



THE STRATEGIC ROLE OF PUBLIC RELATIONS IN DEVELOPING A POSITIVE IMAGE OF ANWARUS SALAF SEMPULANG PONPES AS AN EDUCATIONAL OPTION

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Abstract:

This research explores the strategic role of public relations in developing a positive image of the Anwarus Salaf Sempulang Islamic Boarding School as an educational choice. With a qualitative approach, research was carried out through interviews, observations and document analysis to explore the communication strategies implemented by public relations in building trust and attracting public interest and increasing the number of new students. The research results show that the use of digital media, traditional approaches, and active community involvement are the keys to success in promoting superior Islamic boarding school programs. Apart from that, traditional activities such as Qiroatul Polar performances and community service also strengthen the image of Islamic boarding schools. Challenges such as limited resources and negative perceptions were successfully overcome through program innovation based on Islamic values and technology integration. In conclusion, public relations has a vital role in creating the image of Islamic boarding schools that are not only relevant but also highly competitive as Islamic educational institutions today.

Keywords: *Public Relations Strategy, Positive Image, Islamic Boarding School, Education.*

INTRODUCTION

Public relations is a series of activities carried out in a planned, structured and continuous manner. This activity is carried out by individuals who have expertise in managing communication effectively, with the aim of building and maintaining a positive image of a party in the eyes of society (Elyus & Sholeh, 2021).

Image is a perception or assessment formed of an institution. This assessment arises from the community's objective view of the institution's actions, behavior and ethics in its interactions with the public (Ningsih, 2022). Image can be interpreted as an impression, feeling, or image formed in people's minds regarding the institution. This impression can also be deliberately built by certain individuals, organizations or objects to influence the public's perspective.

Islamic boarding schools are educational institutions that not only focus on teaching religious knowledge, but also on building the character of students (Astuti et al., 2023). Islamic boarding schools act as a place for moral and spiritual development, which aims to give birth to a generation that is wise, has noble character, and is able to carry out noble values in accordance with the vision and mission promoted by each Islamic boarding school. Islamic boarding schools

have a crucial role in forming and developing the character of the students, so that they can grow into individuals who are wise and have noble character, in line with the vision and mission carried out by each Islamic boarding school institution (Zamroni, Baharun, Febrianto, Ali, & Rokaiyah, 2022) .

In an era of increasingly fierce competition in the world of education, Islamic boarding schools as an educational institution based on Islamic values face big challenges to remain existing and relevant amidst the current of globalization. The success of an Islamic boarding school is not only determined by the quality of education offered, but also by effective communication strategies in attracting public interest in entrusting their children's education to the institution (Harahap, Harahap, & Susanti, 2023). In this case, the role of public relations is very strategic, especially in building a positive image, expanding the reach of information, and increasing interest in registering prospective new students.

Islamic boarding schools not only compete with general educational institutions, but also with various other Islamic-based educational institutions that offer superior programs. This condition requires Islamic boarding schools to be more innovative in marketing themselves to the wider community. It is not enough to just rely on an existing reputation, Islamic boarding schools must be able to present communication strategies that are relevant to current developments, including utilizing various media, both traditional and digital, to convey the advantages and unique values they offer. This is where the role of public relations becomes very important as the front guard in building relationships with the community, especially prospective parents of students.

An effective public relations strategy does not just convey information (Bairizki, 2021), but also creates a deep impression of Islamic boarding schools as a trusted and quality educational option. Through a planned communication approach, Islamic boarding schools can convey their vision clearly, demonstrate their commitment to the formation of Islamic character, and promote superior programs that are relevant to modern educational needs. Apart from that, this strategy also functions to build community loyalty, not only during the registration of new students, but also in the long term as part of the Islamic boarding school's image in the eyes of the public.

The Anwarus Salaf Sempulang Islamic Boarding School, as a religion-based educational institution, also faces big challenges in maintaining public trust while attracting the interest of the younger generation. This challenge becomes increasingly relevant considering the increasing number of educational alternatives, both modern and other religion-based, which continue to develop in the surrounding environment.

One strategy that can be used to strengthen the image of Islamic boarding schools is through the strategic role of public relations (Nabilah, 2023). As a bridge between Islamic boarding schools and the community, public relations has a big responsibility to build effective communication, convey accurate information, and create positive perceptions about the advantages and contributions of Islamic boarding schools to education (Aini, Izzah, & Ma'arif, 2024).

The literature review shows that various previous studies have highlighted the importance of public relations in building the image of educational institutions. Research by Yuli Supriani (2022) shows that optimal public relations management can improve the quality of madrasas by building good relationships with the community and creating a positive image of the institution (Supriani,

2022). Other research by Idarwati Ningsih, et al (2022) states that public relations management is very important in building effective communication between schools and the community (Ningsih, 2022). On the other hand, a study by Alpiq Rizki and M. Hady Al Asy Ary (2022) revealed in their research that effective public relations management can improve the quality of education by strengthening relationships between schools and the community, as well as encouraging active community participation in the education process (Rizki & Ary , 2021). Ahmad Fauzan, et al. (2024) also revealed in their research that effective public relations management contributes greatly to improving the image of the institution (Fauzan, Nadir, & Ikhwan, 2024). In another study, Mahfida Inayati, et al. (2023) also stated that public relations management plays a crucial role in improving the quality of Islamic boarding school educational institutions. With careful planning and implementation, good relations with the community can be established, which will have a positive impact on the quality of education (Inayati, Mulyadi, & Nurhadi, 2023).

Thus, the strategic role of public relations in Islamic boarding schools (ponpes) is very important to build and maintain a positive image of this educational institution in society (Finawati, 2022). Public relations functions as a communication bridge between Islamic boarding schools and the community, as well as between Islamic boarding schools and various stakeholders, including the government, society and other educational institutions. In this case, Public Relations can help increase the number of new students and strengthen relationships with the surrounding community (Darajah, 2021).

In the current digital era, the use of information technology has also become an important part of public relations strategy. By using digital platforms, Islamic boarding schools can reach a wider audience and convey positive messages about activities and achievements that have been achieved. For example, a web-based academic information system can be used to increase transparency and accountability in the management of Islamic boarding schools, which in turn can increase public trust (Sutedi, Septiana, & Halim, 2021). Public relations needs to develop interesting and informative content to attract audience attention and build a positive image of Islamic boarding schools in cyberspace.

Overall, the strategic role of public relations in Islamic boarding schools includes strengthening relationships with the community, promoting education, and utilizing information technology. With the right approach, public relations can help Islamic boarding schools not only survive, but also develop and make a greater contribution to society.

This article aims to explore the strategic role of public relations at the Anwarus Salaf Sempulang Islamic Boarding School in developing a positive image as an educational option. Through in-depth analysis, this article attempts to provide a concrete picture of the communication strategies implemented, the challenges faced, and the impact of the role of public relations on public perception. The hope is that this article can be a real contribution in enriching the literature on public relations management in the Islamic boarding school environment.

RESEARCH METHODS

Types of research

This research uses a qualitative approach to reveal facts and data obtained from the field in narrative form, not in the form of numbers or graphs. This approach was chosen to allow a more in-depth analysis regarding the strategic

role of public relations in building a positive image at the Anwarus Salaf Sempulang Islamic Boarding School. After the data is collected, the researcher will conduct a thorough analysis and present the results in detail.

Research Location

This research was carried out at the Anwarus Salaf Sempulang Islamic Boarding School which is located at Jl. Kupang RT. 07, Sempulang Village, Tanah Grogot District, Paser Regency, East Kalimantan Province, Indonesia.

1. Data Source

This research uses two types of data sources, namely primary and secondary data, which function as the main reference material to obtain the required information.

a) Primary Data

Primary data was obtained directly from interviews with Islamic Boarding School Leaders, Teachers and Staff at the Anwarus Salaf Sempulang Islamic Boarding School. Information from this source is used to gain an in-depth understanding of the strategic role of public relations in improving the positive image of Islamic boarding schools.

b) Secondary Data

Secondary data includes books, scientific articles, and relevant previous research. These sources help strengthen the theoretical foundation of the research and provide additional insights to support the analysis.

Data collection technique

In this research, data was collected through several techniques, including:

a) Interview

Interviews were conducted with Islamic boarding school leaders, teachers and Islamic boarding school staff to obtain direct information through questions and answers that were structured and relevant to the research focus.

b) Observation

Researchers conducted direct observations at the Anwarus Salaf Sempulang Islamic Boarding School to get a real picture of the role of public relations in building a positive image. Through this technique, researchers obtain authentic facts and complete data from interviews.

RESULTS AND DISCUSSION

In the world of education, the success of an institution is not only measured by the quality of education offered, but also by the extent to which the institution is able to attract public interest in entrusting it to their children's education. This is very relevant for the Anwarus Salaf Sempulang Islamic Boarding School, which has proven how the strategic role of Public Relations is the main driving force in developing a positive image of Islamic boarding schools so that they are able to increase the number of students significantly from year to year.

Profile of the Anwarus Salaf Sempulang Islamic Boarding School

Anwarus Salaf Sempulang Islamic Boarding School is located on Jalan Kupang, RT. 07, Sempulang Village, Tanah Grogot District, Paser Regency, East Kalimantan. This Islamic boarding school was founded in 2021 by Ustadz Abdul Chamid together with the support of the surrounding community. The Anwarus Salaf Sempulang Islamic Boarding School is under the auspices of the Anwarus Salaf Foundation with SK Number: AHU-0034070.AH.01.12. 2021 October 25 2021. The initiative to establish a religious institution in the form of an Islamic

boarding school was based on his desire to improve the scientific quality of Islamic boarding school students in the Paser Regency area. Ustadz Abdul Chamid realized that many Islamic boarding school graduates in the area still had difficulty reading and understanding the Yellow Book and were less active in speaking Arabic, even though they had studied at Islamic boarding schools for a long time at a large cost. This problem became the impetus for him to create an Islamic boarding school that focuses on learning the Yellow Book with more effective and efficient methods. The hope is that students will not only be able to read but also understand the contents of the Yellow Book which is full of various knowledge, especially related to the laws of Islamic jurisprudence.

During its founding, a benefactor gave a plot of land which was then used to establish an Islamic boarding school. This is a big step in realizing Ustadz Abdul Chamid's dream of presenting a superior Islamic boarding school in Paser. This Islamic boarding school has three main focuses, namely deepening the yellow book, active Arabic language learning, and tahfidz Al-Qur'an.

As the founder and leader of the foundation, Ustadz Abdul Chamid is highly dedicated to teaching, especially in the fields of Nahwu and Shorof science which are his expertise. In the process of establishing the Islamic boarding school, he was assisted by Mr. Adibul Ahyar, his brother-in-law, who contributed a lot in funding development and educational activities. Apart from that, Mr. Sumijan, Ustadz Abdul Chamid's father-in-law, also played a role as one of the founders and providers of waqf land which is now the location of the Islamic boarding school. And don't forget that the combination of support from the community is also a strong foundation for the sustainability of the Anwarus Salaf Sempulang Foundation.

The Anwarus Salaf Sempulang Islamic Boarding School not only focuses on religious education based on the yellow book, but also provides formal education in the form of Madrasah Tsanawiyah (MTs) and Madrasah Aliyah (MA). This formal education is one of the advantages of Islamic boarding schools, because it is able to integrate the national curriculum with the typical Islamic boarding school curriculum.

Madrasah Tsanawiyah (MTs) is intended for junior high school level students, while Madrasah Aliyah (MA) is for high school level students. Through this formal educational institution, students not only receive in-depth religious knowledge but also general knowledge in accordance with national standards. With MTs and MA, students have the opportunity to continue their education to a higher level, both at public and religious universities.

The provision of formal education at this Islamic boarding school is also equipped with intensive learning of Arabic and the Koran, so that students have advantages in academic and Islamic aspects. This combination of formal and non-formal education makes the Anwarus Salaf Sempulang Islamic Boarding School an ideal educational choice for people who want a balance between worldly and spiritual knowledge.

The Anwarus Salaf Sempulang Islamic Boarding School has succeeded in recording extraordinary achievements in attracting public interest in joining. When registration first opened in the 2022/2023 academic year, this Islamic boarding school only accepted 28 students, with details of 11 students at the MA level and 17 students at the MTs level. However, in the 2023/2024 academic year, the number of applicants increased significantly to 55 students, consisting of 17 MA students and 38 MTs students. This figure continues to increase sharply in the 2024/2025 academic year, reaching a total of 91 students, with details of 27

MA students and 64 MTs students. This increase certainly did not occur by chance. This is the result of a carefully designed strategy by Public Relations of the Anwarus Salaf Islamic Boarding School.

Presenting Education Based on Morals and Traditions

One of the attractions of the Anwarus Salaf Islamic Boarding School is its commitment to education based on morals, Islamic traditions, and intellectual strengthening of students. To show this excellence, Public Relations consistently holds the Qiroatul Pole stage every year. This performance is clear proof of the students' ability to read, understand and master the yellow book in just three months. This tradition is not only a source of pride for Islamic boarding schools, but also a magnet for people who want yellow book-based education as the intellectual foundation for their children.

This activity, which is routinely published via social media, has succeeded in building public trust in the quality of education at Islamic boarding schools. The strength of tradition and religious values is one of the prominent aspects of the positive image of Islamic boarding schools.

Utilization of Digital Technology for Promotion

Public Relations of the Anwarus Salaf Islamic Boarding School does not only rely on traditional approaches, but also actively utilizes digital technology to expand promotional reach. Social media platforms such as Facebook, Instagram and YouTube are used effectively to display various Islamic boarding school activities, ranging from student achievements, learning activities, to various social activities involving the community.

In this digital world, this step is very strategic. Social media provides space to create positive narratives about Islamic boarding schools and build direct interactions with the community. Video documentation of activities, uploaded photos, and inspiring stories about the lives of students provide a real picture of the superiority of Islamic boarding schools as places of learning that are not only religious but also relevant to the needs of the times.

Apart from utilizing digital technology, public relations also uses a direct communication approach, both through visits to the community and via WhatsApp groups. This approach allows Islamic boarding schools to reach people who are not active on social media. In this way, information about Islamic boarding school programs can be spread more widely and accepted by various groups.

Closeness to Community

Not only does it stop at digital promotions, the Anwarus Salaf Islamic Boarding School also places a personal approach as an important strategy in building public trust. Regular recitations held for the general public are an effective bridge. Through this recitation, Islamic boarding schools not only strengthen relationships with the surrounding community but also strengthen their position as institutions that care about the spiritual needs of the community.

Santri are also involved in community service, such as providing routine recitations for mothers in Sempulang Village and helping with religious activities in mosques around the Islamic boarding school. This activity not only educates students to play an active role in society, but also introduces Islamic boarding schools as educational institutions that produce graduates with high values of service.

Mutual Cooperation and Community Participation

Islamic boarding school public relations understands the importance of involving the community in the physical and non-physical development of

Islamic boarding schools. Through mutual cooperation activities, the community is invited to work together to build Islamic boarding school facilities. This process not only reduces the burden of development costs, but also creates a sense of ownership among the community towards the Islamic boarding school.

Through deliberation and close cooperation, Islamic boarding schools have succeeded in creating strong synergies with local communities. Public relations plays an important role in ensuring good communication between Islamic boarding schools and the community so that every program implemented gets full support.

Social Activities for the Community

One of the strategic steps taken by the Anwarus Salaf Islamic Boarding School is holding a cheap market bazaar for the local community. This activity offers basic necessities at affordable prices, which is of course very helpful to the community, especially those in limited economic conditions. Through this program, Islamic boarding schools are not only known as educational institutions but also as institutions that care about the welfare of society.

The significant increase in the number of registrants at the Anwarus Salaf Sempulang Islamic Boarding School is clear evidence of the effectiveness of PR strategies in building a positive image. The combination of digital promotions, tradition-based activities, community service, and closeness to local communities has created deep public trust in Islamic boarding schools.

This strategy not only succeeded in increasing the number of students but also strengthened the position of Islamic boarding schools as educational institutions that are relevant, high quality and rooted in Islamic values. With this holistic and innovative approach, the Anwarus Salaf Sempulang Islamic Boarding School can become a model for other educational institutions that want to develop a positive image in the modern era.

Challenges Faced by the Public Relations of the Anwarus Salaf Sempulang Islamic Boarding School in Developing a Positive Image

Although the Anwarus Salaf Sempulang Islamic Boarding School has recorded significant success in increasing the number of registrants and building a positive image, this process is certainly not free from various challenges. In carrying out its strategic role, Public Relations faces a number of obstacles that must be overcome so that the goal of developing the image of Islamic boarding schools can be achieved in a sustainable manner.

Challenges in Competition with Other Educational Institutions

Islamic boarding schools not only compete with other Islamic-based educational institutions, but also with public schools which offer modern programs and more complete facilities. These schools are often equipped with state-of-the-art technological facilities, exciting extracurricular programs, and strong alumni networks. In this context, Islamic boarding school public relations must continue to innovate to show the unique advantages of Islamic boarding schools, such as yellow book-based education and strengthening students' morals, in order to remain competitive in the eyes of society.

Resource Limitations

As a non-profit based educational institution, limited funds and human resources are often obstacles. Promotion via social media, for example, requires adequate equipment, such as a quality camera, stable internet connection, and creative staff who are experts in graphic design or digital content management. This limitation can hinder Public Relations in producing promotional materials that are attractive and competitive compared to other educational institutions.

Although promotion via social media has proven effective, other challenges arise from gaps in access to technology among local communities. Not all communities, especially in rural areas such as Sempulang Village, have adequate internet access or the ability to use social media. In this situation, PR must find ways to reach this segment of society through traditional approaches, such as in-person visits or disseminating information via WhatsApp groups, which often require extra time and effort.

Negative Perceptions about Islamic Boarding Schools

In some circles, there is still a stereotype or negative perception that Islamic boarding schools are educational institutions that only focus on religious studies without paying attention to academic aspects or the development of modern skills. Public relations must work hard to counter this perception by showing that Islamic boarding schools also pay attention to holistic education, including strengthening intellectual competence, life skills, and mastery of technology.

Managing Community Expectations

With more and more students registering, another challenge that arises is how Islamic boarding schools can meet community expectations regarding the quality of education and facilities provided. The increasing number of registrants means the need for classrooms, teaching staff and supporting facilities also increases. If these needs are not met, this has the potential to cause dissatisfaction which can affect the image of the Islamic boarding school.

Maintaining Program Consistency and Sustainability

Activities such as Qiroatul Polar performances, regular recitations, community service, and cheap market bazaars have become an integral part of the Islamic boarding school's image development strategy. However, the main challenge is how to ensure these programs can continue to be implemented consistently without interruption. This sustainability requires careful planning, good resource allocation, and the involvement of various parties, including local communities and donors.

Strategy Evaluation and Monitoring

Another challenge is how Public Relations can continue to evaluate the effectiveness of the strategies that have been implemented. With changing societal dynamics, strategies that worked this year may no longer be relevant in the years to come. Therefore, a good monitoring and evaluation system is needed to ensure that each program remains in line with community needs.

The challenges faced by the Public Relations of the Anwarus Salaf Sempulang Islamic Boarding School include various aspects, ranging from competition with other institutions, limited resources, to the need to maintain program consistency. However, these challenges also provide opportunities for Islamic boarding schools to continue to innovate and improve the quality of their management. With strategies that are adaptive, collaborative, and oriented towards community needs, Public Relations can continue to play an important role in developing a positive image of Islamic boarding schools as superior and trusted educational options.

CONCLUSION

This research shows that the strategic role of public relations is very important in building and developing a positive image of the Anwarus Salaf Sempulang Islamic Boarding School as a superior educational choice amidst the challenges of global competition. Islamic boarding school public relations plays a

major role in communicating the Islamic values promoted by Islamic boarding schools through various communication strategies, both traditional and digital, to attract public attention and increase the number of student registrants. Through the use of social media, tradition-based programs, and community service, public relations has succeeded in creating an image of Islamic boarding schools that are not only known as religious educational institutions, but also as institutions that are relevant to current developments.

Despite facing several challenges, such as limited resources and negative perceptions of Islamic boarding schools, the right public relations strategy can overcome these obstacles. The increase in the number of Islamic boarding school registrants and the increasing acceptance of Islamic boarding schools by the community is clear evidence of the success of the public relations strategy implemented. The sustainability of these programs is highly dependent on innovation and careful planning, as well as the active involvement of the community and various related parties.

Thus, public relations at the Anwarus Salaf Sempulang Islamic Boarding School has played a significant role in improving the quality of the image of the Islamic boarding school as an educational institution that not only prioritizes religious knowledge, but is also able to adapt to the demands of modern education. In the future, it is important to continue to develop public relations strategies that are adaptive and oriented towards community needs in order to maintain the sustainability of the positive image of this Islamic boarding school.

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