



PRINCIPLES OF PUBLIC RELATIONS IN LEADERSHIP IN EDUCATIONAL INSTITUTIONS

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Abstract:

Public Relations (PR) in educational institutions plays an important role in building a positive image, strengthening relationships with the community, and supporting educational goals. PR serves as a communication bridge between educational institutions and external and internal parties, including parents, the community, and the government. With the principles of openness, clarity of communication, and collaboration, PR helps improve the quality of education and create more inclusive and responsive relationships to developments in the era. This study uses a library method to analyze theories, concepts, and research results related to the role of public relations in educational leadership. Researchers collect literature on public relations, educational leadership, and case studies of its application. The aim is to understand how public relations improves communication, image management, and transparency in internal-external relations of educational institutions, as well as the challenges faced by educational leaders. This study identifies the principles of public relations communication in educational leadership, including openness, accommodation, negotiation, proactivity, and partnership. The findings show that principals actively apply these principles, building effective relationships with internal and external stakeholders. The application of these principles increases trust, accountability, and quality of education and creates beneficial collaboration in achieving educational goals. This study shows that the application of public relations communication principles in educational leadership has a significant impact on managerial effectiveness and goal achievement. Three main principles: openness, accommodation and negotiation, and proactivity help build effective communication between leaders and stakeholders. Suggestions include developing communication skills, increasing transparency, and strengthening partnerships with external parties to create an inclusive and supportive educational environment.

Keywords: *Public Relations, Leadership, Educational Institutions, Educational Management*

INTRODUCTION

Public Relations (PR) is one of the key components in communication strategies in various organizations, including educational institutions. (Sinaga, Gultom, and Setiyadi 2024) Along with the rapid development of information and communication technology that occurs in the era of globalization, the function of PR is no longer limited to the dissemination of information alone, but also acts as a bridge connecting educational institutions with various external and internal parties. In the context of educational institutions, the role of PR is very crucial because it not only creates a positive image for the institution, but also strengthens relations with the wider community and supports the achievement of more effective and sustainable educational goals. (Suliyah 2024) In every educational institution, success in carrying out

educational functions cannot be separated from the existence of effective leadership. Wise, transparent, and responsive leadership to existing dynamics can create a climate conducive to the academic and social development of students. Therefore, the application of PR principles within the framework of leadership is very important. These principles, such as openness of information, clarity of communication, and good collaboration with various parties, can strengthen the leadership strategy being implemented, improve effective communication between the management of educational institutions and their stakeholders, and improve relations with various related parties, such as students, parents, the community, and the government.

The presence of Public Relations in educational management allows for more structured and targeted image management. With active Public Relations, educational institutions can build public trust, which in turn will increase community participation in educational activities. This also has implications for better resource management, both in terms of funding, facilities, and social support. In addition, with a good communication strategy, Public Relations is also able to bridge the aspirations and expectations of the community towards educational institutions, as well as convey information related to educational programs in a more interesting and easy-to-understand way. Furthermore, Public Relations in educational institutions can play an important role in strengthening the relationship between the institution and the parents of students. Transparent and open communication between schools and parents is essential to ensure optimal development of students. Public Relations can be a mediator who conveys information about student activities, developments, and achievements in a timely and effective manner. In addition, Public Relations can also introduce various educational programs or policies implemented in schools so that parents can provide maximum support for their children's education.

In addition to relations with parents, Public Relations also has a role in establishing harmonious communication with the government and the surrounding community. Through various activities involving the community, Public Relations can introduce the existence of educational institutions to the public, as well as build mutually beneficial relationships. For example, programs that involve the community in education, such as teacher training, educational seminars, or cooperation with other institutions, can improve the image of educational institutions in the eyes of the community and government. Thus, Public Relations functions not only as a messenger, but also as a driver for the formation of broader and deeper relationships. A deep understanding of the application of Public Relations principles within the framework of leadership in educational institutions is expected to provide a significant contribution to creating an educational atmosphere that is more inclusive, communicative, and responsive to the challenges of the times. In the long term, the success of the integration of Public Relations into this educational leadership system will strengthen the quality of education, both in terms of academics and socially, and have a positive impact on the creation of educational institutions that are superior and adaptive to change. Therefore, there needs to be a commitment from all parties involved to carry out the Public Relations function as well as possible in order to achieve more effective and quality educational goals.

RESEARCH METHODS

This study uses a library research method, which is a very effective approach in exploring and analyzing various theories, concepts, and previous research results that are relevant to the topic of public relations (PR) in the context of leadership in educational institutions. (Assyakurrohim et al. 2023) This method provides an opportunity for researchers to utilize various literature sources as a solid theoretical foundation in understanding the role of public relations in increasing leadership effectiveness, both in terms of communication, image management, and interaction between leaders, staff, and the community in the educational environment.

In this study, the author collected and analyzed various literature consisting of scientific articles, journals, books, and documents related to the principles of public relations and educational leadership. The researcher also reviewed the results of

previous studies that have discussed the application of public relations in the context of educational institutions, to determine the extent to which these principles have been implemented in practice in the field.

The data sources used in this study include literature related to public relations theory, educational leadership, and case studies that show the application of public relations principles in educational institutions. In addition, researchers also explore articles that discuss the challenges faced by educational leaders in managing external and internal relations, as well as how public relations can be an important element in building effective communication and transparency between educational institutions and various related parties. By analyzing these references, this study is expected to provide deeper insight into the importance of public relations in improving the quality of leadership in educational institutions.

RESULTS AND DISCUSSION

This study aims to identify and analyze the principles of public relations communication in the context of leadership in educational institutions, with a particular focus on the application of these principles and their impact on the effectiveness of communication and relationships between educational leaders and various stakeholders. (Hakim and Rozi 2024) Based on a case study of five educational institutions in urban areas, it was found that principals and managers of educational institutions actively apply public relations principles in various operational dimensions of the institution, both internal and external.

The first dominant principle found is openness, which is reflected in communication patterns that prioritize transparency. Most principals and managers of educational institutions show a high commitment to conveying information related to the institution's policies, programs, and activities to parents, students, and teaching staff. (Muadin and Zamroni 2020) This openness aims to build trust between leaders and all stakeholders, and to ensure that every decision taken can be widely accepted and understood. (Lestari et al. 2024) Thus, the principle of openness functions as a bridge that reduces the potential for misunderstanding and increases the accountability of educational institutions.

The second principle found in this study is accommodation and negotiation. Principals are often involved in direct dialogue with various interest groups, such as parents, local governments, and community organizations. (Mulyasa 2022) This approach not only allows for mutually beneficial understandings to be achieved, but also demonstrates the leader's ability to balance diverse interests. This principle highlights the importance of a leader's ability to act as a mediator who is able to formulate solutions that are acceptable to all parties, a quality that is very necessary in dealing with the various dynamics that exist in the educational environment.

The third principle found in this study is proactiveness. Most of the educational institutions studied emphasized the importance of leaders who are not only reactive to emerging problems, but are also able to design and implement communication strategies that are able to predict and respond to issues that arise in the educational environment and the wider community. Proactive leaders are able to create opportunities to introduce and promote new programs that not only improve the image of the institution but also have a positive impact on the development of the overall quality of education. (Rahmat 2021).

In addition, the principle of partnership was also identified in most of the educational institutions studied. Principals who successfully lead educational institutions well can establish strong and mutually beneficial relationships with various parties, such as the government, the community, and other related educational institutions. (Ismiatun et al. 2024) This partnership is not only limited to cooperation in terms of financing or facilities, but also includes curriculum development and learning activities that involve the participation of various parties. Therefore, the principle of partnership emphasizes the importance of strategic collaboration to improve the quality of education and create a more inclusive and supportive environment for student

development.

The application of public relations principles in educational institution leadership has very significant implications for managerial effectiveness and the achievement of overall educational goals. (Mardiyah et al. 2023) Transparency, as a primary principle in public communication, plays a crucial role in creating a conducive climate of trust between educational leaders and all stakeholders. With openness, educational leaders can reduce the potential for misunderstandings that often arise due to a lack of information conveyed to parents, students, and the wider community. In addition, openness also strengthens the legitimacy of policies and decisions taken, because they can be clearly accounted for.

The principle of accommodation and negotiation shows that the leader of an educational institution does not only act as an authoritarian decision maker, but also as a mediator who is able to manage the social dynamics that occur inside and outside the educational institution. (Ashlan, Hambali, and Hartati 2022) The ability to accommodate various interests that are often in conflict is very important, considering that educational institutions often face pressure from various parties who have different expectations, be it the government, society, or other educational institutions. Success in implementing this principle will strengthen the relationship between educational institutions and the surrounding community, as well as create space for constructive dialogue, which in turn improves the quality of education and cooperation between various elements of society.

The proactive principle is very relevant in the context of rapid change in the digital and information era. Proactive educational leaders can not only respond to emerging issues but are also able to anticipate challenges and opportunities that may occur. (Komarudin et al. 2022) The ability to predict and respond to rapidly developing issues will allow educational institutions to maintain their stability and remain relevant in the public eye. Therefore, this principle also contributes to the reputation of educational institutions, which is highly dependent on the extent to which leaders are able to manage the perceptions of the public and external parties. The principle of partnership in educational institutions shows the importance of collaboration between various external and internal parties in realizing broader educational goals. (Putri et al. 2024) Effective educational leaders can utilize this partnership to expand existing resources, both in terms of funding, facilities, and curriculum development. Partnerships established with various parties can generate new opportunities that provide direct benefits to students and the development of the overall quality of education.

Overall, the application of public relations principles in educational institution leadership shows that good communication and harmonious relationships between educational leaders and various external and internal stakeholders are the main factors that determine the success of educational institutions. Leaders who understand and consistently apply these principles will be able to create an educational environment that is not only of high quality in terms of academics, but also in terms of healthy and constructive social relations with the surrounding community. As an implication, this study indicates that educational institution leaders need to continuously develop public relations communication competencies in order to be able to face existing challenges and achieve optimal educational goals.

CONCLUSION

The conclusion of this study shows that the application of public relations communication principles in leadership in educational institutions has a significant impact on managerial effectiveness and the achievement of educational goals. The three main principles found in this study are openness, accommodation and negotiation, and proactivity, which play an important role in building good communication between educational leaders and stakeholders, both internal and external.

The principle of openness has proven effective in creating transparency and trust between educational leaders and related parties, such as parents, students, and staff. By conveying clear information about policies and programs, leaders can reduce the

potential for misunderstanding and increase the accountability of educational institutions. The principle of accommodation and negotiation shows the importance of the leader's ability to act as a mediator, establish constructive dialogue with various parties, and balance different interests in order to achieve mutually beneficial understandings.

The principle of proactivity is also very relevant, given the rapid changes in the world of education. Proactive leaders not only respond to problems, but are also able to predict and anticipate challenges and opportunities that may arise, maintain the stability of the institution, and maintain the reputation of the educational institution. Finally, the principle of partnership emphasizes the importance of collaboration between leaders and various external and internal parties in realizing broader educational goals, such as curriculum development and better resource provision.

Overall, the application of public relations communication principles in educational institution leadership can create a more inclusive and supportive environment, which in turn supports the development of educational quality. Therefore, educational institution leaders need to continue to develop public relations communication skills to face challenges and achieve optimal educational goals.

Based on the research findings, it is recommended that educational institution leaders continue to develop their public relations communication skills, especially in terms of transparency and openness of information to all relevant parties. This will increase the trust and accountability of educational institutions. In addition, leaders also need to strengthen their ability to negotiate and accommodate interests, so that they can create mutually beneficial solutions amidst diverse expectations and demands. To face rapid changes, educational leaders must be more proactive in designing effective communication strategies, and be ready to anticipate challenges that may arise. Finally, strong partnerships with various external parties, such as the government, community, and other educational institutions, are essential to creating a more inclusive educational environment and supporting optimal student development.

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