

Public Relations Management in Improving the Image of Educational Institutions

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ABSTRACT

This thesis is the result of research that presents problems about public relations management in the image of MTsN 1 Kediri. The purpose of this study is to find out how public relations management is carried out in MTsN 1 Kediri. The research method used in this study is descriptive qualitative, which is an effort made to reveal facts, data, and phenomena that occur in the field. This research uses a case study approach and the type of research used is field. The results of this study show, that: 1) Public relations management planning on the image of MTsN 1 Kediri, namely by planning programs that aim to attract public attention so as to create a positive image in madrasahs, while the planned programs are: optimizing social media, carrying out branding that has religious excellence, increasing cooperation with various parties, 2) Implementation of public relations management on the image of MTsN 1 Kediri, namely by implementing planned programs by promoting madrasah through social media, namely intagram, facebook, whatsapp, and website, holding and increasing cooperation with other institutions and the surrounding community, Maximizing the implementation of public relations programs with strategies carried out, namely by: community socialization, publications, cooperation, services and superior madrasah programs, as well as conducting internal and external activities, 3) Evaluation of public relations management on the image of MTsN 1 Kediri is carried out once a semester and after the implementation of the activity program, then improvements are made in the future. In the evaluation system, it is carried out by the head of the madrasah and waka public relations either directly or indirectly by controlling, supervising, and following up, In the public relations evaluation process at MTsN 1 Kediri, it was considered quite good and satisfactory for all programs that had been implemented by looking at previous program evaluations.

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1. Introduction.

In the current era of globalization, where the development of technology is increasingly rapid, the generation is required to be more intelligent in understanding and responding to every development in the media or public conversation that can change the pattern of communication and public behavior towards an educational institution. Zainal Mukarom (2015; 57). Arguing that with this kind of situation, educational institutions are also required to be more active in facing increasingly dynamic changes so that public relations are needed to carry out their role as communication technicians who focus on the public and media relations.

Isna Asdiani Nasution (2019; 138-139) Public relations in educational institutions in general introduces educational institutions to the community in order to establish harmonious relationships and cooperation both public and educational institutions to improve the quality of education in schools. Public relations is an effort to communicate with the public both externally and internally. Public relations is a tool to disseminate information, grow, maintain, build and establish relationships with the community so that a positive image of the institution can be created. Idarwati, Ningsih et al (2022; 11-21). Public relations is an effort made by educational institutions in building an effective communication with the community so that intensive communication is needed in achieving the goals set by the institution.

Through a good relationship between educational institutions and the community, an image will be created to provide positive value to an institution. Image is the most important asset in an institution, because image is the public perspective for the institution. Rosady Ruslan (2008; 80). Image is a measure of a person's beliefs, ideas, and impressions of a certain object. A person's attitude and actions towards an object will be determined by the image of the object in displaying its best condition. One of them is the image of educational institutions.

According to Yulianita (2005; 47). A positive image is if an educational institution is able to create public understanding (public understanding), has public confidence (there is public trust in educational institutions), has support (there is an element of support from the public), has a public corporation (there is cooperation from the public to educational institutions). As explained in the Qur'an, Surah Al-Ahzab verse 70. Which means, "O you who believe! Fear Allah and speak the right word" (Qs. Al-Ahzab: 70). So that from this verse the author can conclude that a positive image can be built with honesty, justice, and using words that are clear, correct, acceptable and easy to understand by the public so that this makes the community trust and support and choose the institution.

(Mustajib; Masrokan & Sujianto, 2023). Based on the explanation above, it can be concluded that establishing a good relationship with the community is important for any institution, because with this it can foster a good image and be able to provide benefits to the institution, as well as educational institutions must be able to build and maintain a positive image in society, so that a harmonious relationship can be fostered between members, institutions and the general public. One of them is at Madrasah Tsanawiyah Negeri 1 Kediri is a madrasah that was built in 1969, from that year until now this madrasah has been able to maintain its image well so that the community has a positive impression of the madrasah regarding the programs and achievements contained in MTsN 1 Kediri. This is in accordance with the results of the author's interview with the Head of Madrasah, that:

"The image of the madrasah from the past to the present has always been considered superior by the community, in fact it has always been the first reference when PPDB started. In addition, the program is carried out in accordance with the vision of the madrasah, which is to produce an outstanding and religious generation, of course, by studying religion, and having good morals".

The program run at MTsN 1 Kediri is almost the same as junior high school in general, only the difference is that this madrasah gets more portions of Islamic religious education. This is the advantage between MTs and junior high school, which is not only focusing on formal education, but also focusing on religious education. In addition, this madrasah is close to SMPN 2 Pare with the same level, namely the junior high school level, but this madrasah is able to express itself in building a good image for the madrasah, this can be proven by the achievements made by the madrasah both in the academic and non-academic fields, one of which is 1st place in the Science Olympiad at the Provincial level.

Based on the background of the above problem, the researcher is interested in taking the title: "Public Relations Management in Improving the Image of MTsN 1 Kediri for the 2022/2023 Academic Year".

Management according to George R. Terry quoted by Zainal Mukarrom defines management as a process consisting of Planning, Organizing, Actuating, and Controlling actions that are carried out to determine goals to achieve goals through the use of human resources (HR) or other resources.

According to Abdurrahman quoted by Zainal Mukarrom (2021; 113), public relations has two meanings, namely public relations in the sense of communication techniques and communication methods. The use of public relations methods and theories such as marketing, and publicity that aims to emerge and form public understanding and a positive image of the public, both internally and externally.

According to M. Linggar quoted by Ichromsyah Arrochman, image is the most important asset in an educational institution and must be built and obtained by the institution itself, because image is not sold. Meanwhile, according to Sanaky, image is a person's beliefs, ideas and impressions of something. Ichromsyah Arrochman, et al . (2021; 12). An image is an image that is in a person's mind. So that the image can turn bad, if it turns out that it is not supported by actual abilities or circumstances. The goal of imaging is the realization of public opinion about the ability of educational institutions to serve or clarify the institution in the public relations division.

2. Method.

The approach used in this study is a case study approach using qualitative research. Eko Murdiyanto (2020; 2). The case study approach is a method used to explore a problem with detailed constraints, has in-depth data capture, and includes various sources of information. While qualitative research aims to understand the phenomena that occur in the field by focusing on a complete picture of the phenomenon being studied, this is done to obtain data in depth. Lexy J. Moleong (2021; 26). This type of research uses field research or can also be considered as a method to collect qualitative data. In this study, the researcher went directly into the field to make observations about a phenomenon in a natural state. Zuchri Abdussamad (2021; 31). Qualitative research is descriptive, namely describing the phenomena obtained by the researcher by showing evidence that occurs in the field and using inductive data analysis.

3. Results and Discussion.

3.1. Public Relations Management Planning on the Image

The planning of the public relations work program at MTsN 1 Kediri, is carried out at the beginning of the new school year with the public relations department, curriculum department, student affairs department, and infrastructure department, after which a consultation is held with the functionalists, then the public relations program can be implemented and improvements can be made in the future. In the implementation of public relations, the publication team is also assisted through social media and print media, making it easier for public relations to convey information to the public, as well as increasing cooperation with various parties. The target of the public relations program is aimed at the internal and external public, the goal is to create a harmonious relationship and build a good image in the eyes of the public and launch public relations program activities.

According to Rosady Ruslan, public relations is an effort to foster good relationships through two-way communications between educational institutions and the community, so that a harmonious relationship arises, mutual support, mutual trust, and creates a positive image for the institution. The public relations carried out at MTsN 1 Kediri are in accordance with what was explained by Rosady Ruslan that the relationship built by public relations has an impact on the image and trust of the public in the madrasah so that it can be proven by the increase in students in the madrasah. From this relationship, public relations makes plans in order to achieve the desired targets, namely through planned programs by publicizing madrasahs, cooperating, and carrying out activities, which are aimed at the outside and inside community.

3.2. Implementation of Public Relations Management on the Image.

In this stage, it is a manifestation of the planning that has been determined together, through direction and motivation so that activities can run well and in accordance with the goals of the institution. The implementation of public relations management in the image of MTsN 1 Kediri has been in accordance with the desired target, namely by maximizing the use of publication strategies and cooperation by sharing parties. This is in line with J. R Dominick's theory, namely that there are two ways to use publication media, 1) using direct media such as formal meetings, field trips, home visits, and education weeks. 2) using indirect media, namely with print media (calendars, magazines, newspapers, banners, pamphlets,

brochures) and social media (Instagram, Facebook, Youtube, Whatsaap, and Web). Then in the implementation of the planned activities, public relations also involves various parties to facilitate the program of public relations activities. As the results of research in the field, public relations also coordinates with the internal and external public which includes students, teachers, guardians, employees, and the surrounding community who participate in activities carried out in the madrasah. Community participation in the implementation of public relations programs has an important role, because the community is the core target of public relations activities. This is also in line with Rosady Ruslan's theory that in public relations it is an effort to foster a relationship or positive relationship between institutions and the public through mutual and mutually beneficial communication with the public.

3.3. Evaluation of Public Relations Management on the Image.

Evaluation activities are a tool to measure the success or failure of a program of activities that have been implemented. Evaluation of activities as an assessment of madrasahs to become even better in the future. According to Hornby and Parnwell, evaluation is a decision-making act to assess an object, situation, event, or activity that is being observed. The evaluation activities carried out at MTsN 1 Kediri are carried out by the public relations officer and the head of the madrasah in the form of a joint meeting held 1 time every semester to see if the program has run well or not optimally. Then direct evaluation, namely going into the field, either monitoring, controlling, or asking about activities to related parties. From the evaluation activities, it can be seen that the evaluation activities are carried out by each person in charge of each related party, then the public relations deputy and the head of the madrasah control each activity that takes place.

The stages carried out in the public relations work program at MTsN 1 Kediri, namely in the form of: planning, implementation and evaluation to produce a positive image in the eyes of the public and trust for commitment in maintaining interests and realizing social investment together. That way, an image is formed through the community's understanding of the programs and advantages of the madrasah and in accordance with the needs of the community so as to produce a good image for the madrasah. If the madrasah has a positive image, it can attract the interest of the community and contribute to the madrasah both material (student guardian jariah and development contributions), and non-material (sending their children to madrasah, participating in the implementation of public relations programs). Because of the image of the educational institution, the community considers that education is important, namely by producing quality output.

4. Conclusion

From the results of the research and data analysis that the researcher has carried out by the researcher, in this chapter the researcher gives the following conclusions:

Public relations planning is carried out at the beginning of each new school year, the planned program is the same as the previous year, but in the following year improvements are made which aim to plan public relations work programs and provide understanding to the public about the condition of MTsN 1 Kediri. Plan the budget and time specified in the implementation of the program for the next year. Optimizing social media as an information tool for the public to keep up with the current times. Increasing cooperation with various parties. Branding with religious superiority to attract public interest. The planning process is carried out by the head of the madrasah, the head of administration, the treasurer, the treasurer of the committee, the public relations officer, the student affairs officer, the curriculum officer, and the staff officer.

The implementation of public relations management in the image of MTsN 1 Kediri is in accordance with predetermined plans such as: promoting madrasahs online and offline, holding and increasing cooperation with other institutions and the surrounding community, maximizing the implementation of public relations programs with strategies carried out, namely: socialization, publication, cooperation, services and flagship programs of madrasahs, and carrying out internal and external activities.

The evaluation of public relations management on the image of MTsN 1 Kediri is carried out once a semester and after the implementation of the activity program, then improvements are made for the future. In the evaluation system, it is carried out by the head of the madrasah and the public relations deputy either directly or indirectly by controlling, supervising, and following up. In the public relations evaluation

process at MTsN 1 Kediri, it is felt that it is quite good and satisfactory for all programs that have been implemented by looking at the evaluation of previous programs, so that public relations is enough to keep up with the next steps.

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