

School Branding Through SBO Achievement In SMA Negeri 1 Seyegan Yogyakarta

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ABSTRACT: SMA Negeri 1 Seyegan Yogyakarta (the 1st Public Senior High School of Yogyakarta) is a school with Science, Culture, Sport program (Indonesian: Sains, Budaya, Olahraga thereafter called SBO program). Out of these three programs, sport is the featured class because its students have gotten many achievements in various competitions at provincial, regional, and national levels. Each time the students win a competition, the achievement will of course be the consumption of mass media. It makes the school well-known and credible to the public. This research aims to find out whether or not the achievement in SBO fields can improve school branding in SMA Negeri 1 Seyegan. The respondents of research consist of 8 students of SMA Negeri 1 Seyegan in odd semester of 2022-2023. The research method used was questionnaire as an instrument of collecting data. Data of research comprised primary and secondary data. Techniques of collecting data used were interview, observation, and documentation study. The analysis of research data was carried out using Miles and Huberman's interactive model of analysis. The result of research shows that the school applying SBO program makes the school branding of SMA Negeri 1 Seyegan improved better and well-known to the public because the students got various championship achievements at local, regional, and provincial levels.

KEYWORDS: SBO School, SMA Negeri 1 Seyegan, Sport

Date of Submission: 20-09-2023

Date of Acceptance: 05-10-2023

I. INTRODUCTION

Daerah Istimewa Yogyakarta (DIY or Special Region of Yogyakarta) is a special province because it is related to King and Kingdom, in both governmental and daily activities. Javanese cultural element is so strong and inherent to community life. In addition, DIY has been so well-known for its educational quality and quantity since a long time ago that is dubbed as a Student City or an Educational Province. The predicate of science, culture, and sport school makes SMA Negeri 1 Seyegan is so well-known among the people of Yogyakarta and surrounding. It is because the school often wins various competitions attended at local, provincial, and national levels. Many achievements reached by students lead the *school branding* of SMA Negeri 1 Seyegan to improve so that the public trust also improves. School branding is a strategy or an attempt taken by the school is to feature typical characteristics the school has in relation to the brand offered. Branding affects and determines very considerably the life or the death of a brand. Through branding as SBO school, SMA Negeri 1 Seyegan is challenged to maintain the good reputation of school to make the *brand* of SBO school inherent forever.

Branding is not only about logos and corporate identity but about something that is unique and priceless. A brand has the power to influence consumers, because accuracy is needed in managing the branding management strategy itself (Karsono, P., 2021). Meanwhile, Noor Fajar states that school branding is a way for an individual to distinguish one school from others, and thereby, the message received and recorded in an individual's memory when hearing the name of school mentioned in the community (Noor Fajar, 2019).

Branding is important to do in an educational institution because, according to Asrul and Okfalisa (2021), it will be easier for the school with school branding to admit the students or even to be overcapacity and the school newly building its school branding needs hard attempt of building public trust. Branding is important to build by an organization because it affects and determines very considerably the life or the death of a brand. Therefore, branding is one of factors supporting an organization to survive and to be competitive with others. Thus, it can be concluded that school branding is a strategy or an attempt taken by the schools by featuring the typical characteristics a school has to make the people interested in the brand offers. As such, public trust will be established and the school will survive as it is capable of competing with other schools and its quality will keep developing (Ayunisa, 2022). School branding is an attempt a school takes to make it known, remembered, and have distinctive valuation in the public. School branding can be known more easily through visual image so that the presence of school can be recorded easily in the audience's memory (Ali, 2022). School branding is classified into three: 1. Visual characteristics of school. The school should have typical characteristics that can

be seen and can distinguish one from another such as design of school building or school gate, typical color of school, logo, typical uniform, and publications of various school activities and achievements in both printed and social media. 2. School's vision and attractive "tagline". All schools have vision. Vision is a future expectation being the source of inspiration and motivation to school members. Vision is made for a four-to-five year term. 3. Students and graduates with value, meaning that the graduates have competencies, including attitude (affective), knowledge (cognitive), or skill (psychomotor).

School's brand image constitutes the community's understanding on school, public trust, and people's perspective on school. Schiffman and Kanuk (in Putri, 2011) mention that the factors creating brand image is quality, credibility, use or benefit, service, risk, value, and image belonging to the brand itself. To create and to improve brand image of school, the function of public relation (PR) is perceived to be a marketing media of educational service, school socialization media to the people and to increase public knowledge on school.

Many branding elements created necessarily to provide school brand needs school creativity and have school creativity and innovation. School should make innovation, just like what has been done by SMA Negeri 1 Seyegan through creating the school mascot. The mascot is in the form of a student with yellow tofu face and head cover made of plaited bamboo having dynamic expression, full of spirit, spirit of struggle, and character to achieve high ideal. The mascots are embodied into souvenir, gift, mug, miniature, etc. The Mascot of SMA Negeri 1 Seyegan called SY HEBAT stands for Seyegan Hamengku Budaya Tlatah Jawi (Seyegan pemilik Budaya Jawa) to bring the smart prestigious generation into reality.

Learning achievement is the learning output achieved after attending a teaching-learning activity process. Learning achievement can be shown through the mark or given by a teacher to a number of study fields learnt by the students. In its achieving process, many factors affect the learning achievement. One of main factors highly affects a successful learning is the existence of teacher. Recalling the existence of teacher highly affecting the teaching-learning activity process, the quality of teacher should be considered (Mulyasa, 2005). Meanwhile, according to Purwanto, learning achievement is the supreme maximum ability a student have in certain moment in the attempt of establishing the relation between stimulation and reaction in turn leading to a process of change to acquire competency and skill" (Purwanto, 1997). Meanwhile, according to Djamaroh (Djamaroh, 2002), "achievement is the output of learning activity expressed in the form of number, letter, or sentence that can reflect the result achieved by each of students". Argues that achievement "is a result an individual achieves after doing an activity (Pratini, 2005).

The achievement reached from time to time will improve school image. The school is increasingly known by the people and even a favorite school each student is fond of. The image of school, particularly at Senior High School level, can be seen and determined by the school's history, success in academic achievement, good relationship to service office and other school, reputation as the producer of best graduates and students with best values, the largest number of students admitted in State University, or successful alumni. Image, according to (Rakhmat, 2001), is the representation of reality and unnecessarily consistent with the reality. Through the establishment of audience's perception, image will appear (Haryati, Tuti, Ranu Baskora Aji Putra, 2017). Image is established based on knowledge and information an individual can receive.

The achievement in science, culture, and sport fields attracts the prospective students' attention so that they decide to enroll in SMA Negeri 1 Seyegan. The respondents of research were students of SMA Negeri Seyegan in the odd semester of 2022-2023. The objective of research is to find out whether or not school branding through the achievement in science, culture, and sport can improve the school's reputation as the school well-known to the wide society. Mass media plays a very important in branding the school. The news coverage delivered can create public opinion. On the other hand, the school also needs publication made by mass media through the activities done to improve public trust, through delivering the news on school's advantages, and students' and teachers' achievement and other activities containing news value

II. METHODOLOGY

This research used a descriptive qualitative method. This research is intended to observe, to understand, and to interpret an incident or an event occurring (Djunaidi, 2012). The research method used in this study was survey method. Survey is a research method using questionnaire as an instrument of collecting data. It is intended to acquire information on a number of respondents considered as certain population (Kriyantono, 2007). Data source of research comprises informant, place and event, and)document. The selection of research informant is conducted using purposive sampling with the criterion that they are students of SMA Negeri 1 Seyegan. Techniques of collecting data used were interview, observation, and document study. Data analysis was conducted using Miles and Huberman's model of data analysis encompassing four stages: data collection, data reduction, data display, data display, and conclusion drawing (Miles, M. B. & Huberman, 1992).

III. DISCUSSION

The science-based school is the one packaged in scientific circumstance in every activity and learning activity in school, and even the environmental condition around the school if necessary will be supported with the presence of science-related and –nuanced facilities and infrastructures (Susiati, 2016).

This research on the effect of SBO school program implementation on the school branding was conducted by taking 8 students of SMA Negeri 1 Seyegan Yogyakarta as the sample and then the informant of research. This research was carried out by distributing open-ended questionnaire to the students involved in leadership of Intra-school student organization (Indonesian: *Organisasi Siswa Intra Sekolah* or OSIS) and then interviewing key informants, the Headmaster of SMA Negeri 1 Seyegan Yogyakarta, Mr. Kristya Matarja, M.Pd. Data digging was conducted on September 20, 2022 in SMA Negeri 1 Seyegan Yogyakarta.

As the school well-known for its Sport-Specific Class (Indonesian: *Kelas Khusus Olahraga* or thereafter called *KKO*) program, SMA Negeri 1 Seyegan Yogyakarta aims to facilitate the students with special need or aptitude in sport field and to accommodate the students with sport aptitude. It is unsurprising that SMA Negeri 1 Seyegan contributes athletes at least to the provincial level. It makes this school (SMA Negeri 1 Seyegan) a sport-based school with featured sport branches of athletic and soccer. In addition to having *KKO* program as the featured favorite class, SMA Negeri 1 Seyegan also has regular class. *KKO* class is different from the regular one, in which *KKO* class is filled in with the students with sport achievement, while the regular one is as same as other Senior High Schools in general. Therefore, the school prepares not only complete sport facilities and infrastructures but also other school facilities including laboratory and other equipment to support other learning activities.

SMA Negeri 1 Seyegan is a school applying SBO program. Students have known this fact when they enroll in the school. Therefore, the students devise to enroll in SMA Negeri 1, they have commonly had a choice of enrolling regular or *KKO* class. It indicates that the students have known that SMA Negeri 1 Seyegan Yogyakarta is a science, culture, sport-based school. Although the students have known that the school implement SBO program, but not all students know and understand how it is implemented, as suggested by Sonik Orlando and Devin Febriano that they “have known it but have not known its implementation”.

In relation to the implementation of SBO school, can the students see and perceive it? The respondents said clearly that SMA Negeri 1 has actually implemented the SBO school program and it is indicated with many activities conducted in science, culture, and sport fields. For example, in science field, some Olympics for certain subjects have been attended, in culture field, *wayang* performance has been held, and in sport field, some tournaments, both local and national, have been attended and the school could win many competitions it attended. The sport class has contributed more cups than other classes. As suggested by Tristar, a student of 12th IPS 3-12 grade, related to the implementation of SBO school explaining that “*The Implementation of SBO school can be seen and perceived in the presence of science, culture, and sport-based activities*”

The activities of SBO school in SMA Negeri Seyegan can be seen and felt in a variety of school events such as attending science Olympics, *wayang* performance, sport tournament, etc. The presence of science, culture, and sport programs enables the school to have more proud achievement. Previously, SMA Negeri Seyegan is the school at Senior High School in general. However, owing to the sport achievement reached frequently, SMAN 1 Seyegan has been trusted by Sleman Regency’s Educational Service Office to open Sport-Specific Class expectedly to accommodate the gifted students in sport field, particularly in Sleman Barat (West Sleman) regency.

Kristya Matarja, S.Pd. M.Pd. St, as the headmaster, explained that before turning into SBO, SMA Negeri 1 implemented *KKO* program and SBO program has just been implemented in the academic year of 2021-2022. Kristya Matarja said that the factor supporting the change is, among others, the intention to accommodate the students with other potency than sport. Thus, the school can accommodate the aptitude or potency the students have in sport, art, and culture (Interview, December 22, 2022).

The SBO school program makes SMA Negeri 1 Seyegan has added-value to distinguish it from other (regular) schools. The added value lies on particularly culture and sport fields. It is as suggested by a respondent, Anita Dyah, stating that “*it has added-value as indicated with the differences or improvement from before to after the implementation of SBO program*”. The presence of *KKO* improves the school’s accreditation and gives it added-value in sport and culture fields. In addition, the school is also supported by DIY government. The government supports the school through holding some sport competitions or activities at regional level once in two years involving the schools to participate in the school-level sport activities. It is not redundant to say that sport and culture fields have distinctive appeal to the people of Yogya and surrounding. Thus, it can be explained that the implementation of SBO school instead makes SMA Negeri 1 Seyegan more featured.

Students feel proud and respected for being the part of school having Excellent predicate making the school higher in quality and known better to the wide society. It is also supported with the more complete

learning access and more achievement gained in both academic and non-academic fields so that the school has added-value within society. The students are more directed to the concentration they choose.

Based on the achievement gained during the implementation of SBO school, it can be explained that the implementation of SBO school in SMA Negeri 1 Seyegan develops better than that before. Many championships have been won by the schools and various events held make the students amazed with their own school. An informant, Veisya Cahyani P, said that “*SMA Negeri 1 Seyegan becomes more opened to science, culture, and sport, and more literate to their own potency so that many achievements can be gained*”. Considering the data obtained, it can be explained that the SBO school implementation has an impact on making the school more featured and its quality better. Studying in SMA Negeri 1 Seyegan is very joyful because they can learn art and culture- and sport-based materials. The school become more directed and organized better. This SBO school is expected to inspire other schools so that they aspire to be like it. It is very possible because in Yogyakarta, SBO school can be found only in SMA Negeri 1 Seyegan of Yogyakarta.

Gaining achievement is not easy. Teachers should direct, guide, and approach the students to make them motivated to attend tournament or championship vigorously. Based on the result of written interview with the headmaster of SMA Negeri 1 Seyegan on November 30, 2022, it can be concluded that the students taking sport program have been affiliated with certain sport club generally, managed by either government or private. In addition, students practice after school 2-3 times in a week and they also can practice on Saturday and Sunday in the club. In the club, the students are assisted by professional trainer ready to preparing the students for competing. Furthermore, Mr. Kristya Mintarja S.Pd.M.Pd. St, as the headmaster of SMA Negeri 1 Seyegan, explains that during the competition period, students were given time off to prepare for attending the competition. All costs spent to attend the competition representing the DIY’s service office will be assumed by the DIY’s service office.

In the implementation of SBO school program, SMA Negeri 1 Seyegan more frequently won various competitions in science, culture, and sport field. From all achievements gained by the students, the school gets featured accreditation. This featured accreditation, of course, make SMA Negeri 1 Seyegan the school looked for mostly by prospective students and their parents to be learning site. The students, of course, are also proud of being admitted in the school they want.

IV. FINDINGS

Considering the data of research, two points can be explained: school branding improves and some championships are achieved. School branding improves. SMA Negeri 1 Seyegan becomes more favorite school with the more students studying in the school. KKO program starts to admit new students in the academic school of 2022-2023 with a total of 530 students (regular and SBO classes) consisting of 262 boys and 268 girls. Many achievements gained by the students make SMA Negeri 1 Seyegan known better to the wide society and belonging to *very good* school category. It improves the school branding. The improved school branding can be seen from, firstly the achievement of first rank for the school with the largest number of students admitted in State Universities through SMBPTN (Joint Entrance Selection of State Universities) throughout Sleman Regency (two successive years). Secondly, SMA Negeri 1 Seyegan has attended PISA (Programme for International Student Assessment) test on May 27, 2022 (Razak, Abdul, 2022). In addition, one of students, Hokky Caraka was affiliated with the U-23 National Soccer Team (Timnas).

The school branding is classified into three (Kuswandi, 2022). The first one is Visual Characteristic of School. The school needs to have typical characteristics that are visible and can distinguish it from other schools such as design of school building or gate, typical color of school, logo, typical uniform, and publications of many school activities and achievements in both printed and social media. In these characteristics, SMA Negeri 1 Seyegan seems to have all of those characteristics. Viewed from school building, SMA Negeri 1 has good building established on a 3.05-hectare wide land, equipped with modern infrastructures. In addition, it also has special signifiers such as SBO school, science, culture, and sport school directed to the field in which the students are interested. The second is the school’s vision and attractive tagline. All schools have had vision. Vision is the future hope to be sources of inspiration and motivation to the school citizens. Vision is made for a four-to-five year term. The term *Tagline* is a short sentence used to promote a trademark or a company, a school. The vision of SMA Negeri 1 Seyegan is to realize the profile of Pancasila students who are environment-oriented and responsive to disaster. As a school with both regular and KKO classes, SMA Negeri 1 has motto “High Discipline, guaranteed achievement. Through the motto, the students are expected to have achievement in various championships then having an impact on the school known widely and having many students. SMA Negeri 1 seyegan has not had tagline yet, but it has *mascot*. Mascot is a symbol of motivation raising potency in one region or a place. *Mascot* of SMA Negeri 1 Seyegan reads: *SY HEBAT CERDAS BERMARTABAT* standing for *Seyegan Hamengku Budaya Tlatah Jawi* (Seyegan pemilik Budaya Jawa) to bring the smart prestigious generation into reality. The third one is that students and graduates have values, meaning the graduates with good competency, including attitude, knowledge, or skill.

The impact of students' achievement is very obvious, improving branding and image of school in the people's eyes. Image is an individual's perception on a certain reality (Wasesa & Macnamara, 2010). Perception, reality and image (PCR) should be built with credibility foundation. PRC not based on highly-credible reality information will build a weak image only. The risk resulting from non-credible information is related to any gaps visible to the public, including other parties with conflicting interests to turn the image into the negative one easily. Shortly, image cannot be sorted rigidly in good and bad areas image should be developed based on the development the school has.

The headmaster of SMA N 1 Seyegan, Kristya Mintarja, S.Pd. M.Ed. St, in his interview explains that his management makes the school a SBO-based school in which the students have academic, culture, and sport potencies. In the future, the internalization of SBO will develop Yogya cultural philosophy (Interview, September 21, 2022). The attempt of bringing the hope into reality should be followed with student achievement, teacher activity, and adequate infrastructures. The school takes real attempt by stadium and gymnasium buildings, the construction of which is still done.

It is not easy to gain achievement. Teachers should direct, guide, and approach the students to make them motivated to attend tournament or championship vigorously. Based on the result of written interview with the headmaster of SMA Negeri 1 Seyegan on November 30, 2022, it can be concluded that the students taking sport program have been affiliated with certain sport club generally, managed by either government or private. In addition, students practice after school 2-3 times in a week and they also can practice on Saturday and Sunday in the club. In the club, the students are assisted by professional trainer ready to preparing the students for competing. Furthermore, Mr. Kristya Mintarja S.Pd.M.Pd. St, as the headmaster of SMA Negeri 1 Seyegan, explains that during the competition period, students were given time off to prepare for attending the competition. All costs spent to attend the competition representing the DIY's service office will be assumed by the DIY's service office.

Mass media plays a very important in branding the school. The news coverage delivered can create public opinion on the school. On the other hand, the school also needs publication made by mass media through the activities done to improve public trust, through delivering the news on school's advantages, and students' and teachers' achievement and other activities containing news value.

The sport achievement studied in this research is the championship in the sport branch competition attended and gained by the students of SMA Negeri Seyegan as the first, second, third champions and consolation prize winner. In the period of June – August of 2022, the school gains 38 achievements obtained from a variety of championships and competition branches, including volley ball, soccer, taekwondo, martial law (*pencak silat*), long jump, karate, chess, badminton, futsal, *sepak takraw* (kicked volleyball), fencing, etc. In addition to these sport branches, the school also won the championship in the Quarterly Scout Movement, Cheer Leader, Dance, MTQ, etc. So many achievements have been achieved by SMA Negeri 1 Seyegan so that it got Excellent Accreditation (with score of 97).

Some sport branches being the learning material in the school are soccer, futsal, volley ball, badminton, athletics, martial law, table tennis, and etc. As the form of concentration, sport is taught in the school either theoretically or practically; thus, it is possible for students to master the sport they choose. Therefore, if there is an invitation for tournament or sport competition, the school has had the reliable athletes. The championship won by the athletes constituting the students of SMA Negeri 1 Seyegan can be a publication medium useful to the school. Each time a tournament is held, media will cover it and disseminate the news through every corner. It is, of course, publicity beneficial to the school.

Publicity, according to Howard Stephenson (in Gama, 2010), is a technique of broadcasting news or certain statement on certain events planned/organized before. There are some publicities known: *pure publicity* (genuine publicity), *paid publicity* (publicity with payment), and *tie-in publicity* (publicity through important event). *Pure publicity* is the one occurring by taking advantage of the moment when ordinary event occurs (ordinary news). *Paid publicity* is the one by means of payment, in which the company or institution rents broadcasting room or time in a mass media. *Tie-in publicity* is the one occurring through important events; that is the events being the topic of the day or the matters being popular in the community. In addition, there is still another publicity called *Free-Ride Publicity* the one occurring because there is something in a company or an institution attracting the mass media's attention that is then broadcasted without request.

As a SBO school, many activities are done by the students, implemented both inside and outside school. The activities in science, culture, and sport are, of course, inseparable from the coverage of media, either local or national, and this makes SMA Negeri 1 Seyegan known better to the community due to the achievement it has gained. Indirectly, the achievement gained by students constitutes the publicity of SMA Seyegan 1, viewed from pure publicity, tie-in publicity and free-ride publicity perspective. Through publicity, the interest improves annually in enrolling in SMA Negeri 1 Seyegan of Yogyakarta.

The implementation of SBO school exerts an ordinary impact on SMA Negeri 1 Seyegan as the only and the first School in Yogyakarta to focus on science, culture, and sport fields. The school focusing on science,

culture, and sport fields has been appreciated full responsibly by all teachers in the school and thereby can lead its students to achieve the supreme achievement and to win championship at local, regional, and national levels. The impact of SBO implementation can be seen from the improved school branding as shown with many achievements gained in sport branches and various events held both inside and outside school. It indicates the improved public trust in the school. Even, the students feel proud of studying in SMA Negeri 1 Seyegan.

V. CONCLUSION

SBO (Science, Culture, Sport) school program has been implemented in SMA Negeri 1 Seyegan Yogyakarta. The school well-known to the community is getting known better having implemented SBO program because of many achievements gained in various championship attended by its students. Before deciding to enroll in this school, the students have known the school's achievement and decided to enroll in regular or sport-specific class. Championship or competition won by the students will in turn be media's consumption and broadcasted in various printed, electronic and social media. The publication in many media improves the school branding of SMA Negeri 1 Seyegan. It is one of factors encouraging the students to choose SMA Negeri 1 Seyegan to continue their study.

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Betty Gama, et. al. "School Branding Through SBO Achievement In SMA Negeri 1 Seyegan Yogyakarta" de 5to y 6to año, Tamulté de las Sabanas." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 12, no. 10, 2023, pp. 01-06. Journal DOI-10.35629/7722