



## **PR MANAGEMENT IN INCREASING ALUMNI PARTICIPATION IN THE AL-QUR'AN SCIENCE EDUCATION CENTER**

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### **Abstract:**

Public Relations Management in Increasing Alumni Participation is one way to foster and develop harmonious relations between institutions and alumni in establishing close relationships with alumni. Because the success of an educational institution organization in achieving its mission and objectives is determined by the role of alumni both internally and externally. Based on this, there are three issues that are the main study in this research, namely: first, How is Public Relations Management Planning to Increase Alumni Participation at the Al-Qur'an Science Education Center Nurul Jadid Paiton; second, How is the Implementation of Public Relations Management in Increasing the Participation of Alumni at the Al-Qur'an Science Education Center Nurul Jadid Paiton; third, How to Evaluate Public Relations Management in Increasing Alumni Participation at the Al-Qur'an Science Education Center Nurul Jadid Paiton. This research uses a qualitative approach with a type of field study. Data collection is done by observation, interviews and documentation. While data analysis using triangulation techniques. The results of this study indicate that: First, Public Relations Management Planning in Increasing Alumni Participation at the Nurul Jadid Paiton Al-Qur'an Education Center is carried out based on a public relations work meeting. Namely a. Introducing the importance of madrasas to Alumni b. Get moral and financial assistance c. Provide information to Alumni of program implementation. d. Know the needs of alumni. Second, the implementation of public relations in increasing the participation of alumni at the Nurul Jadid Paiton Al-Qur'an Education Center through several methods/tools, such as distributing brochures, installing banners, promoting institutions through the media etc. Third, a public relations evaluation conducted at the Nurul Jadid Paiton Al-Qur'an Education Center in increasing alumni participation is in two ways, namely, direct and quarterly evaluations (before the odd semester, after the odd semester before the class increase). The evaluation includes: active participation and passive participation.

**Keywords:** *Public Relations, Public Relations Management , Alumni participation*

### **INTRODUCTION**

Along with the developments and demands of the times, educational institutions cannot be separated from management, because management is an integral component that cannot be separated from the overall educational process. Without management, it is impossible for educational goals to be realized optimally, *effectively* and *efficiently* (Ibrohim 2018) . It is within this framework that awareness grows of the importance of empowering Alumni and the school environment. It is hoped that this will achieve the goals of school relations with Alumni, namely increasing institutional performance and carrying out the educational process in a productive, *effective* and *efficient manner*, so as to produce productive and quality graduates (Mayasari, 2022).

The relationship between educational institutions and alumni is essentially a means that plays a very important role in fostering and developing the personal growth of students at the institution. In this case, the institution as a social system is an integral part of a larger social system, namely alumni. *Public* relations and alumni have a very close relationship in achieving institutional or educational goals effectively and *efficiently*.

Therefore, educational institutions are obliged to provide information about the goals, programs, needs, and conditions of Alumni. And besides that, educational institutions must also know clearly what the needs, hopes and demands of Alumni are, especially in the world of education. In other words, between Institutions and Alumni must be nurtured and developed a harmonious relationship (Mayasari 2022). This means that educational institutions are an integral part of Alumni. Harmonious, integrated, and reciprocal relationships that are created and implemented so that the improvement of the quality of education and development can support each other (Hantoro et al., 2021).

The low participation of Alumni in educational institutions is one of the problems in improving the quality of education. The reason is not because they do not want to participate in educational institutions, but many of them do not understand the obligations, as well as the forms and procedures for the role of Alumni in improving the quality of educational institutions. In addition, the low social and economic conditions have caused parents or alumni to almost ignore the quality of educational institutions, because their focus is only on meeting the primary needs of their daily life.

To create a harmonious relationship between educational institutions and alumni, Public Relations Management is needed, which will be managed seriously and professionally by every educational institution, especially Islamic Education Institutions. So that it can run more *effectively* and *efficiently* and produce maximum results.

With Public Relations in education, cooperation will be established between all parties, both the residents themselves (*internal public*) and Alumni (*external public*). So this harmonious relationship will form: a) Mutual understanding between educational institutions, parents, alumni and other institutions in society, including the world of work. b) Schools and alumni help each other because they know the benefits, meaning and importance of each other's roles. c) There is close cooperation between the school and various parties in the community and they feel proud and share responsibility for the success of education in schools (Mayasari, 2022).

This confirms that educational institutions are an integral part of Alumni. Alumni are an important educational resource for educational units. Thus, educational institutions cannot progress rapidly without the help and support of Alumni.

Public Relations (PR) with alumni is a tool that has an important role in fostering and developing the personal growth of students at school. Because the success of an educational institution organization in achieving its mission and objectives, one of which is determined by the role and activities of public relations in maintaining harmonious relations with the public, both internal (citizens themselves) and external (general public) targets.

*Gavenda* and *Valderma* as quoted by Siti Irene Astuti Dwiningrum emphasized that Alumni Participation has shifted the concept of participation towards a concern with various forms of citizen participation in policy making and decision making in various key arenas that affect the lives of community members (Nurhasanah, 2017). Thus, a harmonious relationship between Alumni and educational institutions is needed in order to improve the quality of educational institutions.

Alumni participation in the form of ideas or ideas, materials, moral support, and providing access is very important in improving the quality, quality and greatness of educational institutions. Large educational institutions cannot be separated from the participation of alumni in providing support, both moral and material. The entry of students or Santri into educational institutions is not only due to quality, but also strong public support for educational institutions. Alumni participation will strengthen their support for the institution to develop on its own.

As stated in Law Number 20 of 2003 article 3 concerning the National Education System states that: "Public Participation is a contribution from people through thinking of ideas, or through their physical energy which should be able to influence the spearhead of improving the quality of education. Therefore, the role of Alumni is the most important part in breaking the quality of education comprehensively to be able to produce students as people who believe, fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become citizens of a democracy. and be responsible" (Habe & Ahiruddin, 2017).

In addition, with the existence of public relations management, it can make it easier for educational institutions to carry out coordination, planning, negotiating activities and building good relations between educational institutions and alumni. Because everything that is planned cannot be achieved as optimally as possible, if the existing Management is not managed as well as possible.

Based on the results of observations, researchers found interesting things that could be used as research material. Where alumni are very enthusiastic to advance the institution. This can be seen from the support of alumni in advancing and developing the institution. Starting from the many sympathizers in existing institutions, and alumni there also help from various aspects such as material and non-material.

The Nurul Jadid Paiton Al-Qur'an Education Center is one of the educational institutions that was built through alumni relations with good and good participation, this can be seen from the alumni's enthusiastic attitude towards the madrasah institution. Alumni are happy and willing to help if PPIQ has activities such as the Haflatul Imtihan celebration or if there is an Institution building. In addition, there, even though it is only a madrasah diniyah, the public relations is very neatly conceptualized and directed so that researchers feel the need to research so that it can be a solution for other institutions as an example of developing public relations management. Based on these problems and descriptions, the researcher is interested in conducting research entitled "Public Relations Management in Enhancing Alumni Participation at the Center for Al-Qur'an Science Education Nurul Jadid Paiton".

## **RESEARCH METHODS**

In this research approach the author will use a qualitative approach, qualitative methods according to *David Williams* "qualitative research is the collection of data in a natural setting, using natural methods, and carried out by naturally interested people or researchers," besides that *Denzin* and *Licolen* stated "that qualitative research is research that uses natural settings, with the intention of interpreting phenomena that occurs and is carried out by involving various existing methods (Moleong 2020).

This approach was deliberately taken because the author feels relevant and suitable for what will be studied, namely to reveal events scientifically, in social situations in accordance with the domains that will be found there.

Where this research is also used as an approach method by researchers because it has a holistic paradigm that is continuous and related in each domain that will be revealed from the phenomenon so that this qualitative approach is tentative (temporary in nature subject to change). Qualitative research is oriented towards a phenomenological approach by really understanding what is naturally present in every event and actor in a social situation.

The interviews conducted in this study are descriptive in nature, and the findings and direct experiences will later be broken down through descriptive. Thus, the researcher hopes that using this method can reveal what Public Relations Management is like in Enhancing Community Participation at the Nurul Jadid Paiton Al-Qur'an Science Education Center, so as to produce useful research results on Science.

## **RESULTS AND DISCUSSION**

### **Public Relations Management Planning in Increasing Alumni Participation at the Al-Qur'an Science Education Center Nurul Jadid.**

Planning of public relations activities is carried out at work meetings. These

planning activities become a strategy that must be made and implemented, as a benchmark in carrying out activities so that efforts to achieve the goals of educational institutions can be *effective* and *efficient*.

According to Hadari Nawawi, as quoted by Abdul Majid, planning means drawing up steps to solve a problem or implementing a job that is directed at achieving certain goals (W. Kurniawati 2021).

In the Public Relations planning at the Nurul Jadid Al-Qur'an Science Education Center includes the activities of formulating objectives and identification. At the working meeting at the beginning of the month, the public relations sector already has a program plan that has been prepared and coordinated with the head of the institution so that it is in accordance with the vision and mission of public relations and the aspirations of alumni.

A planning of Public Relations activities at the Al-Qur'an Nurul Jadid Science Education Center based on the needs of alumni. This is in accordance with the theory of the purpose of holding alumni and institutional relations.

The purpose of holding alumni and institutional relations at the Al-Qur'an Nurul Jadid Science Education Center is to: a) Introducing the importance of madrasas to alumni. b) Obtain moral and financial support and assistance needed for institutional development. c) Provide information to alumni about the core and implementation of the institution's programs. d) Find out what alumni need.

The explanation above is in accordance with the concept of management according to *George R. Terry* quoted by Mulyono that Management is a distinctive process, which consists of actions: planning, organizing, activating and controlling, which are carried out to determine and achieve the goals that have been implemented through utilization of human resources and other sources (Mulyono, 2008).

The management stages carried out by the Al-Qur'an Science Education Center Nurul Jadid are also in accordance with the management function, namely planning is the earliest function of the entire management function as stated by many experts. Planning is an activity that will be carried out in the future to achieve a goal (Usman, 2010).

The planning initiated by Nurul Jadid's Al-Qur'an Sciences Education Center has an aspect of public relations management discussion, namely development within the public relations itself. This is in accordance with the concept of public relations management, which is a management function that evaluates public attitudes, identifies the policies and procedures of an individual or an organization based on the public interest, and carries out a program to gain public understanding and acceptance (Ruslan Wahyudin et al., 2021).

### **Implementation of Public Relations Management in Increasing Alumni Participation at the Al-Qur'an Science Education Center Nurul Jadid.**

The implementation of Public Relations in increasing community participation at the Al-Qur'an Science Education Center Nurul Jadid has carried out what has been planned by the institution. Whereas public relations at the Nurul Jadid Al-Qur'an Education Center always informs the activities to be carried out at the institution. Good for alumni.

In addition, the implementation seeks to make planning a reality, with various directions and motivations so that each employee can carry out activities in accordance with their roles, duties and responsibilities. Implementation is the overall effort, methods, techniques and methods to encourage members of the organization to be willing and sincere to work as well as possible in order to achieve organizational goals efficiently, *effectively* and *economically* (Mustari, 2022).

To convey information on activities with alumni, the Public Relations Center for Al-Qur'an Science Education Nurul Jadid uses several methods/tools, namely; by distributing brochures, installing banners, promoting madrasas through online media, telephone/cell phone numbers, suggestion boxes, istighosah by inviting alumni. So, it can be said that the information is complementary, the combination of several of these methods is very *effective* and right on target.

The above is in line with the theory put forward by B. Suryosubroto that the media and tools for educational public relations activities in institutions can be classified into

several forms including: a) Radio, b) Tape recorder, c) Telephone, d) Loudspeaker, e) Art and its tools, f) Interviews, debriefings, and hearings, g) Media and tools for educational public relations activities in schools that are audiovisual (senses of sight and hearing) Film and television, h) Lecture, i) Meeting j) Discussions and seminars k) Meetings, deliberations (NB Kurniawati and Pardimin 2021).

Collaboration in the field of Public Relations at the Al-Qur'an Science Education Center Nurul Jadid is one of the very interesting things. Because, in addition to focusing on information provided by schools to alumni, the Nurul Jadid Al-Qur'an Sciences Education Center also feels the need to establish cooperation with various parties.

The concept of implementing public relations in institutions is also in accordance with a hadith of Rasulullah SAW as follows:

*From Abi Musa ra Rasulullah SAW. Said: The relationship between a believer and another believer is like a building that strengthens each other. (Reported by Bukhari).*

Public Relations program activities at the Nurul Jadid Al-Qur'an Science Education Center include; a) Energy/physical participation in various activities. b) Idea/Thought Participation. c) Fund Participation.

This is very helpful in introducing the madrasa and its activity programs to the community and can increase alumni participation.

The above participation includes one form of implementation in public relations management, namely a series of applications in the initial stages with the planning stages and after that it is called the implementation stage in accordance with the management function. So the *actuating function* actually places more emphasis on activities that are directly related to people in the educational institution organization. Implementation can be defined as the overall effort, ways, techniques and methods to encourage members of the organization to be willing and sincere to work as well as possible in order to achieve organizational goals efficiently, *effectively* and *economically* (Mustari 2022).

And the behavior of participation in introducing the Nurul Jadid Al-Qur'an Science Education Center to the public as well as from various forms of passive, physical, labor and financial participation has become a driving force for group members to act to achieve goals in an institution, this is in accordance with. According to *Terry*, as quoted by Daryanto, *actuating* is an attempt to move group members in such a way that they want and try to achieve organizational goals (Mustari 2022).

### **Evaluation of Public Relations Management in Increasing Community Participation in the Al-Qur'an Science Education Center Nurul Jadid.**

The public relations evaluation activity at the Nurul Jadid Al-Qur'an Science Education Center aims to maintain the stability that has been planned. Evaluation is carried out by the Public Relations Center for Al-Qur'an Science Education Nurul Jadid in two ways, namely: direct and quarterly evaluations (before the odd semester, after the odd semester, and before the class increase). Those who carry out the evaluation consist of the Head of the Institution and Deputy Head of Public Relations. With the evaluation, the implementation is more directed and well controlled.

Evaluation is a process carried out to ensure that all series of activities that have been planned, organized and implemented can run according to the expected targets (Nurdiansyah and Rahman 2019).

Basically, evaluation activities are activities to organize planned work and ensure that the implementation of the work takes place according to plan or not. If it doesn't go according to plan, it needs to be repaired.

The evaluation of the Public Relations program at the Nurul Jadid Al-Qur'an Science Education Center which was carried out included: a) Alumni come when invited to a meeting in order to determine the annual madrasah work program plan. b) Provide input/suggestions and even criticism if there is a meeting agenda that is burdensome for students or alumni. c) Madrasah and alumni committee participation in the meeting, then approve the program. d) The role of alumni in maintaining the security of the madrasa.

Nurul Jadid Al-Qur'an Sciences Education Center in conducting the public relations evaluation stage aims to find out the implications of an educational institution for alumni in various ways. Where in this case it is in accordance with the evaluation

function in the implementation of public relations, namely (Nurdiansyah and Rahman 2019): 1) Selective function. With the evaluation, the institution has a way to conduct a selection of its performance. 2) Diagnostic function. When using an evaluation tool that meets the requirements, then by looking at the results the institution can find out the weaknesses it has. When weaknesses have been identified, the institution will easily find alternatives in solving the problems experienced in various ways, depending on the level of weakness and the needs of the institution and alumni. 3) Serves as a measure of success to determine the extent to which a program has been successfully implemented and then followed up with program development if possible.

## CONCLUSION

In the Public Relations planning at the Nurul Jadid Al-Qur'an Science Education Center includes the activities of formulating objectives and identification. At the work meeting at the beginning of the month, the public relations sector already had a program plan that had been prepared and coordinated with the head of the institution so that it was in accordance with the vision and mission of public relations and alumni aspirations. The purpose of holding alumni relations at the Nurul Jadid Al-Qur'an Science Education Center is to: a) Introducing the importance of the institution to alumni. b) Obtain moral and financial support and assistance needed for institutional development. c) Provide information to alumni about the core and implementation of the institution's programs. d) Find out what alumni need.

The implementation of Public Relations in increasing the participation of alumni at the Al-Qur'an Science Education Center Nurul Jadid has carried out what has been planned by the institution. To convey information on activities with alumni using several methods/tools, namely; through distribution of brochures, installation of banners, promotion of institutions through online media, telephone/cell phone numbers, suggestion boxes, istighosah by inviting alumni.

Public relations evaluation activities at the Nurul Jadid Al-Qur'an Science Education Center aim to maintain planned stability. Evaluation is carried out by the Public Relations Center for Al-Qur'an Science Education Nurul Jadid in two ways, namely: direct and quarterly evaluations (before the odd semester, after the odd semester, and before the class increase). Those who carry out the evaluation consist of the Head of the institution and Deputy Head of Public Relations. With the evaluation, the implementation is more directed and well controlled. The evaluation of the Public Relations program at the Nurul Jadid Al-Qur'an Science Education Center which was carried out included: Active participation and Passive participation

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