

# THE TRANSFORMATION OF HIGHER EDUCATION PRIVATE RELATIONSHIP IN THE DISTRUPTIVE ERA 4.0 AND SOCIETY 5.0: CHALLENGES AND STRATEGIES

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## ABSTRACT

In the era of disruptive technology 4.0 and society 5.0 as it is today, the position of public relations in higher education has the challenge of being able to improve its image in the public eye through various media. Of course, by adhering to the characteristics of higher education, which refer to the Tri Dharma of higher education, namely education, research, and community service, Public relations in tertiary institutions are expected not only as a promotional medium but also as a medium of information for the community, so that the campus is better known by the public. As the front guard in the public relations institution, it is deemed necessary to increase creativity and innovation to provide information to the public. In addition to providing appropriate and reliable information, university public relations in the disruptive 4.0 and society 5.0 eras must establish and foster relationships with stakeholders, both disruptive and in the media. Therefore, this research, using a combination of qualitative and quantitative methods, seeks to identify challenges in the transformation of public relations in universities in the disruptive 4.0 and society 5.0 eras and obtain strategies for transforming public relations in universities in the era of disruption 4.0 and society 5.0 in order to improve quality and prosperity for the university. The results of this study are expected to provide recommendations for strategies and models for the development of adaptive and agile university public relations. This research is oriented to produce mandatory outputs in the form of publications of scientific articles that have been submitted to indexed reputable international journals (WoS, Scopus) and additional outputs in the form of reference books with ISBNs on the role and transformation of university public relations in the disruptive era 4.0 and society 5.0 and Intellectual Property Rights (IPR).

Kata Kunci: *Transformation, University Publik Relations, Strategy, Disruptive 4.0, Society 5.0*