

THE ROLE OF THE IAIN PONTIANAK FUTSAL COMMUNITY: PUBLIC RELATIONS, SOCIAL MEDIA, AND CAMPUS PROMOTION

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran komunitas futsal IAIN Pontianak dalam public relations dalam menggunakan media sosial Instagram dalam mempromosikan IAIN Pontianak dalam bidang non akademis. Penelitian ini menggunakan penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa komunitas futsal IAIN Pontianak memanfaatkan Instagram dalam mempromosikan aktivitas kegiatan non akademis IAIN Pontianak. Melalui media sosial setidaknya menginformasikan pada masyarakat bahwa IAIN Pontianak memiliki fasilitas olahraga seperti lapangan futsal, mengadakan turnamen futsal untuk tingkat usia anak-anak, tingkat sekolah, dan masyarakat umum. setidaknya tiga peran komunitas futsal bagi IAIN Pontianak yaitu, pembinaan usia dini kerja sama dengan fafage academy Indonesia, mengadakan turnamen futsal dan mengikuti turnamen futsal tingkat lokal, regional, dan nasional, dan membangun kerjasama dengan mitra sponsor. Penelitian ini memiliki keterbatasan pada metode penelitian kualitatif dan jumlah informan yang terbatas. Dengan demikian, penelitian selanjutnya dapat melakukan survei terhadap peran komunitas futsal pada dosen dan mahasiswa IAIN Pontianak dengan penelitian kuantitatif.

Kata Kunci: Komunitas Futsal, Public Relations, Sosial Media, Komunikasi

ABSTRACT

This study aims to determine the role of the IAIN Pontianak futsal community in public relations in using Instagram social media in promoting IAIN Pontianak in non-academic fields. This study uses qualitative research with a descriptive approach. Data collection techniques use interviews, observations, and documentation. The results of this study indicate that the IAIN Pontianak futsal community utilizes Instagram in promoting IAIN Pontianak's non-academic activities. Through social media at least inform the public that IAIN Pontianak has sports facilities such as futsal fields, holds futsal tournaments for children, schools, and the general public. There are three roles of the futsal community for IAIN Pontianak, namely, early age development in collaboration with the fafage academy Indonesia, holding futsal tournaments and participating in local, regional and national futsal tournaments, and building cooperation with sponsor partners. This study has limitations in qualitative research methods and a limited number of informants. Thus, further research can conduct a survey of the role of the futsal community on lecturers and students of IAIN Pontianak with quantitative research.

Keywords: Futsal Community, Public Relations, Social Media, Communication

1. Introduction

Social media has become an important tool to encourage a shift in the way we communicate and interact in the modern world, and social media provides benefits, especially facilitating communication between people (Carr & Hayes, 2015; Hamzah et al., 2023; Hoang et al., 2023). Social media has become one of the most popular communication tools in the increasingly advanced digital era. One of them is Instagram which is a platform that combines visual elements with social interaction. In the Instagram platform not only shares photos and videos but also an excellent tool for communication and public relations (Peacemaker et al., 2016). The use of Instagram in communication and public relations has become very relevant in the digital era. Through a better understanding of how these platforms are used, at least find more effective strategies for building strong relationships between communities and individuals (Shaleh & Furrie, 2020).

Organizations, companies, and educational institutions are forced to adapt due to the change in the paradigm of public communication. Traditional media such as television, radio, and newspapers dominated one-way communication in the past (Zerfass et al., 2016). However, social media such as Instagram allows the audience to interact with a community in a more personal way and provide direct feedback (Davis Iii et al., 2015). In addition, Instagram also has a significant impact, especially for educational institutions to provide information and communication for students. Instagram gives educational institutions the opportunity to build a good image and reputation for both the community and students. One of the effective educational institutions is a university to convey campus information in a more engaging way with visually appealing content. Additionally, features like Reels, Stories, and IGTV provide a variety of creative ways to engage with audiences and spread the word (Ardiansah & Maharani, 2020; Ekaputri et al., 2021; Gunasekara et al., 2023).

Several colleges have started using Instagram as a communication and public relations strategy. Successful marketing campaigns using influencers and user-generated content show how Instagram can improve the relationship between college students and colleges (Kim, 2020). However, there has not been much through research on the benefits of Instagram in communication and Public Relations, especially in Indonesia. One of the universities that uses Instagram in campus information is IAIN Pontianak, especially the Student Activity Unit (*Unit Kegiatan Mahasiswa/UKM*) of the Futsal Division which provides information to the public related to activities carried out by students in futsal sports. In addition, through Instagram, it also promotes futsal at IAIN Pontianak to the community so as to create attraction to increase the number of new students at IAIN Pontianak.

So far, the use of Instagram in promoting the campus carried out by several researchers discusses three things. *First*, as a media for university promotion (Chandra & Andrew, 2019; Sahid, 2023). *Second*, the use of Instagram in campus library services (Adilla et al., 2023; Utomo, 2022). *Third*, the use of Instagram in building a positive image of higher education (Apriananta & Sinatra Wijaya, 2018). In contrast to the aforementioned studies, the research conducted in this study is how Instagram plays a role in public relations and sports campaigns in West Kalimantan. This study analyzes the role of the futsal community in public relations through futsal sports and promoting IAIN Pontianak to the public. The futsal sports campaign activities include player selection, futsal tournament activities, futsal training, and all activities of IAIN Pontianak futsal players.

This study aims to explore how the role of the futsal community in improving public relations communication. In addition, this study will analyze the role of the futsal community in promoting IAIN Pontianak. Thus, it is hoped that this research can make an academic contribution in the field of communication and public relations in designing effective communication strategies in building an optimal work environment in higher education.

2. Methods

This study uses a type of qualitative research with a descriptive approach (Masmuri & Bayu, 2019). The purpose of this study is to analyze the role of the futsal community in public relations and promoting IAIN Pontianak in non-academic fields. The source of data in this study uses interviews conducted with 10 people consisting of 6 lecturers and 4 IAIN Pontianak students who are members of the IAIN Pontianak futsal community. In addition to using interviews, the author also made observations on the Instagram account @futsal IAIN

Pontianak HFX, which is related to the role of the community in building public relations and futsal sports campaigns. Data analysis uses the Analysis Interactive Model from Miles and Huberman which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data presentation, and conclusion (Miles et al., 2020; Sapendi & Suratman, 2024; Suratman, 2021). This study aims to analyze the strategies used by the futsal community in promoting IAIN Pontianak

3. Results

Utilization of the Instagram account @futsal IAIN Pontianak HFX in Public Relations

Islamic universities in Indonesia integrate da'wa values in the educational curriculum. With this approach, students are taught not only to pursue science, but also to practice and spread Islamic teachings (Abdullah, 2017; Khozin & Umiarso, 2019). This creates a learning atmosphere that not only prioritizes the intellectual aspect, but also the spiritual aspect. In addition, the image of Islamic universities produces graduates as educators, religious leaders, counselors, education practitioners, and others in accordance with the study program chosen by students. There are still few who think that Islamic universities also support activities outside of academics such as sports. In this case, universities should play an active role in the movement to build an active campus image in the world of sports.

One of the universities that campaigns for sports is IAIN Pontianak which promotes futsal sports. In fact, this campus provides futsal field facilities that can be used by lecturers, students, and the general public in Pontianak. The enthusiasm in playing futsal at IAIN Pontianak can be seen in the booking schedule at the IAIN Pontianak futsal field which is almost full every day. This indicates that IAIN Pontianak plays a role in campaigning for sports in West Kalimantan.

To support the futsal sports campaign in West Kalimantan, the community that is a member of the futsal IAIN Pontianak HFX created an Instagram account as a means of promoting all futsal sports activities at IAIN Pontianak. The name of the Instagram account is Instagram @futsal IAIN Pontianak HFX. Based on the author's observations, the Instagram account @futsal IAIN Pontianak HFX is currently followed by 3,229 people and has posted 940 times. The posts on the Instagram account are very diverse from futsal sports campaign activities such as player selection, futsal tournament activities, futsal training, and all activities of IAIN Pontianak futsal players. The following is the official Instagram account @futsal IAIN Pontianak HFX.



Figure 1. IAIN Pontianak Futsal Community Instagram Account

Several of the activities in the Instagram account of the IAIN Pontianak futsal community are holding futsal tournaments for children aged 10, 13, and 16 years. In addition, the IAIN Pontianak futsal community also held a high school badminton tournament, and an inter-university futsal tournament in West Kalimantan. All tournaments held are named IFL (IAIN Pontianak Futsal League) which is carried out through collaboration between lecturers, campus leaders, and students.



Figure 2. Implementation of Futsal Tournament at IAIN Pontianak

Through futsal activities posted on the Instagram account, at least increase the interest of new students to study at IAIN Pontianak. This is proven that several members of the IAIN Pontianak futsal community who are new students revealed that they are interested in studying at IAIN Pontianak because of the futsal field facilities and the existence of the futsal community. The information they got through the Instagram account managed by the IAIN Pontianak futsal community.

"Honestly, I am interested in studying at IAIN Pontianak because of the futsal field at IAIN Pontianak, besides that there is coaching students in playing futsal is also my decision to register at IAIN Pontianak as a student. Of course, the existence of a futsal field and a futsal community is able to channel your hobby as a futsal lover" (based on an interview with BK IAIN Pontianak students).

"IAIN Pontianak's futsal instagram is very useful as campus branding, moreover, I also feel interested in this campus after finishing Senior High School because of the futsal facilities at IAIN Pontianak, of course I got the information from the Instagram account" (based on an interview with ZA, IAIN Pontianak students).

"Initially, I was interested in registering as a student at IAIN Pontianak because there was a futsal community because when I was in high school, I was also a futsal player and often played futsal on the IAIN Pontianak futsal field. In addition, I also provide information to some of my friends who study here through the IAIN Pontianak futsal Instagram account and they are interested in studying here". (based on an interview with JK students of IAIN Pontianak).

Based on the results of the interview, it shows that the Instagram account managed by the IAIN Pontianak futsal community builds public relations with the community in West Kalimantan. This builds a positive image that IAIN Pontianak not only improves student academics but also distributes hobbies and provides facilities to students in the field of sports, especially futsal. Moreover, the IAIN Pontianak futsal community also held a tournament that

was not only among internal lecturers and students of IAIN Pontianak but also between schools and the general public.



Figure 3. Instagram account posts as public relations

Public relations through futsal carried out by the IAIN Pontianak futsal community is an effective strategy to build a positive image of IAIN Pontianak to strengthen relationships with various stakeholders, and increase community involvement. Moreover, the implementation of futsal tournaments is held in all age groups, both children, school levels, and the general public. The benefits of holding a futsal tournament were conveyed by IAIN Pontianak students as follows:

“It is very important to hold a futsal tournament in a sustainable manner if it needs to be held regularly in a year, it can be 3 to 4 times the opening of the futsal tournament. I consider the futsal tournament at IAIN Pontianak as a campus branding to the wider community that IAIN Pontianak is not only a religious-based campus but also supports sports in West Kalimantan, especially for students to excel in non-academic fields”. (based on an interview with RN students of IAIN Pontianak).

Thus, Public relations plays a strategic role in building the branding of IAIN Pontianak through the organization of futsal tournaments, which not only increases the visibility of the institution but also strengthens relationships with the community, encourages community participation, and creates a positive image of IAIN Pontianak in supporting and campaigning futsal sports, building cooperation with the community, and encouraging the development of futsal sports in West Kalimantan.

The Role of the Futsal Community in Promoting IAIN Pontianak

1. Early Age Development in Futsal IAIN Pontianak

The role of the IAIN Pontianak futsal community also provides early age coaching, especially for children aged 6 to 12 years. The name of the futsal academy at IAIN Pontianak is Fafage Academy Indonesia, which can be attended by all children in West Kalimantan. The benefits of providing coaching for children in futsal at IAIN Pontianak based on the results of interviews with lecturers are as follows:

“There are many benefits that can be obtained by holding children's training in futsal sports at IAIN Pontianak. Through futsal training for children, it increases IAIN Pontianak's commitment to the advancement of sports in West Kalimantan. So that through futsal

training for children, IAIN Pontianak can be introduced to the community". (Based on the results of the interview with RH Lecturer IAIN Pontianak).

Futsal sports coaching for children is an important process in developing physical abilities, motor skills, and positive characters from an early age. This process involves systematic training and is in accordance with the child's developmental stage to optimize their physical and mental potential. Mentally, sports train children to develop self-confidence, stress management skills, and mental resilience. As they train or compete, children learn to face challenges, accept defeat, and stay focused on achieving goals, all of which contribute to mental health and emotional resilience. Socially, sports also teach values such as teamwork, respect for others, and sportsmanship. Through interactions with teammates or opponents, children learn to support each other, respect differences, and resolve conflict. These values are important in developing positive character that will help them in many aspects of their lives.

Child development certainly has an impact on the development of futsal in a country. This is done by several countries known as pioneers in the development of futsal for children, seeing this sport as a strategic means to improve basic soccer skills from an early age. Futsal is a foundation for young players to build important basic skills, which can later be applied on a larger futsal field.



Figure 4. Fafage Academy IAIN Pontianak

Early development in the field of futsal carried out by the fafage academy futsal IAIN pontianak is part of the mission of the IAIN Pontianak futsal community in promoting IAIN Pontianak as a campus that not only provides access services to students in the field of Islamic religion. But also in non-academic fields such as futsal. There are at least three pillars of IAIN Pontianak futsal, namely, continuous development from an early age; holding internal leagues or competitions; and being active in various local, regional, and national futsal competitions.

2. Holding a Futsal Tournament at IAIN Pontianak

Futsal tournaments are competitive activities that bring together athletes or teams from various groups in order to demonstrate their abilities, toughness, and sportsmanship. Futsal tournaments not only function as a place to show off their achievements, but also as a medium to promote positive values in sports such as teamwork, fair play, discipline, and respect between players. Sports Futsal tournaments require careful planning involving various parties, from the organizing committee, referees, coaches, to sponsors. Futsal tournaments as promotions are an important component to attract participants and spectators, as well as to improve the image of IAIN Pontianak. One of the effective promotional strategies carried out by the IAIN Pontianak futsal community is through the use of social media and the Instagram digital platform, which allows organizers to reach a wider audience quickly and interactively.

The importance of futsal tournaments as promotions is not only for the implementation of tournaments in attracting spectators and athlete participation, but also to increase public awareness of sports and the importance of healthy living. This is IAIN Pontianak's contribution to the futsal sports campaign in West Kalimantan. In the long term, sports tournaments that are well promoted at IAIN Pontianak can have a positive impact on the development of local and national sports, inspire the younger generation to engage in physical activities, and strengthen the bonds of brotherhood and other.

"In my opinion, futsal is very important for IAIN Pontianak considering that IAIN Pontianak is only known as an Islamic-based campus. By holding a futsal tournament, it will provide information to the public that IAIN Pontianak also contributes in the field of sports. Through futsal, it will build the image of IAIN Pontianak. Therefore, I hope that our campus often holds tournaments, especially futsal because it provides benefits to the community." (Based on the results of an interview with IAIN Pontianak Lecturer).

In addition, the sports campaign through futsal tournaments is a strategic effort to increase public awareness of the importance of physical activity and overall health. Futsal, as a dynamic and popular sport, has a high appeal among the public, especially the younger generation. In the context of the sports campaign, futsal was chosen as the main medium in promoting IAIN Pontianak because it has several advantages. Futsal is a sport that is easily accessible, requires a relatively small space, and can be played with fewer players than football. This allows for wider participation, both on a school, community, and club scale, without requiring large facilities or resources. Futsal tournaments can be a means to convey the vision and mission of IAIN Pontianak. Futsal tournaments also encourage social involvement. This competition is a space for participants to strengthen social networks, build togetherness, and develop interpersonal skills. Futsal tournaments not only emphasize competition, but also sportsmanship and a spirit of fair play which are crucial in character building, especially for the younger generation.

The promotion of IAIN Pontianak packaged through this futsal tournament has great potential to introduce IAIN Pontianak to the people of West Kalimantan. The success of the futsal tournament is not only measured by the number of teams participating, but also by the level of participation of the wider community. In an effort to achieve a wider impact, the IAIN Pontianak futsal community also documented activities and promotions through Instagram social media. Through the promotion of IAIN Pontianak by campaigning for futsal sports, it will attract more public attention and motivate them to study at IAIN Pontianak. Overall, the futsal tournament as a sports campaign and promotion of IAIN Pontianak is a holistic approach that integrates health, social, and educational aspects. By introducing and getting used to an active lifestyle in daily activities, the community can build a sustainable healthy culture. Other benefits of holding a futsal tournament for IAIN Pontianak lecturers based on interview results are as follows:

"Futsal sports are very useful, especially in facilitating IAIN Pontianak to be known by the public. So that through futsal tournaments, it will increase public knowledge about IAIN Pontianak. This will contribute to promotion to the public at a low cost" (Based on the results of the interview with PI Lecturer IAIN Pontianak).

Based on the interview results, it shows that futsal sports are useful in promoting IAIN Pontianak which is the only State Islamic campus in West Kalimantan. In addition, the

contribution of the futsal community is to promote at a low cost so that IAIN Pontianak does not need to spend high costs in promoting the campus. Through the futsal community, it also encourages building brotherhood between students, lecturers, and the community. This is because futsal provides an opportunity to interact with others, increase collaboration, and create a peaceful environment.

3. Building Cooperation with Sponsor Partners

In building the IAIN Pontianak futsal community, there are at least three pillars as the objectives of holding a futsal community. First, continuous coaching. Second, holding an internal league. Three, being active in various futsal competitions, local, regional, and national levels. To achieve these three things, at least a large cost is needed in conducting early futsal coaching, holding tournaments, and participating in competitions at local, regional, and national levels. Thus, high costs are needed in its implementation, so the futsal community does not utilize funding from IAIN Pontianak but from various sponsors who provide funding. In building a futsal community at IAIN Pontianak, cooperation with promoters plays a very important role in the success of organizing tournaments, early coaching, and participating in futsal competitions. Promoters are parties whose function is to help promote events, attract sponsors, and ensure that events receive wide attention from the community. The initial steps of this cooperation are carried out by the futsal community starting with planning where the futsal community and promoters build cooperation to determine the vision and goals of the three pillars of IAIN Pontianak. At this stage, promoters provide their insights into marketing strategies, target audiences, and appropriate promotional channels. In addition, cooperation can also help create interesting content, such as video teasers, posters, or other digital content that can attract public interest to come or participate in futsal at IAIN Pontianak.

In addition, promoters in the futsal community also play a role in building networks with sponsors, which are very important in supporting operational costs. The IAIN Pontianak futsal community also receives sponsorship from appropriate brands, which not only support financially, but also contribute to the facilities or prizes that will be given to tournament participants. The promoter is also responsible for managing marketing aspects such as live streaming, documentation, and promotion on social media so that the event has a broad impact even after it is over. With solid cooperation between the futsal community and the promoter, the three pillars of IAIN Pontianak futsal can be held well, attract many participants, and provide a positive impact for all parties involved.



Figure 5. IAIN Pontianak futsal community fitness facilities

In the IAIN Pontianak futsal community, the role of sponsors in providing facilities and providing fitness equipment is very important to support the performance and development of athletes from IAIN Pontianak. Sponsors not only provide financial support, but also provide various fitness equipment and modern facilities that support the players' training. As a form of support, sponsors provide fitness equipment such as treadmills, exercise bikes, exercise mats, and others. This equipment is designed to help futsal players improve their stamina, muscle strength, and endurance which are very much needed in the dynamic and fast futsal game. Sponsors also provide support through additional training involving professional trainers or workshop sessions on fitness and health, which help players understand how to train properly and maintain the athlete's body condition. Special programs like this add value to sponsor support and have a positive impact on the physical and mental abilities of the players. With the support of sponsors, the IAIN Pontianak futsal community can provide complete fitness facilities without burdening the costs for the campus, especially IAIN Pontianak. This collaboration not only helps improve athlete performance, but also increases the appeal of IAIN Pontianak

Discussion

The presence of the IAIN Pontianak futsal community is beneficial for the development of the campus both in building a positive image, increasing the number of students, non-academic achievements, brotherhood between lecturers and others. The futsal community plays a role as public relations of IAIN Pontianak which is part of the strategy in building social relations to the community. Public Relations is the optimization of one of the management functions that focuses on mutual understanding, understanding, acceptance, and cooperation between the organization and the public (Rahmi et al., 2022). One of the methods in developing public relations is social media which provides a platform for two-way communication and allows the public to provide feedback directly (Handes, 2019, 2024; Phillips & Young, 2009). This allows educational institutions to adapt and respond to social changes in public relations.

The use of Instagram carried out by the IAIN Pontianak futsal community with the IAIN Pontianak HFX @futsal account changes the control of the communication process that extends to the public, including public relations practitioners, the opportunity to get information related to IAIN Pontianak facilities. Public Relations is a practical activity with legitimacy and improving social relations. The image of IAIN Pontianak is very important in obtaining new students, especially in order to support the goals that have been set by the campus to achieve the target number of new students. In addition, the use of Instagram can be used as the main way for IAIN Pontianak to make people interested in studying at IAIN Pontianak. Through futsal sports, it can be used as a strategy to improve the quality of infrastructure and human resources at IAIN Pontianak.

The existence of a futsal community is a positioning advantage for IAIN Pontianak, considering the importance of the role of positioning in the success of the futsal community in promoting IAIN Pontianak, at least some steps taken by IAIN Pontianak by identifying the competitive advantages possessed by IAIN Pontianak in this case the existence of a futsal community. To gain a competitive advantage, IAIN Pontianak must carry out differentiation activities on offers to the community that are different compared to other campuses in West Kalimantan. Differentiation can be done through innovation such as additional funding for the IAIN Pontianak futsal community (Handes, 2018).

Differentiation strategy cannot be understood only by looking at IAIN Pontianak as a whole, but through a number of specific activities carried out by the futsal community and the influence of activities on contributions to early development, futsal organization, and participating in local, regional, and national futsal tournaments. The potential maneuverability of IAIN Pontianak in carrying out differentiation is determined by the differences in promotion given by IAIN Pontianak (Smith, 2002). In this case, the futsal community tries to differentiate IAIN Pontianak from other campuses in West Kalimantan. In addition, the IAIN Pontianak futsal community plans strategies that are in accordance with each stage of its activities. IAIN Pontianak benefits from the futsal community to expand promotion to the community through sports or non-academic fields.

4. Conclusion

This study examines the role of the futsal community in building public relations through social media and building communication between lecturers at IAIN Pontianak. The findings of this study indicate that the IAIN Pontianak futsal community utilizes Instagram to promote non-academic activities at IAIN Pontianak. Through social media, at least inform the public that IAIN Pontianak has sports facilities such as futsal fields, organizes futsal tournaments for children, school levels, and the general public. at least three roles of the futsal community at IAIN Pontianak are, early development carried out through the futsal academy, holding futsal tournaments and participating in local, regional, and national futsal tournaments, and building cooperation with sponsor partners. This study has limitations in qualitative research methods and limited number of informants. Thus, further research can conduct a survey on the role of the futsal community of lecturers and students at IAIN Pontianak with quantitative research.

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