

International Undergraduate Program Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada adalah program yang bertujuan untuk menginternasionalisasi kualitas pendidikan Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada. Dalam meningkatkan kualitasnya, dibutuhkan peran Hubungan Masyarakat untuk menghubungkan *International Undergraduate Program* Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada dengan masyarakat dan institusi lain. Kantor yang menangani hal tersebut adalah Kantor Admisi, Promosi, Kerjasama, dan Pengembangan Bisnis Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada. Dalam pelaksanaannya, kantor ini juga menerapkan aspek-aspek hubungan masyarakat.

Metode yang digunakan penulis adalah studi lapangan yang terdiri dari tiga proses, yaitu: penelitian langsung, penelitian saat dilibatkan di dalam prosesnya dan wawancara. Kemudian, studi pustaka dilakukan dengan pengumpulan data-data yang diperlukan dari laman FEB UGM, FEB UGM database, jurnal online dari berbagai sumber dan buku dari Liliwri yang berjudul “Komunikasi Serba Ada Serba Makna”. Metode terakhir yang digunakan adalah dokumentasi, penulis mengumpulkan dokumentasi dari print screen laman, penyimpanan Kantor Admisi, Promosi, Kerjasama, dan Pengembangan Usaha dan memotret secara langsung.

Kesimpulannya, Kantor Admisi, Promosi, Kerjasama, dan Pengembangan Usaha FEB UGM menerapkan 14 dari 15 aspek hubungan masyarakat teori dari Liliwri, diantaranya adalah: publikasi, *marketing communication*, *special event and public participant*, *relation media*, *public affairs*, *issue management*, *development/fund rising*, *minority relations/multicultural affairs*, riset, konseling, hubungan masyarakat, hubungan finansial, dan hubungan industri. Namun, kantor ini tidak menerapkan 1 dari 15 aspek dari Liliwri yaitu *work relations*, karena hal ini telah ditangani oleh Sumber Daya Manusia Divisi Faculty of Economics and Business Universitas Gadjah Mada.

Kata kunci: **Internasionalisasi, Aspek-aspek Hubungan Masyarakat, IUP FEB UGM.**

ABSTRACT

International Undergraduate Program Faculty of Economics and Business Universitas Gadjah Mada is a program to internationalize the education standard of Faculty of Economics and Business Universitas Gadjah Mada. In order to improve the quality, International Undergraduate Program Faculty of Economics and Business Universitas Gadjah Mada needs Public Relation Role to connect International Undergraduate Program Faculty of Economics and Business Universitas Gadjah Mada to public and other institution. The office who handles those activities is Office of Admission, Promotion, Cooperation, and Business Development Faculty of Economics and Business Universitas Gadjah Mada. In handling the activities, this office also implements Public Relations Elements.

The methods that the writer used are field study, which consist of three processes: direct observation, participant observation and interview. Afterward, library study was done by collecting data as much as the writer needed from Faculty of Economics and Business Universitas Gadjah Mada website, Faculty of Economics and Business Universitas Gadjah Mada Database, online journals from several sources and Liliweri's book entitled "*Komunikasi Serba Ada Serba Makna*". The final method that used is documentation, the writer gather documentation from website print screen, Office of Admission, Promotion, Cooperation, and Business Development depository and took photos.

In conclusion, of Office of Admission, Promotion, Cooperation, and Business Development Faculty of Economics and Business Universitas Gadjah Mada implements 14 out of 15 Public Relation elements by Liliweri which are publicity, marketing communications and special event and public participation, relation media, public affairs, public relations, research, counseling, issue management, financial relations, development/fund rising, minority relations/multicultural affairs, government affairs and industry relations; on the other hand, the office did not implement one from fifteen elements which is work relation element since this element is handled by the division is Human Resource Division Program Faculty of Economics and Business Universitas Gadjah Mada

Keyword: **Internationalization, Public Relations Elements, IUP FEB UGM**