

Strengthening the Image of Islamic Schools Through the AIDA Approach: The Role of Public Relations in Engaging the Community

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Abstract:

This research aims to reveal the strategy of public relations in building the image of Madrasah. The research was conducted at Madrasah Aliyah NU 05 Gemuh, using a qualitative approach and triangulation techniques. Data collection was carried out through interviews, observations, and field observations. Sources of informants involved school principals, public relations, teachers, and student parents. The research results show that the public relations manager's strategy in building the Madrasah image involves the "Madrasah Greets" program. This approach involves understanding the internal and external conditions of the Madrasah, which is adopted through the Aida theory. Madrasah Greeting is implemented with steps such as understanding the image of the Madrasah from the perspective of attention, public interest, desire, and action. The next step is the implementation of Madrasah consistency and, finally, the Madrasah control program. The implications of this research are the realization of quality Madrasah capable of meeting the educational needs of the community, improving the quality of public education, making Madrasah a center for innovative and creative learning activities, as well as increasing confidence in the existence of Madrasah and eliminating arguments as a second option.

Keywords: *Citra Madrasah, AIDA, Public Relations*

Abstrak:

Tujuan penelitian ini adalah untuk mengungkapkan bagaimana strategi humas dalam membangun citra Madrasah. Penelitian dilaksanakan di Madrasah Aliyah NU 05 Gemuh, dengan menggunakan pendekatan kualitatif dan teknik triangulasi. Pengumpulan data dilakukan melalui wawancara, observasi, dan pengamatan lapangan. Sumber informan melibatkan kepala sekolah, humas, guru, dan wali murid. Hasil penelitian menunjukkan bahwa strategi yang diterapkan oleh manajer humas dalam membangun citra Madrasah melibatkan program "Madrasah Menyapa." Pendekatan ini melibatkan pemahaman terhadap keadaan internal dan eksternal Madrasah, yang diadopsi melalui teori Aida. Madrasah Menyapa dilaksanakan dengan langkah-langkah seperti memahami citra Madrasah dari perspektif attention, interest public, desire, dan action. Langkah berikutnya adalah penerapan konsistensi Madrasah, dan terakhir,

program kontrol Madrasah. Implikasi dari penelitian ini adalah terwujudnya Madrasah yang berkualitas, mampu memenuhi kebutuhan pendidikan masyarakat, meningkatkan kualitas pendidikan publik, menjadikan Madrasah sebagai pusat kegiatan belajar inovatif dan kreatif, serta meningkatkan kepercayaan terhadap eksistensi Madrasah dan menghilangkan argumen sebagai pilihan kedua.

Kata Kunci: *Citra Madrasah, AIDA, Humas*

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INTRODUCTION

An institution needs an image so that people appreciate it, and it is also a reputation and achievement to be achieved in the world of public relations (Khorotunniswah, 2020; Rahayu & Trisnawati, 2022). Therefore, the institution's image is essential and must be maintained so that it remains good in the eyes of the public, both internal and external. In general, an image is a set of beliefs, ideas, and impressions of a person toward a particular object (Terzidou et al., 2020; Crawford et al., 2020). A person's attitude and actions towards an object will be determined by its image, which displays its best condition (Sitorus, 2020; Triwijayanti et al., 2022). Image must be managed well through a harmonious relationship with the audience or public, considering that the image of an institution reflects the institution's identity (Kujur & Singh, 2020; Cinta et al., 2022). Image Educational institutions are formed based on various components, including academic reputation or academic quality, which can be done by improving the professional performance of the madrasa head, teachers, and related staff at the madrasa, having an excellent organizational network for teachers and parents of students, as well as an explicit curriculum to create graduates. which is good too (Ningsih et al., 2022).

The phenomenon that occurs is that there are several educational institutions, especially madrasah, which cannot maintain the good image of their institutions. It also appears that there are several institutions whose existence is not noticed by the community, so they have a significant impact on the progress of the institution, characterized by several problems, namely: first, educational institutions lose support from society, which has an impact on decreasing the number of students, the two institutions become the second choice because there are superior institutions to be prioritized, the three madrasah find it challenging to meet their needs both in terms of facilities and infrastructure supporting teaching and learning activities. With these conditions, the institution needs a breakthrough to improve its condition.

In stabilizing the fading trust of madrasah, competent liaisons who can provide color and description of the institution are needed. So that the institution obtains a good image in front of the public, the madrasah must be able to greet the community in the hope of proclaiming the superiority of the madrasah, public relations or public relations becomes a bridge between the madrasah and the community (Ritonga et al., 2022). Public relations is a mouthpiece for the institution to convey information related to the institution (Rizki & Ary, 2021). Public relations is significant for an organization/institution, both small-scale

organizations/institutions and large-scale organizations/institutions. According to Setiyadi et al. (2022), Public Relations is generally defined as all activities carried out by an institution or organization and business entities through public relations officers to formulate an organization or structure and communication to create better mutual understanding between the institution and its audience (the people with whom it must always be in contact).

Based on the opinions of several experts, public trust in educational institutions can be raised with the involvement of public relations. As stated by several experts, including Rahmanto et al. (2021), public relations can be seen as a tool or medium for creating relationships with anyone considered to bring benefits and progress to the organization or institution concerned. According to Purnomo (2016), public relations is something that summarizes all planned communication, both inward and outward, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. According to him, public relations is always concerned with creating understanding through knowledge, and these activities, it is hoped that an impact will emerge namely positive change. Public relations aims to improve communication between a school and the community by assisting staff members in analyzing and understanding the conditions in the families (home) and environment of their students (Idrus, 2017).

Public relations can increase the community's understanding of the goals and targets that the madrasah wants to realize, increase the madrasah's understanding of the situation and aspirations of the community towards the madrasah, increase the efforts of student parents and teachers in meeting the needs of students and increase the quantity and quality of assistance from parents in activities. Madrasa education, increasing public awareness about the importance of their participation in advancing education in madrasah in the era of development, maintaining public trust in madrasah and what the school does, accountability of madrasah for the expectations placed on madrasah by the community, support, and assistance from the community in obtaining resources - resources needed to continue and improve the madrasa program.

The importance of public relations must be realized not only by the leadership of the organization or those in charge but also by all units in the organization/institution itself. Madrasah Aliyah NU 05 Gemuh is one of the madrasah under the auspices of the ma'arif educational institution in Kendal Regency. Public interest in Madrasah Aliyah NU 05 Gemuh is very high, as seen from the number of students in the class. This is due to the high public trust in Madrasah Aliyah NU 05 Gemuh. Based on initial observations, Madrasah Aliyah NU 05 Gemuh has achieved several achievements in the academic and non-academic fields. Academic achievements such as Mathematics, Science, and Language Olympiads. The public has heard of various achievements so that the image of the madrasah is good and has encouraged the public's interest in competing fiercely to get their sons and daughters into Madrasah Aliyah NU 05 Gemuh.

Based on interest in Madrasah Aliyah NU 05 Gemuh, it can be seen that the public's interest in registering at Madrasah Aliyah NU 05 Gemuh increases every year; this could make it possible for public trust in Madrasah Aliyah NU 05 Gemuh

to increase. The increase in the number of students indicates that public relations is working hard to build the image of the madrasah. For this reason, public relations is essential to build a positive image of Madrasah Aliyah NU 05 Gemuh. Apart from that, public relations is also a medium for socializing the madrasah to the community and is expected to support various activities carried out by the madrasah.

This research focuses on how madrasah build harmonious relationships with the community based on mutual relationships from the AIDA perspective. As in the AIDA theory, it begins with paying attention to a product or service; if you are impressed, you will move to the stage of interest in the product or service. If the interest is strong, it will continue to the stage of interest in your needs. If interest is extreme, whether due to internal encouragement or external influence, the consumer will decide to give or consume the product or service offered (Kurniawati et al., 2022). It was also stated by Noorfajarsari et al. (2023) that AIDA theory is the formula most often used to help plan an advertisement as a whole, and this formula can be applied to an advertisement. Furthermore, Widyanto and Athanasius (2021) said that the AIDA theory includes attention, interest, desire, and action. The higher the AIDA score indicates, the more influential the media is for advertising or marketing communications to society.

Seeing the success of the public relations manager who adopted AIDA theory in the madrasah, the researcher has an interest in examining how the public relations management strategy is used in the madrasah so that the community (public) is interested in collaborating with the madrasah, apart from that, what factors make the community compete fiercely in order to enroll students. Their daughter went to the madrasa. Based on the explanation above, this research aims to determine the public relations management strategy for building a positive image.

RESEARCH METHODS

This research uses a qualitative method by conducting research that aims to describe the problem and analyze the problems that occur. The research was conducted at the Madrasah Aliyah NU 05 Gemuh y institution. This research aims to find a solution to the problem of how madrasah greeting strategies are applied in the application of public relations management to build the image of educational institutions. Researchers collected data through several stages, such as observation and direct observation at the research site. Interview: Several informants were interviewed at the research site. Observation, visiting the research site. Documentation study, analyzing documents related to research.

The data analysis technique is carried out circularly with the data display stage, namely collecting the data as a whole, then continuing with rapid data reduction, namely sorting and selecting data according to themes and ending with drawing research conclusions as a research finding.

RESULTS AND DISCUSSIONS

Public relations management is the process of planning, implementing, and evaluating communication activities between an organization and its public. The aim of establishing public relations, according to the Head of Madrasah Aliyah

NU 05 Gemuh, is to assist in preparing integrated implementation programs, help disseminate programs and achievements through various media, manage relations with student parents and the community, and develop a madrasa profile as a means of information and communication.

The research results show that madrasah greet; In applying the public relations strategy to build the image of educational institutions through the AIDDA perspective at Madrasah Aliyah NU 05 Gemuh, the following results were found;

The image of the Madrasah Aliyah NU 05 Institution is Gemuh

The image of an institution is an impression or image felt by someone about an institution as a whole, which is displayed in the behavior of school residents (Sukmawati & Herawan, 2016). Moreover, it can be a good or bad impression from the person concerned. The image of an institution is based on existing reality; if the service process is good and the expectations of educational customers by what is offered are fulfilled, then the image of the educational institution will automatically have a positive image (Riahmatika & Widhiastuti, 2019).

As stated by Kun Muhandis Adam, the head of Madrasah Aliyah NU 05, Gemuh, is highly committed to displaying a positive image of the institution; this starts from internal factors of the Madrasah to external factors of the Madrasah. Supporting internal factors are quality human resource sources so that discipline, commitment, and responsibility for innovative, creative behavior are created and supported by teacher competence in their respective fields. As school principals, we also emphasize that all components of the Madrasah, especially teachers, must continuously improve their competence by participating in various trainings to maintain the quality of creative, innovative, and productive applied human resources. With internal supporters, a positive internal image can dominate the madrasah environment so that external factors also follow the cultivation of the Madrasah's internal environment.

Akhmad Rizakul Anam, deputy head of the Madrasah for the Curriculum section, said that image building is done by establishing good relations between public relations and the community by involving the Madrasah in greeting. The Madrasah Greeting implemented adopts the perspective of AIDA theory, namely, inviting public interest (attention) by promoting superior programs and interspersed with achievements. Promotions are carried out using various media, both online and offline. Furthermore, with attention, interest in choosing Madrasah Aliyah NU 05 Gemuh will arise from the public. If there is an indication of interest, public relations will further motivate consumers to be more confident in their choice; in this way, there will be a desire (desire) to choose Madrasah Aliyah NU 05 Gemuh as the school of choice, and action took place as a consumer of the Madrasah Aliyah NU 05 Gemuh program.

Then Master, as deputy head of the Madrasah for student affairs, also said that madrasah greetings in forming a positive image by the public relations team involved two promotional directions: madrasah greetings online and madrasah greetings offline. Madrasah Greet Online involves social media to broadcast a series of programs at the Madrasah, broadcasting the school's excellence and achievements made by students and teachers of Madrasah Aliyah NU 05 Gemuh.

Madrasah greets with the involvement of social media, which has a high-speed distribution capacity and can persuade consumers to choose Madrasah Aliyah NU 05 Gemuh as a priority school. Apart from being online, Madrasah greeting offline is also no less important by establishing partnerships with parents, community leaders, and elementary school levels in promoting Mount of Mount-based Madrasah Aliyah NU 05 Gemuh. This method also has a significant impact because the promotion is direct with internal greetings and introductions from certain people who have influence.

Moh Tsabit, as the Madrasah Committee, emphasized that through the "Madrasah Greets" program at Madrasah Aliyah NU 05 Gemuh, the institution's performance could be good. This can be seen from the significant public interest every year, choosing Madrasah Aliyah NU 05 Gemuh as the favorite school among junior high schools in Kendal Regency. Thus, the number of registrants and students increases every year. Students from various backgrounds, from upper middle class to lower middle class, gathered from various villages and sub-districts in the Kendal area. This is a matter of pride for the madrasah because the response to the institution is considered positive. Of course, this achievement did not just happen because all components of the institution played a significant role, especially in the field of public relations through the Madrasah Selamat program.

Based on the research results, it is revealed that the image of an institution is the impression or assessment of a person or society towards the institution. The image of an institution is an assessment, impression, or assumption held by all school residents, student parents, and the community (Blitz et al., 2020; Martin et al., 2020). An educational institution must have an image which can be either a positive image or a negative image. In this regard, researchers made observations regarding the image of Madrasah Aliyah NU 05 Gemuh. From the research results, the image of Madrasah Aliyah NU 05 Gemuh is considered good because it has received good responses from students' parents and the community.

Mastur, as Deputy Head of Madrasah for Student Affairs, said that "the first impression we got from Madrasah Aliyah NU 05 Gemuh was that it was a superior school that offered various superior programs that were needed in society, such as IT, Science, Religious and Language study programs. There are also extracurricular programs such as Scouts, PMR, and Drumband. Madrasah Aliyah NU 05 Gemuh has also achieved various achievements both in the academic and non-academic fields. This has further spurred public interest in choosing Madrasah Aliyah NU 05 Gemuh as a priority school.

The Madrasah greeting carried out by the public relations team has indirectly built the image of madrasah with a good title, seen from field observations which show that Madrasah Aliyah NU 05 Gemuh has seventeen classes to accommodate all students. Based on the data, new student admissions always increase significantly every year. The strategy carried out by public relations has its characteristics of generating attention or public attention through the promotion of superior programs, obtaining a multitude of academic and non-academic achievements, as well as partnership programs, which become a process of awareness of the existence of superior products delivered by public relations to the public and can create a positive image for the madrasah.

Consistency of Public Trust

Consistency is an essential habit for an educational organization to have. There is little chance of achieving great things if you do not consistently make intelligent decisions and take the right actions. Consistent behavior is related to dedication and commitment (Rozi et al., 2022). One of the benefits of being consistent is the formation of solid values and standards within yourself. The essence of consistency is about repetition and traits that need to be trained (Amri & Syahril, 2021).

The Head of the Madrasah, Kun Muhandis Adam, firmly emphasized that the consistency of the program that has been implemented must be maintained while always trying to provide the best service to all components of the Madrasah. This is done to create a conducive atmosphere and a positive image for the institution. All efforts and hard work carried out by madrasah components need to be maintained and controlled in order to achieve the vision and mission of the Madrasah.

Akhmad Rizakul Anam, Deputy Head of Madrasah for Curriculum, continued that madrasah public relations establish two-way communication with supporting components. This is done to maintain the consistency of the Madrasah's good image. Public Relations is also actively seeking advice from various parties to maintain the stability of the Madrasah's image in the eyes of the public. The aim is to create close cooperation between all madrasa components to maintain the consistency that has been developed mutually.

Consistency is one of the characteristics of integrity. Consistency is one of the keys to success. Consistency is an important habit (Hanum et al., 2019). By having complete trust from the public, madrasah should remain consistent in maintaining the image that has been embedded in society. Madrasah Aliyah NU 05 Gemuh already has the complete trust of the community. Of course, the image obtained is the result of the hard work of all institution components.

As a member of the Madrasah Committee, Moh Thabit stated that the Madrasah strives to consistently provide attention to all components of the Madrasah, including teachers, students, parents, and the community. This attention focuses on fulfilling all necessary needs, especially in supporting the continuity of madrasa programs. The consistency of all madrasa components, from principals and teachers to employees, is strengthened by a commitment to maintain public trust, improve the quality of madrasah, and maintain the existence of madrasah in a more positive direction.

Based on observations in the field, the way of service at Madrasah Aliyah NU 05 Gemuh shows a high level of friendliness and care in welcoming students, parents, and even researchers. The concept upheld is to serve wholeheartedly in all aspects of the madrasa. Student services follow madrasah operational standards, starting from welcoming services, implementing learning, and returning home to personal consultations.

A Roghibin, as Head of the Madrasah Administration, emphasized consistency in forming a positive image by trying to fulfill the community's desires for madrasah. Judging from the school environment, people show various interests, including in study programs such as religious, language, science, and IT

classes. By fulfilling the community's desires, madrasah can provide high hopes for achieving public desires.

Madrasah are committed to providing services and meeting the community's needs for the education they dream of. Madrasah always maintain their existence and try to make program improvements to improve education quality. The consistency of Madrasah Aliyah NU 05 Gemuh can be seen in the direct implementation of all programs designed for all madrasa components, positively impacting the continuity of education.

Control Program

The final step taken by Madrasah Aliyah NU 05 Gemuh to maintain program stability is through control and evaluation. Control is carried out to ensure that each component assigned according to its primary duties and functions has carried out its duties. The collaboration results must be by the standards of the goals to be achieved, and there are no errors or mistakes that could give rise to negative opinions before being published to outside parties (Zahroh, 2015). Evaluation is a series of activities that compare the realization of inputs, outputs, and outcomes against plans and standards. Evaluation results were obtained during monitoring activities (Zamroni et al., 2021; Saleha et al., 2022).

The control program is carried out to maintain the stability of the image of the Madrasah, where the principal, especially in implementing the "Madrasah Greets" program, has an important role. Kun Muhandis Adam, as head of the Madrasah, emphasized his responsibility in controlling the quality and quality of the institution with steps such as ensuring that all school programs run as well as possible, handling conflicts or avoiding them, restoring cooperation, developing staff and students, developing the organization, and implementing educational ideas.

Through the control carried out, madrasah can identify existing advantages and disparities, such as the effectiveness of study programs, the impact of programs on educational development, and the quality of madrasah. Control also allows viewing the results of programs that have been running. According to Moh Tsabit, as a Madrasah Committee, control and evaluation of madrasah are carried out by the principal by involving several madrasa components, such as the head of public relations and the head of the curriculum, to assess ongoing activities. The findings from the evaluation serve as guidelines for the next steps that can improve the program at Madrasah Aliyah NU 05 Gemuh.

Ahmad Thohawi, as a teacher, stated that the control and evaluation carried out by madrasah can predict and minimize failure. Until now, no significant problems have been found in carrying out all programs at Madrasah Aliyah NU 05 Gemuh. The implemented program goes according to plan and creates a harmonious climate in the madrasah environment, which can improve the image of the madrasah in good quality.

Control can provide a solution for educational institutions to monitor the continuity of the program and correct or complete gaps that can hinder the program by finding joint solutions. Control needs to be carried out to maintain the stability of the planned discourse.

CONCLUSION

Based on the research results, it can be concluded that Madrasah Aliyah NU 05 Gemuh succeeded in involving public relations in the "Madrasah Greets" program. Through this program, madrasah can reach all levels of society, providing a deeper understanding of madrasah Aliyah NU 05 Gemuh. The strategy used by public relations in this program adopts the AIDA theory perspective (Attention, Interest, Desire, and Action). This strategy is implemented through steps such as building the image of the Madrasah Aliyah NU 05 Gemuh institution, exposing the image of the madrasah in the eyes of the public, maintaining consistent public trust, inviting all components of the institution to be responsible for maintaining the consistency of the madrasah's image, and finally, through a control program which is It is the responsibility of the madrasa head and all madrasa components to control so that the image of the institution remains stable and improves.

The implications obtained through the "Madrasah Greets" program include the realization of quality madrasah that can meet the educational needs of the community, improving the quality and quality of education, making madrasah a center for innovative and creative learning activities, as well as increasing confidence in the existence of madrasah and eliminating the argument that madrasah are only second choice. The public relations strategy in "Madrasah Greets" succeeded in introducing the conditions of the madrasa to the general public and creating a positive image of the institution, as evidenced by the public interest in choosing Madrasah Aliyah NU 05 Gemuh as one of the favorite schools in Kendal Regency.

Although the "Madrasah Greets" program was considered successful at Madrasah Aliyah NU 05 Gemuh, it should be remembered that the same strategy may not be implemented with similar results at other institutions. Each institution has different environmental characteristics and uniqueness. Therefore, researchers hope there will be further research that can deepen understanding of public relations management strategies in building the image of educational institutions.

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