international education	Journal of Studies in International Education Volume 18; pp. 6-22	2014
11	Simon Marginson	The worldwide trend to high participation higher education: Dynamics of social stratification in inclusive systems	High Educ Volume 72; pp. 413–434	2016

Simon Marginson's writings are related to the higher education system, particularly in the Asia Pacific region, including how the globalization process attracts international students. As a result, Simon Marginson's writings can be used as a resource for researchers interested in the role of university public relations in the presence of international students in Indonesia.

Visually, the darker the yellow color and the larger the font size are, the more writing the author produces.

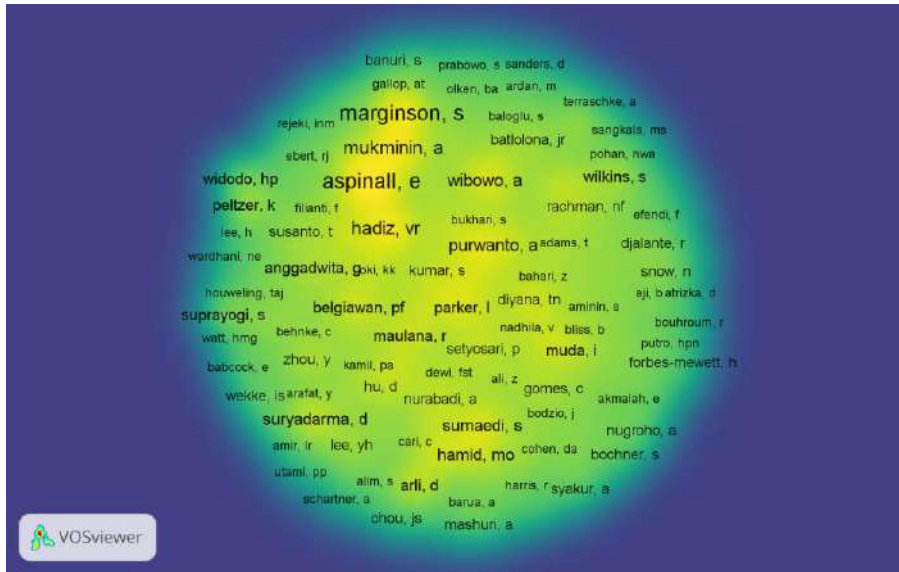


Figure 9. Author Network Visualization

Data processing of the 76 most relevant terms in 1000 journals accessed through Google Scholar in the 2011-2021 period related to the keywords "public relations AND university AND foreign student AND Indonesia" using the Vos Viewer, resulting in keyword/term grouping visualized through a map network as follows:

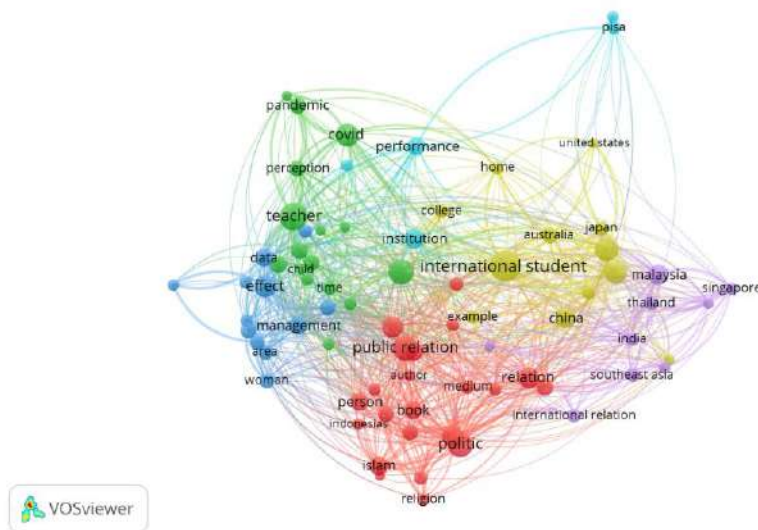


Figure 10. Network Visualization

In Figure 10, terms are represented by circles, whose size is determined by how often they appear in the title and abstract. The more often the term appears, the larger the circle. Terms are grouped into clusters according to their respective field categories that have a correlation with the main topic. Each cluster has a different color, which represents a special sub-discussion on the topic of the role of university public relations in the presence of foreign students in Indonesia. Based on Figure 10, it appears that there are six clusters with the following details:

Table 6. Clustering Relevant Terms in the Study Based on the Visualization Map

Cluster	Item Number	Colour	Keywords
1	22	red	article, asia, author, book, communication, contemporary indonesia, culture, democracy, indonesias, islam, medium, person, politic, public, public affair, public diplomacy, public relation, relation, religion, social medium, society, state
2	16	green	bahasa indonesia, child, covid, effectiveness, english, evidence, foreign language, indonesian government, online learning, pandemic, participant, perception, question, sampel, teacher, time
3	12	blue	area, city, data, effect, image, indonesia stock exchange, jakarta, management, public university, service quality, value, woman
4	12	yellow	australia, china, college, example, foreign student, higher education, home, international student, international student mobility, japan, overseas student, united states
5	9	purple	importance, india, international relation, malaysia, philippine, singapore, southeast asia, thailand, vietnam
6	5	light blue	indonesian university, institution, international student assesment, performance, pisa

The term "public relations" is in Cluster 1, along with "communication", "culture", "politics", and "religion". The closeness of the network shows how public relations play a major role in these various fields. Vice versa, cultural, political, and religious factors also influence the performance of public relations. The term "public relations" also has a fairly close link with "international students," even though they are in a different cluster. This shows that there have been many studies discussing public relations and international students.

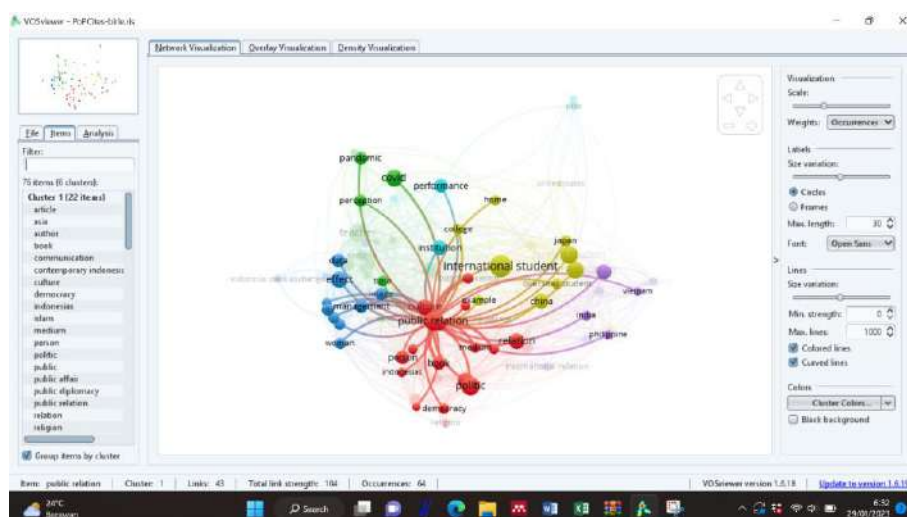


Figure 11. Network Visualization of the Term "Public Relations"

The second cluster is a study group related to the crisis that occurred as a result of a pandemic due to the spread of COVID-19, which resulted in restrictions on physical activity so that online learning methods were applied. During the pandemic, a number of

online education portals emerged, such as SWAYAM, the Massive Open Online Courses (MOOC) platform, which is very popular in India (Singh et al., 2022).

In the second cluster, the word "Indonesian government" also appears, which shows that the government also contributes to the presence of international students in Indonesia. This is, of course, inseparable from the positive benefits gained by the presence of international students. In addition to contributing to university rankings, students become a link between their country of origin and the country where they continue their education, thereby strengthening international networks and relationships that can be followed up with cooperation in the economic, political, social, cultural, and educational fields (Rasli et al., 2016). That's why the Indonesian government also does not hesitate to provide several scholarship schemes for international students, both in the form of degree programs (undergraduate and postgraduate) and non-degree programs (courses on Indonesian language, art, and culture). UIN Syarif Kasim Riau, in collaboration with the Ministry of Religion of the Republic of Indonesia, provides scholarships for students from countries that are members of ASEAN to continue on to a higher level of education. Specifically, this scholarship aims to help Muslim minorities who are oppressed and who have difficulty continuing their education due to economic limitations (Roshima, 2017).

In the third cluster, the keywords Jakarta and public university appear. Based on the results of the 2023 QS WUR ranking, the University of Indonesia is ranked 248th in the world and is ranked third in Indonesia, below Gadjah Mada University and the Bandung Institute of Technology. However, when viewed from the international student ratio indicator, the University of Indonesia has the highest ratio, which is equal to 4.7. Of course, as the capital city of Indonesia, Jakarta is well-known among citizens of other countries, making it the primary destination for foreign students studying in Indonesia. Bina Nusantara University, which is also located in Jakarta, has the second-highest ratio of international students in Indonesia, which is 4.3.

The results of the visualization of the term "foreign student," which is included in cluster 4, show that there is a network with "public relations" in cluster 1. This means that there is research that discusses the relationship between the two terms.

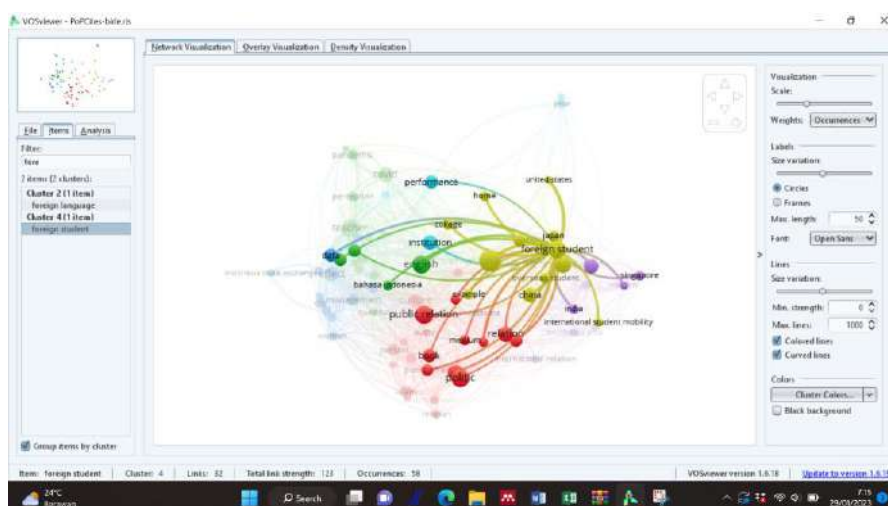


Figure 12. Network Visualization of the Term "Foreign Student"

The fourth cluster also includes the names of Australia, China, Japan, and the United States. Meanwhile, the names of countries like India, Malaysia, the Philippines, Singapore, Thailand, and Vietnam appear in the fifth cluster. This can talk about the partnership between these countries, and it can also be assumed that these countries are the countries

of origin of foreign students in Indonesia or the countries of destination for Indonesian students studying abroad.

The second visualization produced by the Vos Viewer program is the mapping of research terms based on the category of publication year, as shown in Figure 13. The map represents the terms that are most discussed from year to year related to this field. As we can see from the picture, there has been a shift in the most discussed topics from 2011 to 2021. The darker color (blue) represents a term that has become a research trend in previous years, while the lighter color (yellow) is a research trend in recent years. In the 2020-2021 timeframe, the main topic of research is related to the impact of the COVID pandemic, which of course has a major impact on student international mobility activities, especially on interest in and opportunities to study abroad.

When the COVID-19 pandemic hit the world, most countries closed or at least restricted their borders, which meant that cross-border mobilization was extremely difficult. This will have an impact on the global education system, particularly in Indonesia. Academic activities are held virtually, and specifically for foreign students, they must take their classes online with various challenges they may face, such as internet connection, time differences, and even language barriers. This is a barrier to both foreign students and universities carrying out academic activities.

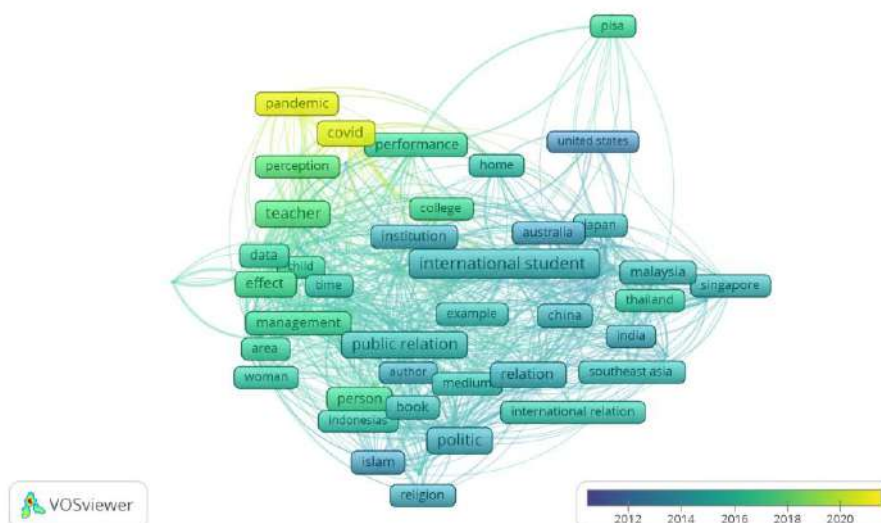


Figure 13. *Overlay Visualization*

The Vos Viewer program also generates a visualization map that explains the density of keywords and terms, which can further elaborate word groupings. This third map describes the terms most widely discussed related to the role of public relations in the presence of foreign students in Indonesia. Terms that appear frequently have the thickest density or strongest color intensity, as shown in Figure 14. Keywords and terms that have significance for other terms have the thickest density or the strongest color. From the map, it can be seen that there are several keywords that appear the most, such as "teacher", "politics", and "english".

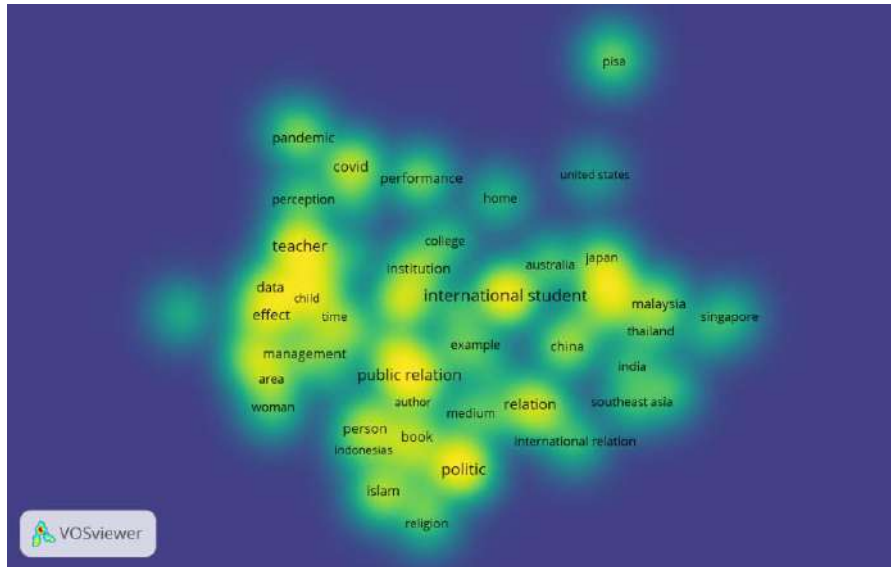


Figure 14. Density Visualization

Quantitatively, the terms that appear most often are as follows:

Create Map X


Verify selected terms

Selected	Term	Occurrences	Relevance
<input checked="" type="checkbox"/>	international student	89	0.47
<input checked="" type="checkbox"/>	teacher	74	0.92
<input checked="" type="checkbox"/>	public relation	64	0.45
<input checked="" type="checkbox"/>	politic	60	0.90
<input checked="" type="checkbox"/>	english	60	0.72
<input checked="" type="checkbox"/>	foreign student	58	0.74
<input checked="" type="checkbox"/>	covid	53	1.61
<input checked="" type="checkbox"/>	higher education	50	0.61
<input checked="" type="checkbox"/>	effect	49	0.76
<input checked="" type="checkbox"/>	relation	47	0.41
<input checked="" type="checkbox"/>	culture	45	0.36
<input checked="" type="checkbox"/>	state	44	0.51
<input checked="" type="checkbox"/>	china	40	0.52
<input checked="" type="checkbox"/>	institution	40	0.43

Figure 15. Occurrence of Terms

The frequent occurrence of a term is not equivalent to its level of relevance related to the topic of the role of university public relations in the presence of foreign students in Indonesia. Among the 76 terms obtained from the Publish or Perish search results and processed using the Vos Viewer, 21 had more than one relevance, including:

Create Map ×

 **Verify selected terms**

Selected	Term	Occurrences	Relevance
<input checked="" type="checkbox"/>	international student assessment	13	6.08
<input checked="" type="checkbox"/>	pisa	18	5.28
<input checked="" type="checkbox"/>	pandemic	27	2.77
<input checked="" type="checkbox"/>	online learning	12	2.40
<input checked="" type="checkbox"/>	indonesia stock exchange	14	2.21
<input checked="" type="checkbox"/>	covid	53	1.61
<input checked="" type="checkbox"/>	united states	10	1.44
<input checked="" type="checkbox"/>	singapore	17	1.42
<input checked="" type="checkbox"/>	foreign language	24	1.33
<input checked="" type="checkbox"/>	perception	25	1.31
<input checked="" type="checkbox"/>	contemporary indonesia	12	1.28
<input checked="" type="checkbox"/>	service quality	15	1.25
<input checked="" type="checkbox"/>	vietnam	12	1.22
<input checked="" type="checkbox"/>	indonesian university	13	1.22
<input checked="" type="checkbox"/>	performance	33	1.21
<input checked="" type="checkbox"/>	effectiveness	12	1.20
<input checked="" type="checkbox"/>	indonesian government	12	1.19
<input checked="" type="checkbox"/>	religion	18	1.17
<input checked="" type="checkbox"/>	child	14	1.10
<input checked="" type="checkbox"/>	value	23	1.09
<input checked="" type="checkbox"/>	jakarta	16	1.07

Figure 16. Relevance of Terms

International student assessment is a term that has the highest relevance (6.08), with 13 occurrences. There are 55 terms with a relevance level less than 1.0, with the lowest being 0.24. Terms that have a high level of relevance but low occurrence are potential topics for subsequent research related to the role of university public relations in the presence of foreign students in Indonesia. These terms include international student assessment and online learning.

Differences in language and culture are certainly a challenge for international students who decide to continue their studies in Indonesia. For this reason, it is necessary to provide accurate and complete information in the academic and non-academic fields to minimize the occurrence of problems (Widiasih & Ermiami, 2020). That's where public relations plays an important role in ensuring that they can meet the information needs of prospective international students so as to strengthen their decision to continue their studies in Indonesia. Information and news regarding university excellence and achievements also function as a promotional strategy that can attract international students. The role of public relations in higher education marketing is to build an image for the target audience by conveying and publishing information regarding the type and quality of services provided; identity, image, culture, and organizational patterns (Crane & Glozer, 2016). For this reason, besides carrying out its role at the technical level to carry out reporting, public relations also needs to play a managerial role by designing a management strategy to create a sustainable university brand through the use of websites and social media.

In addition to international students, internal university parties must strengthen the internationalization atmosphere by increasing cross-cultural understanding, implementing intercultural respect for all local staff and students, and developing a curriculum that allows students to be productively involved in academic learning in the context of between cultures (Jin & Cortazzi, 2017). In accordance with the role of public relations, which is a boundary spinner, public relations also needs to socialize and strengthen the atmosphere of internationalization at universities with massive, consistent, and sustainable creative programs.

V. Conclusion

Based on a literature review using the Publish or Perish program, which searches Google Scholar for a maximum of 1000 publications from 2011 to 2021 using the keywords "public relations AND university AND foreign student AND Indonesia," data processing using Vos Viewer determines the 76 most relevant terms that produce 3 types of visualization maps, as follows:

1. Network Visualization: there are six clusters as a result of grouping terms according to their respective field categories that have a correlation with the main topic. The term "public relations," which belongs to cluster 1, has a weak link with "foreign student," which is in cluster 4. This demonstrates that little research has been conducted on public relations and international students.
2. Overlay Visualization: the impact of the Covid-19 pandemic dominates the topic of research results in 2020-2021, especially those related to changes in the teaching system, which was originally carried out face-to-face, to change online. These changes have exacerbated the academic and non-academic challenges faced by international students.
3. Density visualization: There are several terms that have a high level of relevance but low occurrence, so they have the potential to become future research topics. These terms include: "international student assessment" and "online learning".

The conclusion from this literature review is that there are still few publications on research topics concerning the role of university public relations in the presence of foreign students in Indonesia. The practical implication is that by selecting several relevant but rarely occurring terms, new research topics with a high level of novelty and large research gaps will be obtained.

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