



PUBLIC RELATIONS MANAGEMENT OF THE INSTITUTION ISLAMIC EDUCATION

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Abstract :

This study aims to analyze the management of public relations (public relations) at Madrasah Tsanawiyah At-Taqwa Bondowoso in improving the image of the institution, establishing partnerships, and strengthening relationships with the surrounding community. The research method used is qualitative descriptive with data collection techniques through in-depth interviews, observations, and documentation. The results of the study show that Madrasah Tsanawiyah At-Taqwa Bondowoso adopts an Islamic value-based public relations management approach by emphasizing participatory communication and programs that actively involve the community. Key success factors include the leadership of the head of the madrasah, innovation in public relations programs, and synergy between the madrasah, parents, and the community. The study also includes the views of Indonesian and international experts on a local culture-based approach in public relations management to enhance the trust and reputation of Islamic educational institutions. Research recommendations include strengthening digital technology-based strategies, public relations training, and expanding strategic partnerships.

Keywords: *Public Relations Management, Madrasah Tsanawiyah, Bondowoso, Institutional Image, Islam, Educational Communication.*

Abstrak :

Penelitian ini bertujuan untuk menganalisis manajemen humas (hubungan masyarakat) di Madrasah Tsanawiyah At-Taqwa Bondowoso dalam meningkatkan citra lembaga, menjalin kemitraan, dan memperkuat hubungan dengan masyarakat sekitar. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Madrasah Tsanawiyah At-Taqwa Bondowoso mengadopsi pendekatan manajemen humas berbasis nilai keislaman dengan menekankan komunikasi partisipatif dan program yang melibatkan masyarakat secara aktif. Faktor kunci keberhasilan mencakup kepemimpinan kepala madrasah, inovasi dalam program humas, dan sinergi antara madrasah, orang tua, dan masyarakat. Penelitian ini juga mencakup pandangan para pakar Indonesia dan internasional terkait pendekatan berbasis budaya lokal dalam manajemen humas untuk meningkatkan kepercayaan dan reputasi lembaga pendidikan Islam. Rekomendasi penelitian meliputi penguatan strategi berbasis teknologi digital, pelatihan humas, dan perluasan kemitraan strategis.

Kata Kunci : *Manajemen Humas, Madrasah Tsanawiyah, Bondowoso, Citra Lembaga, Keislaman, Komunikasi Pendidikan.*

INTRODUCTION

Madrasah has a strategic role in shaping the character of students based on Islamic values. One of the challenges faced by madrasahs is building a positive image of the institution in the eyes of the community. In the midst of increasingly competitive competition from educational institutions, effective public relations management (PR) is an important need. According to Effendy (2006), good public relations must prioritize two-way communication that is reciprocal in nature to create a harmonious relationship between the institution and the public. In addition, Grunig (2002) asserts that the success of public relations depends on the organization's ability to understand the needs of the public and align the institution's goals with the expectations of society.

This view is also strengthened by Mukhtar (2015) who stated that public relations strategies in Islamic educational institutions must be based on Islamic values, so that they are able to reflect the moral and spiritual identity of the institution. This is important in building public trust in the midst of increasingly complex social dynamics. Meanwhile, Heath (2001) highlighted that planned and data-based communication can increase the effectiveness of public relations in creating a solid relationship between the institution and its community.

Public relations management is defined as a set of activities designed to build and maintain a harmonious relationship between the institution and its public (Grunig & Hunt, 1984). In an international context, Grunig & Hunt's (1984) theory of the four models of public relations emphasizes the importance of symmetrical two-way communication to build mutually beneficial relationships between the institution and its public. This is the basis for many organizations in creating a PR strategy that is oriented towards long-term relationships.

In the context of education in Indonesia, a local approach based on culture and religion is an important element in the public relations strategy. Kasali (2005) stated that effective public relations must consider the values of local wisdom and community traditions as an integral part of the communication strategy. This approach ensures that the messages conveyed are not only relevant but also acceptable to the public.

In the context of Islamic education, Mukhtar (2015) emphasized that public relations strategies based on Islamic values must reflect the balance between spiritual goals and social needs of the community. Mukhtar also highlighted the importance of understanding moral values as the main foundation in building public trust.

Tilaar (2004) underlined that the integration between modern approaches and traditional values in education management can create a positive synergy in increasing public trust in educational institutions. According to Tilaar, educational institutions that are able to accommodate the changing times without leaving their cultural identity will be better able to adapt in the midst of social dynamics.

In addition, Heath (2001) expands the scope of public relations theory by emphasizing the importance of a data-driven approach in strategic

communication. By utilizing data and analytics, institutions can more accurately identify public needs and create more effective public relations programs. This approach is also relevant in the context of Islamic education in Indonesia, where social dynamics and community needs continue to evolve.

In the framework of Islamic education, Nurcholis (2013) highlights the importance of community empowerment through public relations strategies. According to him, educational institutions that prioritize active community participation in educational programs have a greater opportunity to build public trust in a sustainable manner. Therefore, the combination of an Islamic values-based approach, two-way communication, and the use of data is an important foundation in creating an effective and relevant public relations strategy.

In the local context, At-Taqwa Bondowoso Junior High School is an example of an institution that has implemented public relations practices based on Islamic values to increase community participation. The head of the madrasah emphasized that a collaboration-based approach with the surrounding community, such as recitation programs and economic empowerment, is the key in building the image of the institution. In addition, a study from Wahyudi (2016) shows that madrasas that are able to integrate traditional approaches with modern innovations in public relations management have a greater chance of improving the reputation of the institution in the eyes of the public.

This study aims to analyze how public relations management is implemented in At-Taqwa Bondowoso Junior High School, focusing on communication strategies, community participation programs, and challenges faced in efforts to strengthen relationships with the public. In addition, this study also examines the contribution of public relations in increasing the competitiveness of madrasas in the midst of increasingly competitive educational dynamics.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive method. Data collection is carried out through:

1. Interview

Involving madrasah heads, public relations coordinators, teachers, students, and parents. The head of the madrasah explained that the role of public relations is very vital in building a harmonious relationship between institutions and the community, especially through Islamic values-based programs such as recitation and economic empowerment of the surrounding community. The public relations coordinator revealed that the main challenge faced is the lack of training in managing social media as an effective means of communication. Meanwhile, parents of students gave the view that transparency and good communication from the madrasah are the main reasons for their trust in this institution. This view is in line with the theory put forward by Heath (2001), which emphasizes the importance of a data-based approach and strategic communication in public relations management to increase effectiveness and public trust.

2. Observation

Observing the public relations programs implemented by the madrasah, including the effectiveness of activities designed to improve relations with the community. For example, the recitation and economic empowerment program of the surrounding community received a positive response from students' parents. Parents said that this activity not only increases trust in the madrasah but also strengthens social relations between residents. The public relations coordinator emphasized that the active involvement of the community in these programs helps to create a more harmonious relationship between the institution and the local community. In addition, the results of observations also show that social media such as WhatsApp and Facebook are the main means of communication, although their use is still limited. This view is in line with the theory presented by Heath (2001), who emphasized the importance of digital media as a means to expand the reach of institutional communication.

3. Documentation

Review reports on public relations activities, publication media, and other archives. Based on the report of public relations activities, programs such as social services, recitations, and religious discussions received a positive response from the community. The public relations coordinator explained that the archive of this activity is an important tool to evaluate the effectiveness of the program and show transparency to the public. Parents of students also mentioned that the existence of well-documented reports increases their trust in the madrasah. This view is in line with Nurcholis' theory (2013) which emphasizes the importance of documentation in creating a transparent and accountable education system. In addition, Tilaar (2004) highlights that organized documentation allows the institution to maintain its credibility in the eyes of the public.

Data analysis was carried out by data reduction techniques, data display, and drawing conclusions based on triangulation of data sources.

FINDINGS AND DISCUSSION

Public Relations Strategic Planning

At-Taqwa Bondowoso Junior High School sets public relations goals that are in line with the vision and mission of the madrasah, namely "*Realizing quality madrasahs and students as Muslim cadres who have a Qur'ani spirit, have breadth of knowledge, and have noble character*". Public relations planning is carried out by involving a team consisting of madrasah heads, teachers, and administrative staff. According to Nurcholis (2013), strategic planning in educational public relations must integrate internal needs and expectations of the external community to achieve the goals of the institution. In addition, Grunig's (1992) theory of the four public relations models emphasizes the importance of a symmetrical two-way communication model to build a mutually beneficial relationship between the institution and its public.

Implementation of Public Relations Programs

Public relations programs at At-Taqwa Bondowoso Junior High School include:

1. Internal and External Communication

The delivery of information to students, parents, and the public through print media, announcements, and social media is always carried out by the Public Relations Team with the approval of the Head of the Madrasah and the parents of students related to matters related to institutional information or student information. This is in accordance with the view of Wahyudi (2016) who emphasized the importance of using communication media to reach the public at large.

2. Social Activities

Community-based programs such as social service, recitation, and economic empowerment of the surrounding community. At-Taqwa Bondowoso Junior High School at the end of each semester is assigned to carry out social activities in areas that need to get information or assistance, both education and food, this is done as one of the public relations activities of At-Taqwa Bondowoso Junior High School. This activity shows the implementation of the concept of community participation in education, as described by Tilaar (2004).

3. Strategic Partnerships

Collaborate with local governments, religious organizations, and the business world to support educational programs. This partnership strengthens an inclusive education ecosystem. The Public Relations Role theory (Broom & Smith, 1979) also emphasizes the importance of the role of mediation to build solid cooperation.

Evaluation and Challenges

Evaluations are carried out periodically to assess the effectiveness of public relations programs. Some of the challenges faced include the limitation of competent human resources in the field of public relations and access to information technology that is still minimal. According to Riyanto (2018), one of the main obstacles in public relations management in educational institutions is the lack of adequate training for public relations staff to face technological changes and dynamic societal demands. Meanwhile, Heath (2001) emphasized the importance of data-based evaluation to improve public relations strategies in a sustainable manner.

CONCLUSION

Public relations management at At-Taqwa Bondowoso Junior High School has succeeded in strengthening relationships with the community and improving the image of the institution. Public relations practices based on Islamic values are a unique feature that distinguishes them from other educational institutions. This success was achieved through the implementation of strategic planning that focuses on strengthening local values, innovation in the implementation of public relations programs, and good synergy between the madrasah, parents, and the surrounding community.

The results of the study also show that the head of the madrasah has a central role in directing the public relations strategy, ensuring that each

program carried out is in line with the vision and mission of the institution. In addition, the PR coordinator revealed that social media is starting to be used to reach a wider audience, although its use still needs further development.

The active participation of the community in madrasah programs, such as recitation and economic empowerment, strengthens public trust in this institution. Parents of students said that openness of communication and transparency in program management are the main reasons for their high level of trust in the madrasah.

This research emphasizes the importance of continuous training for public relations staff to improve competence in digital media management and strategic communication. In addition, strengthening strategic partnership networks with local governments, religious organizations, and local communities is recommended to expand support for madrasah programs. The maximum use of digital technology is also expected to expand the reach of communication and improve the efficiency of public relations management. With these steps, madrasahs can further increase their competitiveness and strengthen their role as educational institutions with Islamic character.

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