

## PUBLIC RELATIONS STRATEGY FOR DISSEMINATING INDONESIAN SMART CARDS IN THE MINISTRY OF EDUCATION INDONESIA

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### ABSTRACT

*The background of this research is the bottleneck in Indonesia Pintar equalization program to the public. This study aims to determine how the public relations strategy of the Ministry of Education and Culture in socializing Indonesia Pintar Program through Indonesia Smart Card. The research question posed is how the public relations strategy of the Ministry of Education and Culture in socializing Indonesia Pintar Program through Indonesia Smart Card. The theory used in this research is the theory of Strategic Public Relations. This research method is descriptive qualitative study. Subject and object of this research is Public Relations Ministry of Education and Culture and Public Relations Strategy Ministry of Education and Culture in socializing Indonesia Pintar Program through Indonesia Smart Card. The data collection was obtained through primary data, ie in-depth interviews and observation, secondary data from the literature and documentation. The results showed that the public relations team Ministry of Education and Culture performs the function of Public Relations strategy in socializing Indonesia Pintar Program through Indonesia Smart Card. Strategic Public Relations conducted by the public relations Ministry of Education and Culture is by using the tools of PR, namely pencils (Publicity, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, Social Responsibility). They apply all the tools to socialize Indonesia Smart Card, they do publicity through print, online and electronic. The Ministry of Education and Culture also organized events to socialize Indonesia Smart Program. Of the strategy undertaken by the team, the agency succeeded in socializing Indonesia Pintar program, as evidenced by the increasing and growing people who know about the program and make the children - children can continue their education and stay in school.*

**Keywords :** *Public Relations Strategies, Pencils Concepts, Indonesia Program Smart.*

### INTRODUCTION

Public relations in each company is a division that can solve problems or crises, give ideas, or implement or implement the company's program. A public relations government should be able to communicate well to audiences or external and internal parties. Public relations need to pay attention to strategies to maintain that.

The Ministry of Education and Culture of the Republic of Indonesia is an Indonesian government agency that organizes educational affairs responsible to the president to implement programs for early childhood, primary education, secondary education, community education and cultural management.

The Ministry of Education and Culture (Kemendikbud) in cooperation with the Ministry of Social Affairs (Kemensos) and the Ministry of Religious Affairs (Kemenag) in organizing the Smart Indonesia Program through Smart Indonesia Card. The government seeks to prevent learners from the possibility of dropping out of school, and is expected to attract drop out students to continue their education.

Indonesia Pintar Program (PIP) is a program to provide school cash assistance from poor, vulnerable poor families who own Prosperous Family Card (KKS), Family Hope (PKH), orphaned, disabled, disaster victims nature / disaster.

The Smart Indonesia Program is part of the improvement of the Poor Student Assistance (BSM) program. The Smart Indonesia Program is designed to help school-aged children from poor / vulnerable poor families / priority still get education service to finish secondary education, either through formal education (from elementary school / MI to high school graduate / SMK / MA) and non formal (Package A to Package C as well as standardized courses).

Public relations Ministry of Education and Culture has a very important task in the success of the Smart Indonesia Program to help school-aged children coming from poor families, through this program the government seeks to prevent learners from the possibility of dropping out, and is expected to attract dropout students to return to continue his education.

Smart Indonesia Program is expected to ease the personal cost of educating students, both direct and indirect costs, for the realization of the Ministry of Education and Culture that serves, good governance (Good Government) within the Ministry of Education and Culture, as well as establish a positive image of government agencies. Socialization is the dissemination of information (programs, policies, regulations) from one party (program owners, policies, regulations) to other parties (officials, affected communities and the general public). The content of disseminated information varies depending on the program objectives. Implementation of the Smart Indonesia Program of the Ministry of Education and Culture required the dissemination of information about the program, because a program has no meaning without socialization, because socialization is an important thing that must be done to deliver the message or information to the public.

The writer takes the issue of socialization of Indonesia Pintar Program is very important because it is one of the breakthrough of President Joko Widodo, who once applied as Governor of DKI Jakarta and after becoming President serve as a national program to help improve the quality of education in Indonesia especially for students whose parents low-income.

Based on the problems that occurred, the author wanted to know how the strategy undertaken by the Public Relations Division in socializing the Smart Indonesia Program through Smart Card Indonesia for the distribution of education in Indonesia.

## **LITERATURE REVIEW**

### **Public Relations**

Public Relations is the equivalent of the relationship of society. Public Relations is a communication method that includes various communication techniques. Where in its activities public relations has an attempt to create a harmonious relationship between an institution or company with the public. Public Relations is one of the functions of management where a Public Relations can create an activity to foster, build and maintain good and pleasant attitude for an organization or organization with the public and others.

Other terms of public relations are public relations, corporate communication, communications, corporate relations, corporate affairs, corporate marketing and communication, and so on. Corporate communications is another name of PR that is often used by a number of large companies, both private and state, such as PT Telkom, Tbk., And PT. Astra International, Tbk., For division or PR field.

### **Role and Function of Public Relations**

Function or role is the public expectation of what should be done by Public Relations in accordance with his position as a Public Relations. Broadly speaking the function of Public Relations is:

Maintaining harmonious communication between the company and its public (good communications maintain).

Serving the public interest well (server public's interest).

Maintain good corporate behavior and morality (mantain good morals & manners).

Cutlip & Center mentions the PR function as follows:

1. Supports management activities and achieves organizational goals.
2. Creating reciprocal two-way communication by releasing information from the company to the public and channeling public opinion to the company.

3. Serving the public and giving advice to the company's chairman for the public good
4. Fostering harmonious relationships between companies and the public, both internal and external.

### **Objectives Public Relations**

As a Public Relations pursuing its goal must measure all that has been obtained through certain research techniques. According to H. Fayol who explained some goals or goals of Public Relations are as follows:

1. Building Corporate Identity and Image (Building Corporate Identity and Image)
2. Facing Crisis (Facing of Crisis)
3. Promoting Public Aspects (Promotion Public Causes).

### **Strategic Public Relations**

Strategic Public Relations is a plan created by a Public Relations that is used to solve problems that are happening or that will be desired in an organization. The strategy also has a stage to be implemented. The strategy must be in accordance with the vision, mission, and objectives of the agency or organization.

Strategy as: the determinations of the basic long-term goals and objectives on an enterprise, and the adaptation of course of action and the allocation of resources necessary for carrying out this goals (determining the long-term goals of the company and deciding the course of action and obtaining resources which is necessary to achieve the goal (Robbins, 2002).

Definisi menurut J.L. Thompson adalah sebagai berikut:

Strategy is how to achieve a final outcome: "the end result concerns the goals and objectives of the organization. There is a broad strategy for the overall organization and competitive strategy for each activity. Meanwhile, the functional strategy directly encourages competitive strategy.

The strategy is essentially a plan and management to achieve certain goals in its operational practices. Communication effectively is as follows,

1. How to change attitudes (how to change the attitude)
2. Change opinion (to change the opinion)
3. Changing behavior (to change behavior).

### **Strategic Public Relations**

A PR strategy is a plan created by a PR person employed to accomplish a goal of a company or organization program and that strategy must be able to conform to the vision and mission of the company or organization. If the strategy undertaken by the company can run well then the expected goal can be done properly.

According to Cutlip and Broom, strategic planning (strategic planning) in the field of public relations includes activities:

1. Make decisions about program goals and objectives.
2. Identify the decisive audience.
3. Set policies or rules to determine which strategy to use.
4. Decide which strategy to use.

This, there must be a close relationship to all the objectives of the program that has been set, the intended audience, and strategies owned. The most important thing is that the strategy is chosen to achieve a certain outcome as stated in the goals or objectives that have been set. The process of planning and public relations program stages involves the following steps:

1. Define the roles and missions, ie determine the nature and opportunities scope of tasks to be implemented.
2. Determining the target area, which determines where public relations practitioners should devote their time, effort, and expertise.
3. Identify and determine the effectiveness of each work performed. Determine the measurable factors that will affect the goals or objectives to be set.
4. Select and determine the goals or outcomes to be achieved.

Prepare an action plan consisting of the following steps:

1. Programing- determines the sequence of actions to be taken to achieve the goal.
2. Scheduling - determine the time it takes to implement actions to achieve goals or objectives.
3. Budget - determines the resources needed to achieve the goal.
4. Accountability - determining who will oversee the fulfillment of objectives, ie those who declare goals already achieved or not.
5. Test and revise the interim plan before the plan is implemented.
6. Building on supervision, ie ensuring the goals will be met.
7. Communication- determines the organization's communication to achieve understanding and commitment to the previous 6 steps.
8. Implementation - ensuring agreement between all parties involved about the commitments required to undertake the stated effort, what approach is best, who needs to be involved, and what steps to take immediately.

### **Socialization**

Socialization is basically dissemination of information either in program, policy or regulation from one party of program owner, policy, regulation at an institution or organization to other parties.

Here are some definitions of socialization by Charlotte Buehler "Socialization as a process that helps individuals learn and adapt, how to live and think of their group so that they can play a role and function in their group.

The definition of socialization according to Bruce J. Cohen

"Socialization as human processes study the ways of life in society to acquire personalities and make their capacity to function well as individuals or as members of a group".

"Socialization is the process of studying norms, values, roles and all other requirements necessary to enable effective participation in social life".Through the process of socialization of a person or group of people to know and understand how he or she should behave within the community and also know and execute rights and obligations based on the role it has. It can be concluded that socialization is a set of community activities in which individuals can learn and be taught to be born in a social role in accordance with his talent (Lawang, 2002).

### **Objectives of Socialization**

The objectives of the socialization are as follows:

1. Provide skills needed by a person in his life in the midst of society.
2. Develop a person's ability to communicate effectively.
3. Improves one's ability to control its organic functions through proper self-discipline exercises.
4. Instilling to someone about the basic values and beliefs that exist in society.

### **Type of Socialization**

Based on its type, socialization is divided into two: primary and secondary socialization. According to Goffman both processes take place within the institution, there are a number of individuals in the same situation, separated from society at large over a period of time, together to lead a supportive and formally organized life.

### **Primary Socialization**

Primary socialization process that occurs at the age of a person is still the age of a toddler. In this phase, a child is equipped with knowledge about the people who are in the surrounding social environment through interaction. The process of this primary socialization, one child will be introduced to the patterns of behavior that is fundamental.

### **Secondary Socialization**

Socialization that took place after the primary socialization, ie. since 4 years old until during his life. In this process an individual will gain experience from the social environment that there may be different forms or patterns of behavior that exist between the social environment and his family.

Based on its type, socialization is divided into two namely primary socialization (in the family) and secondary socialization (in society). According to Goffman both processes take place within a total institution, ie residence and workplace. In both institutions, there are a number of individuals in the same situation, separated from the wider community over a period of time, together to lead a supportive and regulated life.

The type of socialization of each community group has different standards and values. Differences of standards and values are inseparable from the type of socialization that exists. There are two types of socialization. The two types of socialization are as follows:

#### **Formal**

This type of socialization occurs through authorized institutions according to the prevailing provisions of the state, such as education in schools and military education.

#### **Informal**

Socialization of this type is found in the community or in social relationships that are familial, such as friends, friends, fellow club members, and social groups that exists.

### **P.E.N.C.I.L.S Theory**

Public Relations Mix is also commonly referred to as Public Relations mix or commonly abbreviated as PENCILS, is a strategy Public Relations in performing the role and function of its role according to the path and in this concept has components that are interconnected in the practice of Public Relations work, if described in detail according to Ruslan in Ardianto has a component of the main Public Relations PENCILS itself, is as follows:

#### **Publication**

Every function and duties of the PR is to organize publications or disseminate information through various media about the activities or activities of companies or organizations that deserve to be known by the public. In this case the PR task is to create news to seek publicity through cooperation with the press / journalists with the aim of benefiting the image of the institution / organization that it represents.

#### **Event**

Designing an event or program aimed at introducing company products and services, getting closer to the public, and further influencing public opinion.

#### **News**

Seeks to create news through press releases, news letteri, bulletins, and more. That's why a PR must have the ability to write to create publicity.

#### **Community involvement**

The day-to-day engagement task of a PR is to make social contact with a particular group of people in order to maintain good relations with the organization or agency it represents.

#### **Inform or image**

There are two main functions of PR, which is to provide information to the public, or attract the desired condition so that it is expected to get a positive image response.

#### **Lobbying and negotiation**

Skills for lobbying through personal approaches and negotiating skills are necessary for a PR. The purpose of lobbying is to reach agreement or gain support from individuals and institutions that contribute to the continuity of the company's business.

### **Social Responsibility**

Having a social responsibility in public relations activities shows that the company has a concern for the community. This will improve the company's image in the public eye.

### **Research Methodology**

Research method that penelti use in this research is descriptive qualitative research method. According to Rachmat that "descriptive research done with descriptive, collecting data, arranging data systematically, factual and meticulous. Descriptive does not explain the relationship between variables, not testing hypotheses or predictions. "

Descriptive research is shown for:

1. Gather actual information in detail that describes existing symptoms.
2. Identify the problem or check the conditions and practices that apply.
3. Make a comparison or evaluation
4. Determine what others are doing in the face of the same problem and learn from their experiences to decide future plans and decisions.

This is descriptive by collecting data and information with the symptoms that will be identified so that descriptive research is not merely perspective without the existence of strong argument, but the fact collected by the researcher for a clear data picture. The research was conducted in the Public Relations section of the Ministry of Education and Culture in the Complex Ministry of Education and Culture, Building A Lt. 2, Jl. General Sudirman, Senayan, Central Jakarta.

This study uses a qualitative method. Qualitative research can be interpreted as research that produces descriptive data on oral and written words, and the observable behavior of the people examined (Taylor and Bogdan, 1984: 5 in Hendrarso, 2010: 166).

Data collection techniques used interview techniques, observation, and documentation. This research used triangulation analysis of source and triangulation method because writer wanted to check information through interview to key informant to collect interview result from internal party and also external company, and researcher collect data by interview, observation, and literature study.

### **Results**

Socializing the Smart Indonesia program, Public Relations Ministry of Education and Culture has a Public Relations strategy in preventing learners from the possibility of dropping out of school, and is expected to attract drop out students to continue their education. By using Public Relations strategy PENCILS developed by Thomas L. Harris has 7 main components, namely Publication, Event, News (Creating News), Community Involvement (community awareness), Inform or Image (Labeling or Grabbing Image), Lobbying and Negotiation, Social Responsibility.

Based on the 7 components above, the Ministry of Education and Culture has implemented 7 strategies on the main components that have been used by agencies to gain public awareness of what programs have been made by the institution of the Program Indonesia Pintar.

The above is a way of the Ministry of Culture and Public Relations team in organizing the strategy of Indonesia Smart Program in order to be more known by all communities and communities know how to use Indonesia Smart Card Program funds.

### **Publicity in Public Relations Ministry of Education and Culture**

Publications conducted Public Relations Ministry of Education and Culture in socializing Indonesia Smart Program is a print media in the form of internal magazines, online media through the website owned by the Ministry of Education and Culture namely kemdikbud.go.id and social media owned there are 4 ie Facebook, Twitter , Instagram and Youtube, with the media, disseminated all information related to the program

Indonesia Smart. The Ministry of Education and Culture has an external 17 online media one of them detik.com, CPNM.com, beritasatu.online, and kompas.com, and others.

Publications made by the Ministry of Education and Culture is the first step done by the institution in socializing the program, so that the target program is known to exist which made by the agency. Through the FAQ community can ask questions that are likely to be repeated answers that will be answered by integrated services.

The Ministry of Education and Culture also conducts socialization through electronic media with talk shows on television and radio, as well as through exhibitions. Public Relations Ministry of Education and Culture in socializing the program Indonesia Smart through print media, such as an internal magazine called Dikbud company that can be given also to external parties. The Ministry of Education and Culture has 32 print media that work together, one of them Kompas, Republika, Media Indonesia, and others. This print media will be invited in every event from the Ministry of Education and Culture.

Department of Ministry of Education's magazine can be applied in the form of magazines and online on the official website of the Ministry of Education and Culture namely kemdikbud.go.id, in addition to Dikbud magazine there is also a magazine "Window Education and Culture" aimed at friends who can be seen Dikbud online. Every event or event there are also publications through banners, and banners placed in each location at the time of the event.

#### **Event Public Relations Ministry of Education and Culture**

The event conducted by the Ministry of Education and Culture in socializing the Indonesia Smart Card Program is a routine event that is performed both monthly and every year held in major cities in Indonesia such as, Bali, Bogor, Yogyakarta and others. A routine event is an educational dialogue, where the event is attended by officials, teachers, parents, educational institutions, NGOs (Non-Governmental Organizations), and the media. The media participate as active participants, for example if requested two days, then the participants of the media will stay and contribute in the meeting or event.

The event in this Educational Dialogue took place and the direct interaction of educational actors such as teachers, principals, school supervisors, education offices and officials within the Education Quality Assurance Agency (LPMP) to socialize and inform that the Ministry of Education and Culture has a Indonesia Smart Card Program and how to use Smart Indonesian cards.

#### **News Public Relations Ministry of Education and Culture**

News created in socializing the Smart Indonesia Program to disseminate information in socializing Indonesia Smart Card Program, in the form of News release. In the News Release there is updated information about the Smart Indonesia program which is registering the card of Indonesia Smart Card Program or withdraw the Smart Card Indonesia Card which is being implemented and which will be implemented.

Researchers see News Release published in several internal print media such as magazines, newspapers, and tabloids. Media News can be packaged and disseminated to socialize the card Indonesia Smart, in addition News uploaded into the website owned by the Ministry of Education and Culture.

News releases are made to be made to media reporters who want to know and disseminate information related to the Indonesia Smart Card Program. Journalists will request information to the communication and community service bureau of the Ministry of Education and Culture in the form of Press Release.

#### **Community Involvement with Ministry of Education**

The proximity to the community is built by inviting the existing community in every activity organized by the Ministry of Education and Culture such as at events or events, the Ministry of Education and culture

invites the journalist community in order for the community to publish every event held by the Ministry of Education and Culture. Built communities are not only external, but also internal ie employees. Community employees are intertwined so that all information provided by the agency can be received well by employees and can disseminate information quickly in the agency.

### **Inform or Image public relations Ministry of Education and Culture**

Rewards or prizes given by the Ministry of Education and Culture are not given directly to employees but with the success of the socialization Indonesia Smart Card Program will make its own pride in the hearts of ministry employees.

The prize will be given to the community or the school as an appreciation for being obedient in registering through Indonesia Smart Card Program. Appreciation can be given BOS funds provided to schools, increase school facilities and as a benefit to support student education. The people or schools that get the prizes will certainly feel happy and increasingly follow the program of government activities, especially with this Indonesia Smart Card Program has benefits obtained from Indonesia Smart Card Program, such as can buy stationery to learn, buy bags, buy school books and others. With the Indonesia Smart Card Program the opportunity to get an education from the age of 7 to 21 years can be realized, and there is no reason for students not to go to school because education is important.

Through this Indonesia Smart Card Program, the Ministry of Education and Culture provides rewards or rewards not in the form of objects but something that can be utilized by the community and benefit the community itself so as to advance the field of education, this is also a socialization step so Indonesia Smart Card Program can be known by all corners homeland.

### **Lobbying and Negotiation in Public Relations Ministry of Education and Culture**

Lobbying or Negotiations certainly need to be done by the parties concerned in order to gain an understanding on any activities undertaken by the agency or company. Lobbying or approaches are conducted by employees of the Ministry of Education and Culture to the public aims to give confidence to the people to implement the program of Indonesia Pintar and raises awareness to the community to immediately register themselves through Indonesia Smart Card Program for the sake of realization of progress in the field of education. The Ministry of Education and Culture conducts a process of approach when gathering directly with the community and conducting activities related to the community, so that in the meeting can get messages and benefits for Indonesian children to get teaching and education through the Indonesia Smart Card Program.

The Ministry of Education and Culture also uses two examples of approaches, ie the person who comes to the location to the leader, talks face to face explains the Indonesia Smart Card Program, asks the village head, local government to help the community. If the leader in the area of a community has been approached, then the community becomes more welcome and adapt to the new product, and described the Smart Indonesia program communicated and disseminated by the Ministry of Education and Culture. Institution Approach for example based on the structure so for example to the general so facilitate communication with the leadership.

### **Social Responsibility Public Relations Ministry of Education and Culture**

The Ministry of Education and Culture carries out social responsibility in the form of social assistance. Where an agency conducts or provides social assistance to communities or environments that need assistance.

Ministry of Education and Culture in cooperation with 3 banks in providing social assistance such as BNI, Mandiri and BRI Banks. This social assistance is provided directly to students, communities, and local governments. For example, in Bogor need aid equipment, later from the bank and the Ministry of Education



and Culture will work together to help what is needed from school. The local government will designate which schools are eligible for assistance. Assistance given by the Ministry of Education and Culture in the form of educational equipment such as books, stationery or laboratories. Its not money but things that support education. Social responsibility is important for banks and companies to work together to encourage broader education programs.

### **Data Analysis Technique**

Qualitatively by using descriptive analysis. Kousalya.R, and Sindhupriya.T Descriptive is data collected in the form of words, not numbers and images and in addition, everything collected is likely to be key to what has been studied.

The above statement formulates that the descriptive analysis is an analysis in the form of words and images as the result of research evidence, not in the form of numbers. That's what researchers do using qualitative descriptive methods. Presentation of the results of this study, researchers analyze the descriptive analysis through the results interviews and observations of the findings in the Ministry of agriculture as follows:

Information obtained key informants and informants to be conducted through interviews will be analyzed.

The results of observations that researchers have done will be described in the form of words or sentences and will also include the researchers in the form of images for the validity of research being conducted.

From the data of each category, was analyzed the results descriptively.

Each category is linked among informants to each other in answer to the main problem of research.

The above explanation of the researcher analyzed through the data of the findings that the researchers have obtained both primary data and secondary data descriptively to describe a complete problem in the main focus of this descriptive research, namely by in-depth interviews by key informants for primary data and library materials as secondary data, which will refer to interview researchers with informants. Then the researchers will analyze to know the strategy of Public Relations Ministry of Education and Culture.

### **CONCLUSIONS**

Based on the results of research that researchers do, it can be drawn conclusion several things as follows: Public Relations Strategy of the Ministry of Education and Culture undertakes publicity strategy, event, news, community involvement, information or image, lobbying and negotiation, social responsibility in the socialization of Indonesia Pintar Program.

There is a problem in the even distribution of the socialization of the Smart Indonesia Program, where there are still many people who have not received Smart Card Indonesia, especially in Indonesia's remote areas.

### **SUGGESTION**

The researcher suggested that Public Relations of the Ministry of Education and Culture should more often socialize from Smart Indonesia Program card so that everyone know more about this program.

Researchers suggest that Public Relations Ministry of Education and Culture to improve services, because many people who are still difficult to disburse funds Smart Card Indonesia.

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