

ABSTRACT

This study examines the Marketing Public Relations (MPR) strategy applied in the process of unifying educational institutions at Telkom University through the Telkom University National Campus (TUNC) program. The TUNC program is an initiative by Yayasan Pendidikan Telkom (YPT) aimed at merging three institutions under its management Institut Teknologi Telkom Jakarta, Surabaya, and Purwokerto into a stronger and more integrated entity. Through this unification, it is expected to achieve operational efficiency, increased access to higher education, and greater program diversification. This research analyzes how MPR is used to build a positive image of Telkom University, overcome internal resistance, and manage public perceptions of the changes. Using the Whalen 7 Steps Strategic approach, the study explains the stages of MPR planning, from situation analysis, goal setting, and message creation, to strategy evaluation. The main focus of this strategy is the implementation of three key approaches in MPR: pull, push, and pass strategies. The results of the study indicate that effective communication strategies play a crucial role in uniting various stakeholders and building a shared understanding of the goals of this unification. The MPR program evaluation was carried out through implementation monitoring, result tracking, and final evaluation to ensure that the messages conveyed align with the unification objectives and foster a positive image of Telkom University in the eyes of the public.

Key Word: Marketing Public Relations, Institutional Merger, Telkom University National Campus (TUNC), Communication Strategy