



## PUBLIC RELATION MANAGEMENT IN INCREASING PUBLIC CONFIDENCE IN MADRASAH

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### Abstract:

This study aims to explore the role of public relations management in increasing public trust in madrasahs. Public trust is an important element that influences the success of educational institutions, including madrasahs. In this context, public relations serves as a communication bridge between madrasahs and the community, aiming to build a positive image and increase public participation. This research uses a qualitative approach with a case study method in several madrasahs in Indonesia. The results of this study are expected to show that public trust in madrasah is influenced by the ability of public relations to build effective communication, information transparency, and program implementation that actively involves the community. The main strategies used by public relations include involving parents in school activities, publicizing academic and non-academic achievements, and strengthening the madrasah image through social media. Factors supporting success include support from the madrasah leadership, synergy between teachers and staff, and innovation in delivering information. In contrast, the challenges faced include limited human resources and technology. In addition, this study highlights the importance of training for the public relations team at madrasah Ibtidaiyah Bahrul Ulum Watupanjang Village, Krucil Sub-district, Probolinggo District to improve their communication skills. With proper training, the PR team can be more effective in delivering positive messages to the public. This is in line with the theory of public relations as a liaison that emphasizes the role of public relations in establishing good relations between the organization and the public. This study concludes that the optimal role of public relations contributes significantly to increasing public trust, so it needs to be supported by policies that support strengthening the capacity of public relations in madrasah.

**Keywords:** *Public Relations Management, Public Trust, Madrasah, Communication Strategy*

### INTRODUCTION

Public relations management (public relations) has a very important role in increasing public trust in educational institutions, including madrasahs. In the context of Islamic education, madrasahs often face challenges in building a positive image in the eyes of the public. Therefore, an effective public relations management strategy is very necessary to bridge communication between madrasahs and the community. Through the right approach, madrasahs can strengthen relationships with the community and increase their participation and support.

Public trust in madrasahs is not only determined by the quality of education provided, but also by how madrasahs present themselves to the public. Public relations functions as a liaison that communicates the madrasah's vision, mission and programs

to the community. Thus, good public relations management can help create a positive image that has an impact on public perception of madrasas.

In previous research, it was found that the effectiveness of public relations management in madrasas can be seen from how well they are able to communicate with students' parents and the surrounding community. For example, research at MAS Plus Al-Ulum Medan shows that when public relations is carried out well, support from madrasa heads and community participation increases significantly (Lubis, 2022). This shows that good communication between madrasas and the community is the key to building trust.

Apart from that, social media also plays an important role in public relations management strategies. Research shows that the use of social media platforms can increase the visibility of madrasas and attract the attention of prospective students and parents, Defa, A., & Syarifuddin. (2020). By utilizing social media effectively, madrasas can convey important information and build positive interactions with the community.

One strategy that can be implemented is collaboration with various parties, both internal and external. Research at MI. BHRUL ULUM Dessa Watupanjang District. Krucil Probolinggo Regency revealed that collaborating with local communities and other organizations can strengthen the image of madrasah Latifah, A. (2020). This collaboration not only improves reputation but also creates opportunities for madrasas to contribute to social activities that benefit society.

The importance of evaluation in public relations management cannot be ignored. Regular evaluation of public relations programs allows madrasas to adapt their strategies according to community needs and expectations, Zulkarnain et al. (2020). By conducting regular evaluations, madrasas can ensure that their efforts to build trust remain relevant and effective.

In this context, developing interesting and informative content is crucial. Madrasahs need to produce promotional materials that are not only informative but also attract public attention. This can be done through making videos, blog articles, or infographics that illustrate the advantages of educational programs in madrasas, Syaroh et al. (2020). Interesting content will be more easily shared by the public on social media, thereby increasing the reach of information about madrasas.

For this reason, the focus of our research is on public relations management (public relations) in increasing public trust in madrasas. In the context of education, especially in the Ibtidaiyah Bahrul Ulum madrasa environment, Watupanjang Village, Krucil District, Kab. Probolinggo, public trust is very important for the sustainability and development of educational institutions. Although much research has been conducted on public relations management, there is still a gap in understanding how public relations strategies can specifically increase public trust in madrasas. This research aims to fill this gap by analyzing best practices in public relations management implemented in madrasas.

One important aspect of this research is the identification of effective communication strategies between madrasas and the community. Through interviews and observations in several madrasas, this research found that transparent and open two-way communication can strengthen relations between madrasas and the community. This is in line with previous findings which show that good communication can increase community support for educational institutions (Supriani, 2022).

Apart from that, this research also explores the role of social media as a strategic tool in public relations management. Social media provides an effective platform for conveying information about madrasa activities, student achievements, and educational programs offered. Research shows that madrasas that are active on social media tend to have a more positive image in the eyes of the public (Ningsih et al., 2022). This shows that the use of information technology must be an integral part of the public relations management strategy in madrasas.

Furthermore, collaboration with various parties is also the main focus of this research. Collaboration between madrasahs and parents, alumni and local communities can create synergies that are beneficial for the development of educational institutions.

Previous research has shown that this kind of collaboration not only increases public trust but also strengthens support for educational programs (Hakim, 2019). Therefore, it is important for madrasas to build a strong partnership network.

Periodic evaluation of public relations programs is also an important element in this research. By conducting evaluations, madrasahs can assess the effectiveness of the public relations strategies implemented and make improvements if necessary. Research shows that systematic evaluation can help madrasas adapt their programs to be more relevant to community needs (Nurul, 2018). This reflects the importance of adaptability in public relations management.

In this context, developing interesting and informative content is also very necessary. Madrasas need to produce promotional materials that are not only informative but also able to attract public attention. This research found that visual content such as videos and infographics had a greater impact in attracting people's attention compared to plain text (Lestari Br Purba et al., 2021). Therefore, investment in content development must be a priority for the public relations team at the madrasah.

## **RESEARCH METHODS**

This research uses a qualitative approach with a descriptive research design. This approach was chosen because it aims to explore and understand the phenomena that occur in public relations management in madrasas and their impact on public trust (Hakim, 2019). With this method, researchers can explore the perceptions, attitudes and experiences of various related parties, including madrasa heads, teachers, parents and the surrounding community.

This research will be carried out at MI. Bahrul Ulum, Watupanjang Village, District. Krucil Probolinggo Regency, to get a more comprehensive picture of public relations management practices. This location selection aims to understand the social and cultural context, so that research results can be more focused (Efni Wati, 2020).

The data sources in this research consist of two types: primary data and secondary data. Primary data will be obtained through in-depth interviews with key informants such as the head of the madrasah, deputy head of public relations, teachers and parents of students. Secondary data will be obtained from official madrasa documents, public relations activity reports, and relevant literature (Khorotunniswah, 2020).

**In-depth Interviews:** Interviews will be conducted in a semi-structured manner to provide flexibility in extracting information. Questions will focus on their experiences regarding public relations management and its impact on public trust (Madrasah et al., 2023). **Observation:** Researchers will conduct direct observations of public relations activities in madrasas. This observation aims to understand how public relations strategies are implemented in daily practice (Syaifuddin, 2023). **Documentation:** Data collection is also carried out through document analysis, including promotional materials, activity reports and public relations policies in madrasas (Hassan, 2019).

The collected data will be analyzed using thematic analysis techniques. The analysis process includes several stages: **Data Collection** Collecting all data from interviews, observations and documentation (Noprika et al., 2020). **Data Reduction:** Filtering and summarizing data that is relevant for the research focus (Puspitasari & Nurhayati, 2019). **Data Presentation:** Arranging data in narrative or tabular form to facilitate understanding (Sulhan, 2017). **Drawing Conclusions:** Interpreting data to draw conclusions regarding the effectiveness of public relations management in increasing public trust (Hakim, 2021).

## **RESULTS AND DISCUSSION**

### **Effective Communication Strategy**

The results of our research show that effective communication strategies between madrasas and the community are very important in building trust. Madrasahs actively

communicate with parents and the community tend to have a more positive image. in MI. Bahrul Ulum, Watupanjang Village, District. Krucil, Probolinggo Regency, has implemented the use of social media to disseminate information about student activities and achievements which has proven to increase community interest in participating in madrasa activities (Ika Saputri et al., 2024).

Social media serves as an important tool in public relations management. Research finds that madrasas that utilize platforms such as Instagram and Facebook to promote their activities succeed in attracting the attention of more parents and prospective students. Interesting and interactive content on social media helps create closer relationships between madrasas and the community (Supriani, 2022). Madrasah public relations actively uses social media to disseminate information on madrasah activities, achievements and superior programs. Platforms like Instagram, Facebook, and WhatsApp are used to reach a wider audience.

Collaboration with various parties, such as alumni, parents and local communities, is also an important factor in increasing public trust. Collaboration between all stakeholders can help improve the quality of education and the image of madrasas in the eyes of the community (Noprika et al., 2020). Madrasah Ibtidaiyah Bahrul Ulum in an effort to increase public trust in the madrasah by holding regular events such as regular meetings with student parents once every three months, recitations, and commemoration of Islamic holidays, involving parents of students and the surrounding community.

### **Evaluation of Public Relations Programs**

Regular evaluation of public relations programs is very necessary to assess the effectiveness of the strategies implemented. Evaluations are carried out every semester to identify strengths and weaknesses in implementing the public relations program (Sulhan, 2017). This allows madrasas to make continuous improvements. Supporting factors in public relations management in madrasas include high quality human resources, support from foundations or educational institutions that oversee madrasas, as well as good academic achievements.

Even though there are many supporting factors, we as researchers found challenges faced in public relations management. Budget limitations and the lack of a specific organizational structure for public relations often hamper the effectiveness of public relations programs in madrasas. The involvement of parents in madrasah activities also contributes to increasing community trust. Regular meetings between the madrasah and parents help build better relationships and provide opportunities for parents to provide input.

Public awareness of the importance of Islamic education also influences their trust in madrasas. People tend to choose madrasas as an alternative education if they see the good quality of education and support from the management. Innovation in educational programs is also an attraction for society. Madrasas that offer superior programs or research-based curricula tend to attract the attention of more prospective students. Socializing superior programs to the public through seminars or workshops can increase public understanding of the quality of education at madrasas.

### **Improving the Quality of Education**

Improving the quality of education in madrasas must be in line with public relations management efforts to build public trust. Madrasas need to ensure that they provide high-quality education in order to meet community expectations. Recommendations for Madrasah Managers Based on the results of this research, it is recommended that madrasah managers strengthen their public relations team by providing regular training and developing more effective communication strategies to reach the community.

Overall, effective public relations management contributes significantly to increasing public trust in madrasas. By implementing good communication strategies, making optimal use of social media, and collaborating with various parties, madrasas can

build a positive image in the eyes of the public. This research provides important implications for madrasah managers in designing public relations programs that are more innovative and responsive to community needs.

## CONCLUSION

From the results of the research we conducted, conclusions can be drawn from research regarding public relations management in increasing public trust in madrasas, showing that public relations management has a crucial role in building a positive image of educational institutions. Through effective communication and planned strategies, madrasas can establish good relationships with the community, which in turn increases public confidence in the quality of the education provided. This research confirms that a harmonious relationship between madrasas and society does not only depend on academic quality, but also on how madrasas present themselves and interact with the public.

The research results show that the communication strategy used by madrasas must be proactive and transparent. Madrasas need to utilize various communication channels, including social media, to convey information about superior programs and student achievements. The use of social media has proven effective in reaching a wider audience and building closer interactions with the community. In this way, madrasas can create a positive image that attracts parents and prospective students to participate in educational activities.

Apart from that, collaboration with various parties, such as parents, alumni and local communities, is also an important factor in public relations management. This collaboration not only helps in expanding the support network for madrasas but also creates a sense of belonging among the community. Through active participation from the community, madrasas can better understand their needs and expectations, so that the programs they run can be more relevant and useful.

Regular evaluation of public relations programs is also an important step to ensure the effectiveness of the strategies implemented. By conducting regular evaluations, madrasahs can identify strengths and weaknesses in implementing public relations programs and make necessary improvements. This will help madrasahs to remain responsive to changing community needs and ensure that their efforts in building trust remain relevant (Madrasah et al., 2023).

Overall, this research concludes that effective public relations management can significantly increase public trust in madrasahs. By implementing good communication strategies, collaborating with various parties, and carrying out regular evaluations, madrasahs can build a positive image that will support their success in education. This research provides recommendations for madrasah managers to continue to develop public relations management practices so that they can adapt to the dynamics of society and current educational needs (Kasus et al., 2016).

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