

ABSTRAK**PENGARUH PERAN *PUBLIC RELATIONS* DAN KERJASAMA TIM
TERHADAP CITRA POSITIF SEKOLAH TINGGI ILMU AGAMA
BUDDHA JINARAKKHITA LAMPUNG**

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Dalam era persaingan antar lembaga pendidikan yang semakin ketat, citra institusi menjadi faktor penting dalam membangun kepercayaan dan memengaruhi keputusan publik dalam memilih perguruan tinggi. Penelitian ini bertujuan untuk mengetahui pengaruh *Public Relations*, kerja sama tim, serta kombinasi keduanya terhadap pembentukan citra positif Sekolah Tinggi Ilmu Agama Buddha (STIAB) Jinarakkhita Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis regresi berganda. Responden penelitian terdiri atas dosen, staf, mahasiswa, dan lembaga mitra yang memiliki keterkaitan dengan aktivitas institusi. Hasil penelitian menunjukkan bahwa *Public Relations* berpengaruh signifikan terhadap citra positif melalui kegiatan komunikasi eksternal, pemanfaatan media, serta hubungan yang baik dengan masyarakat. Selain itu, kerja sama tim juga terbukti berperan penting dalam menjaga konsistensi pelayanan internal, kualitas kerja, dan profesionalitas lembaga. Sinergi antara strategi komunikasi eksternal dan kolaborasi internal mampu menciptakan keselarasan antara citra yang ingin dibangun dengan pengalaman nyata yang dirasakan publik. Dengan demikian, *Public Relations* dan kerja sama tim tidak dapat berjalan secara terpisah, melainkan perlu dikembangkan secara terpadu untuk memperkuat reputasi institusi. Penelitian ini memberikan kontribusi teoritis bagi kajian citra lembaga pendidikan agama Buddha serta kontribusi praktis bagi pengembangan strategi peningkatan citra STIAB Jinarakkhita Lampung.

Kata kunci: *Public Relations*, Kerja Sama Tim, Citra Positif, Pendidikan Tinggi, STIAB Jinarakkhita Lampung

ABSTRACT**THE INFLUENCE OF *PUBLIC RELATIONS* AND TEAMWORK ON THE POSITIVE IMAGE OF JINARAKKHITA BUDDHIST COLLEGE OF RELIGIOUS STUDIES, LAMPUNG**

By
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In an era of increasingly intense competition among educational institutions, institutional image has become an important factor in building public trust and influencing the public's decision in choosing a higher education institution. This study aims to determine the influence of *Public Relations*, teamwork, and the combination of both on the formation of a positive image of Sekolah Tinggi Ilmu Agama Buddha (STIAB) Jinarakkhita Lampung. This study employed a quantitative approach using multiple regression analysis. The respondents consisted of lecturers, staff, students, and partner institutions that were related to the institution's activities. The results showed that *Public Relations* had a significant influence on positive image through external communication activities, the use of media, and good relationships with the community. In addition, teamwork was also proven to play an important role in maintaining the consistency of internal services, work quality, and institutional professionalism, the synergy between external communication strategies and internal collaboration is able to create alignment between the image the institution seeks to build and the real experience perceived by the public. Therefore, *Public Relations* and teamwork cannot operate separately; instead, they need to be developed in an integrated manner to strengthen the institution's reputation. This study provides a theoretical contribution to the study of the image of Buddhist educational institutions and a practical contribution to the development of strategies for improving the image of STIAB Jinarakkhita Lampung.

Keywords: *Public Relations*, Teamwork, Positive Image, Higher Education, STIAB Jinarakkhita Lampung