

## **Exploration of Prophetic Value in the Practice of Scientific Deliberation in Activities of Public Relations Islamic Private University in Makassar Regency 2021**

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**Abstract.** this article moves on to the limited research that examines the practice of the prophetic value of public relations through public communication of private Islamic universities in the era of digital communication technology. Adaptation of the public relations system plays a central role as a source of information as a publicity system and public information services in their activities are certainly guided by the principles of theoretical values and prophetic communication approaches. This research uses the descriptive qualitative method of the interpretive radical model. This study examines the challenges of Public Relations of Private Islamic Universities in Makassar in facing an increasingly dynamic digital era with advances in communication and information technology that encourage the demand for information disclosure and public services to be sustainable. The results of the study show that the development of prophetic values as a basis for knowledge of Islamic higher education public relations practitioners in the practice of public communication in the supporting system of educational activities, literacy, and social responsibility in the form of humanizing humans (humanization), liberating humans (liberation), and directing humans to the ultimate truth and also a source of truth, something spiritual (transcendence), exploration of prophetic values in the PR communication system of private Islamic universities built through information selection, selection of meaning and understanding that creates sensitivity to internal and external publics in higher education in academic, research, social activities and da'wah to achieve institutional reputation sustainably.

**Keyword:** values, prophetic, public relations, deliberation, higher education.