Sholawat Nariyah Assembly in Building Social Trust: A Perspective on Frazier Moore's Approach to Educational Institutions

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Abstract:
This research aims to evaluate the impact of the Sholawat Nariyah Assembly on community perceptions of Nurul Fatta Islamic Boarding School and understand how these activities affect the image of the institution. The research method used is qualitative with a case study approach. The research subjects included activity participants, community leaders, and internal parties of the boarding school. Data collection techniques included in-depth interviews, direct observation, and analysis of activity documents. Data were analyzed using thematic analysis techniques to identify patterns and main themes related to changes in perceptions and the impact of activities. The results showed that the implementation of the Sholawat Nariyah Assembly on a regular basis has resulted in a significant improvement in the institution's image and community trust, with active participation and support from community leaders who play an important role in improving the community's view of the Nurul Fatta Islamic Boarding School. The research revealed that the activity is effective in strengthening the relationship between the institution and the community through increased transparency, public engagement, and consistent communication.

INTRODUCTION

Educational institutions can be built and developed through their relationship with the Community (Tamam et al., 2021). Because public relations communicates school work programs to the public, public relations management is very important for educational institutions (Fahreza et al., 2021). Two-way communication between organizations and the public is known as public relations management. This is done to support management functions and objectives by enhancing cooperation and fulfilling mutual interests (Noviantiani & Harmonika, 2021). Trust will not come alone (Suprihno & Rohmawati, 2022). Therefore, the existence of educational institutions in society actually depends on the relationships they build with the community (Rizki & Ary, 2021). This has an impact on students' and their families' trust in the education system (Madiyan, 2024).

Public trust affects the institution in addition to its reputation. It also affects the participation and support of the surrounding community.

According to Karsono's research on social trust (Karsono et al., 2021), three distinct branding strategies are employed by various madrasahs. One focuses on educational quality and character, another emphasizes performance and community service, while the third prioritizes academic achievement and staff service. Overall, these strategies have been successful in enhancing public trust in the institutions. Dwiyama (Dwiyama et al., 2020) observed that effective public relations (PR) management significantly involves the community in advancing education, leading to notable improvements in educational quality. Hafidzotul Millah (Millah et al., 2022) explained that cultural traditions, such as Grebeg culture, are passed down to the next generation, benefiting both the community and their beliefs. Munif (Munif et al., 2021) noted that implementing a pesantren-based curriculum has led to significant progress in learning methods. Additionally, Fadali Amar (Amar et al., 2024) highlighted that strong community relations are crucial for improving education quality and increasing public trust in madrasahs, demonstrating that efforts to reshape the community's perception and increase institutional visibility have been effective.

Despite the valuable insights provided by existing research on branding strategies, public relations management, and cultural traditions in educational institutions, there remains a notable research gap in understanding how these elements interact and impact each other in different contexts. While studies have explored individual aspects, such as the effectiveness of specific branding strategies or the role of public relations in community engagement, there is a lack of comprehensive research that examines how these factors collectively influence educational outcomes and public trust. Additionally, there is limited research on the long-term effects of integrating cultural traditions into educational practices and their impact on student performance and community involvement. Addressing these gaps could provide understanding of how educational institutions can optimize their strategies and practices to enhance both educational quality and public perception.

The purpose of this study is to analyze how the application of the Frazier Moore approach through Majelis Sholawat Nariyah can be used as a managerial strategy to build and strengthen social trust at PP Nurul Fatta. This research will evaluate the impact of the integration of these spiritual practices on the management of internal and external relationships of educational institutions, as well as identify effective managerial practices in this context.

This research shows that the implementation of the Frazier Moore approach through Majelis Sholawat Nariyah will increase social trust at PP Nurul Fatta as part of a managerial strategy designed to improve communication, community engagement, and internal relations. It is expected that by effectively managing the implementation of this spiritual practice, the educational institution will experience improvements in collaboration, engagement, and trust among its stakeholders, which will ultimately have a positive impact on managerial quality and educational outcomes. This study will test this hypothesis through analysis of data collected from observations, interviews, and evaluation of managerial practices related to the implementation of Majelis Sholawat Nariyah at PP Nurul Fatta.

RESEARCH METHOD

This research method uses a qualitative design with a case study approach to explore the application of the Frazier Moore approach in building social trust through Majelis Sholawat Nariyah at Nurul Fatta Islamic Boarding School Kotaanyar Paiton Probolinggo. This research aims to provide an overview of how the approach is implemented and its impact on the relationship between educational institutions and the community. Data will be collected through semi-structured interviews with students, educators, parents, and community members involved in Majelis Sholawat Nariyah. In addition, researchers will conduct participatory observations of Sholawat Nariyah Assembly activities to capture the dynamics of interaction and communication that occur. Documentation related to activities and official communication between educational institutions and the community will also be collected to support the analysis.

This research involves several key stages: First, the researchers will prepare the research tools, including interview guides and observation formats, and seek permission from PP Nurul Fatta. Second, data collection will be carried out through interviews, direct observations, and document collection. Third, the researcher will analyze the data using thematic analysis to identify key factors related to social trust and the implementation of the Frazier Moore approach. The findings will be compiled into a detailed report, offering insights into how Majelis Sholawat Nariyah contributes to increasing social trust in educational institutions and providing recommendations for more effective managerial development.

FINDINGS AND DISCUSSION
Strategies in the Implementation of Sholawat Nariyah Assembly to Increase Trust

PR strategy is a specific plan needed by public relations to achieve certain goals (Ningsih, 2022). The right strategy is needed to achieve goals and in accordance with expectations. This applies to public relations activities, which require a strategy to run things (Sirait et al., 2021). Majelis Sholawat Nariyah at Nurul Fatta Islamic Boarding School not only serves as a platform for religious activities, but also includes various social and cultural activities that actively involve the community. If something is attractive and fulfills the needs of the community, it will be trusted (Suprihno & Rohmawati, 2022). Therefore, participating in sholawat together, religious studies, and social services. During these activities, the institution and the community are actively involved, which not only strengthens the relationship between each other, but also gives the community the opportunity to enjoy the benefits and value of these activities (Fadli, 2021). In this case, Nurul Fatta Islamic Boarding School utilizes various communication strategies including:

The organization carried out by leaders aims to organize and control the workforce, determine how well employees work, so that schools can achieve the best results (Jamrizal, 2022). By dividing work into smaller parts, assigning responsibilities to individuals who have the right capacity, allocating resources, and coordinating resources effectively to achieve organizational goals (Syukran et al., 2022). Holding the Sholawat Nariyah Assembly regularly with a structured schedule helps build consistency and regularity. Consistent activities provide a positive signal to the community that the institution is serious in running religious and social programs. As explained by Hasbi, as an educator, "the Sholawat Nariyah Assembly activities are conducted regularly every month, and the

enthusiasm of the community increases over time.

Although the structured organization gives a positive signal about the seriousness of the institution, there are still challenges related to the consistency of the implementation of activities. Some months have seen a decline in participation, indicating gaps in the consistency of organization or in the delivery of information that may have affected the level of community attendance." In making people aware of the importance of education, public relations must be built as well as possible. However, public relations must also be honest to build public trust, because honesty benefits the institution and society as a whole (Supriani, 2022). However, one of the problems in improving the quality of education is the lack of community participation in educational institutions (Tamam et al., 2021). By participating in activities, a person will feel closer to the community and will not feel alienated (Suryana et al., 2022).

By involving different layers of the community in activities, such as joint sholawat, religious studies, and social services, it creates a sense of connectedness and ownership. This increases community involvement and strengthens the relationship between the institution and the community. Najib, as the head of the pesantren revealed that "the importance of involving different layers of the community, including community leaders and partner institutions, in activities. This creates a strong sense of connectedness and ownership. However, interviews also revealed that although inclusivity increases participation, not all layers of society feel optimally represented or involved. Some groups, such as the younger generation or marginalized communities, have not been fully engaged, suggesting gaps in representation and more equitable participation.

Pesantren, educational institutions, and technology have been working together to successfully address the problem. One of the best ways to attract the public's attention is to create publications through social media (Agustini, 2022). The use of social media such as Instagram, Facebook, and Tiktok has increased along with its popularity. In other words, people have widely utilized social media as the main tool for communicating digitally with each other and with other people (Arianto & Handayani, 2023).

Using social media and digital platforms to promote Majelis Sholawat Nariyah's activities allows the organization to reach a wider audience. Announcements through social media and community groups help in disseminating information and attracting active participation. Adib explains that "social media is used to promote activities and expand audience reach. However, he also noted that the limited facilities and experts in technology led to the implementation being done in stages. These gaps impacted the effectiveness of information delivery and the ability to attract wider active participation. Parts of the community, especially those less familiar with digital technology, may not be optimally informed, pointing to the need to improve accessibility and technological skills within the institution."

Based on the observations, it can be concluded that the success of Majelis Sholawat Nariyah's activities is influenced by several key factors: routine and structured organization increases consistency and enthusiasm of the community; inclusivity and participation from various levels of society strengthens the relationship between the institution and the community, and builds trust; and the use of social media and digital platforms allows the institution to reach a wider audience and increase active participation, although the application of

technology is still carried out in stages given the limited facilities and experts. These three aspects overall support the success of the program and the development of the Institute's image. Reflection on these findings suggests that the success of Majelis Sholawat Nariyah in building community trust does not depend on one strategy alone, but on the synergy of various approaches applied consistently and inclusively.

Evaluation of the Impact and Response to Changes in Community Perceptions of Educational Institutions

The existence of schools in the perception or opinion of the community/public has a relationship with the perception of the community or the community's view of the school (Ma'sum, 2020). Education must build and highlight its advantages so that it has greater value than other organizations (Pramungkas, 2020). Improving the quality of Islamic education institutions requires the participation of citizens, schools, and communities (Wahyuni, 2018). The evaluation of the impact of the Sholawat Nariyah Assembly at Nurul Fatta Islamic Boarding School shows how good the program is in improving people's perceptions of the institution. Where evaluation is a system that can be used to determine the level of success and efficiency of a program (Sodikin & Gumiandari, 2022; Faiz et al., 2023). to build beliefs based on one's social circumstances and environment. According to Madiyan (Madiyan, 2024), people are more likely to choose decisions based on the choices of people who are more reliable than unreliable people. Research shows that conducting these activities on a regular and structured basis has successfully improved the image of the institution in the eyes of the community, strengthened the relationship between the institution and the community, and met the needs and expectations of the community. Therefore, Majelis Sholawat Nariyah serves as a platform beyond religion.

Based on the results of observations of changes in perceptions of Nurul Fatta Islamic Boarding School after the implementation of the Sholawat Nariyah Assembly on a regular basis. Shows that most respondents indicated that the activity has improved the image and reputation of the institution in the eyes of the community. Nurul Fatta Islamic Boarding School's branding efforts promoted through Majelis Sholawat Nariyah have brought a positive impact on the institution's image. This activity, which is organized regularly, has not only pleased the community but has also improved their view of the institution. Although K. Muhammad Al-Fayyadl, is a figure who comes from Pondok Pesantren Nurul Jadid and is not part of Nurul Fatta, his contribution as an outside partner in this branding strategy has played a crucial role in improving the image of Nurul Fatta Islamic Boarding School . This was expressed by Khotimah, a participant of the activity, adding, "I feel more connected to the pesantren since joining Majelis Sholawat Nariyah. The activities that are carried out regularly and involve various elements of society make me see pesantren not only as a place of learning, but as a center of activities that benefit the wider community. This makes me and many others more trusting and supportive of pesantren programs."

Factors such as the quality of the activities organized, the active involvement of the community in the events and the support of local leaders have influenced the improvement of the community's perception of this educational institution. Good quality activities, with professional organization and clear

benefits for the community, create a deep positive impression. It is shown that active participants, who attend frequently, tend to report a greater positive improvement in their view of Nurul Fatta Islamic Boarding School compared to those who rarely participate. This may be due to a deeper level of involvement and first-hand experience of the activities, which gives a stronger and deeper impact on their perceptions. This difference may affect the evaluation results as it suggests that active engagement may be a key factor in perception change, which needs to be taken into account in the overall analysis. Abdurrahman said, as an educator that "K. Muhammad Al-Fayyadl, despite coming from Pondok Pesantren Nurul Jadid, has made a very meaningful contribution to the branding strategy of Nurul Fatta Islamic Boarding School . His presence as an outside partner brings a new perspective and very important support. It not only expands the reach of Majelis Sholawat Nariyah's influence but also helps to improve the image of Nurul Fatta Islamic Boarding School in the eyes of the community."

The data patterns that emerged from this study suggest that higher levels of participation in Majelis Sholawat Nariyah are positively associated with improved institutional image and community trust. Survey and interview results indicate that participants who are regularly involved in activities tend to have a more positive view of Nurul Fatta Islamic Boarding School . Active involvement not only increases the sense of connectedness with the institution but also strengthens community trust in the pesantren. This pattern confirms that the frequency and depth of community participation play an important role in shaping the perception and image of the institution, and shows that a consistent and well-planned program can improve the general view of the community. The improved image of Nurul Fatta Islamic Boarding School as a result of Majelis Sholawat Nariyah activities brings concrete benefits, including increased community support and participation in educational activities. This image improvement has strengthened the relationship between the institution and the community, which in turn improves the quality and success of the educational programs offered by the pesantren. With greater community support and participation, Nurul Fatta Islamic Boarding School can expand its positive impact and improve program effectiveness and sustainability..

Interpretation of Trust Theory and the Frazier Moore Approach

Robert D. Putnam states that social trust, also known as social trust, is the belief that members of society can be relied upon to act well, respect prevailing social norms, and work together for the common good (Daghestani et al., 2020). This trust is based on the belief that the institution will act in accordance with the Society's goals, principles, and expectations (Utami & Rakhmadhani, 2023; Purwanto et al., 2023). In this case, Majelis Sholawat Nariyah is a concrete example of the application of trust theory in the context of educational institutions. By organizing quality and well-organized events, educational institutions not only demonstrate competence in running their programs but also show integrity and goodwill. These activities provide tangible spiritual and social benefits to the community, thus strengthening the community's trust in the institution.

Table 1. Interpretation of Trust Theory and Frazier Moore Approach

No	Frazier moore approach	Findings
1	Shadow Image	The character and actions of the leader affect the image of Nurul Fatta Islamic Boarding School . The pesantren leaders demonstrate commitment and integrity through the organization of a well-organized Majelis Sholawat Nariyah, which improves the image of the institution in the community. A favorable external view of the pesantren is created by leaders who are directly and actively involved in this activity.
2	The Prevailing Image	The information available about Majelis Sholawat Nariyah's activities greatly influences the public's perception of the Nurul Fatta Islamic Boarding School today. Positive information about the pesantren has been received by the community through effective promotion of activities and transparency; negative information, on the other hand, can greatly affect this image.
3	The Desired Image	Nurul Fatta Islamic Boarding School tries to build the desired image as an educational institution committed to religious and social activities. The Sholawat Nariyah Assembly is a strategic step to shape the desired positive image, before the audience fully recognizes the institution. This activity is designed to create a strong and positive initial perception.
4	Corporate Image	Overall, the image of Nurul Fatta Islamic Boarding School is influenced by how the organization organizes Majelis Sholawat Nariyah and interacts with the community. This image also shows how the pesantren is managed and how well the organization meets the expectations of the community through high-quality activities that have a positive impact.
5	Multiple Image	Depending on how various people see and assess the activities of Nurul Fatta Islamic Boarding School , its public image can change. It can have a positive perspective from active Majelis Sholawat Nariyah members and a different perspective from those who are less involved or have different experiences. To ensure that the principles and values of the organization are consistently covered in every image, dual image management is essential.

Of the five types of images described, Based on the Table 1, Nurul Fatta Islamic Boarding School can be interpreted as follows: first, mirror image reflects the public's view of the institution based on the behavior and actions of pesantren leaders, such as in the activities of Majelis Sholawat Nariyah; second, current image describes the current public perception of the effectiveness and quality of the activities carried out; third, desire image is the ideal image that the institution hopes to obtain through well-planned and implemented activities; fourth corporate image includes a general view of the institution, including its reputation and social contribution; and fifth, dual image shows the various views that arise from different behaviors and perspectives within the institution. It is very important to conduct an image evaluation, in order to know how Nurul Fatta Islamic Boarding School is viewed as a whole and to determine which areas need to be improved or maintained in their communication and public relations approach.

In this case, the Sholawat Nariyah Assembly through the Frazier Moore

approach is seen in the way the educational institution organizes the event openly and involves the community in every stage of the activity. Frazier Moore states that Public Relations is a management function that evaluates public attitudes, identifies policies and procedures of individuals or organizations based on public interests, and implements programs to gain public understanding and acceptance (Siahaan & Kurniawati, 2024; Sanjani et al., 2023). This activity not only conveys clear information regarding the benefits and objectives of the event but also involves the community directly, listens to their feedback, and maintains consistent communication throughout the event. By doing so, educational institutions are able to demonstrate commitment and clarity in their operations, strengthening the trust that has been built.

The integration between trust theory and the Frazier Moore approach creates a strong synergy in building social trust. Trust theory provides a theoretical basis for understanding the importance of trust in the relationship between institutions and society. Meanwhile, the Frazier Moore approach offers practical strategies to build and maintain that trust through transparency, public engagement and consistent communication. Thus, the relationship between trust theory and Frazier Moore's approach shows how educational institutions can use effective public relations strategies to build and maintain social trust, expand public support, and improve their image in the eyes of the community can be used as an effective strategy in building a positive image of educational institutions.

CONCLUSION

This research demonstrates that the implementation of Majelis Sholawat Nariyah at Nurul Fatta Islamic Boarding School significantly impacts the community's perception of the institution. The routine and structured activities not only enhance the institution's image but also bolster community trust through high-quality events, inclusiveness, and active participation. The positive correlation between increased community involvement and a favorable image highlights that the program's success largely hinges on consistent event management and robust community engagement. These findings align with Robert D. Putnam's social trust theory, which underscores the critical role of trust in the relationship between institutions and society. Additionally, the application of Frazier Moore's public relations approach, which emphasizes transparency and public engagement, is validated by the activities of Majelis Sholawat Nariyah, showcasing how these theories can be effectively applied to build and sustain trust within educational contexts.

Nevertheless, this study has certain limitations. The evaluation results may be affected by respondent bias, potentially reflecting only positive views or the perspectives of specific community groups actively engaged in the activities. Moreover, the limited data and lack of longitudinal measurements may constrain the generalizability of the findings. External variables, such as social or political changes, which could influence community perceptions, may not have been fully examined. Therefore, further research with a more comprehensive design is necessary to address these limitations and gain a more profound understanding of the factors influencing community perceptions of educational institutions.

ACKNOWLEDGMENT

Thanks to the administrators and staff of Nurul Fatta Islamic Boarding

School for their cooperation and support throughout the study. I am deeply appreciative of the participants who generously shared their insights and experiences, which were invaluable to this research. I also wish to acknowledge the guidance and feedback from my advisors and colleagues, whose expertise and encouragement were instrumental in shaping this work. Special thanks are due to the Majelis Sholawat Nariyah for their exemplary activities, which provided the foundation for this study

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