



PUBLIC RELATIONS STRATEGY IN SCHOOL IMAGE EFFORTS AT INTEGRATED ELEMENTARY SCHOOL

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Abstract:

Improving the school's image must be connected to the participation of the community, which is an essential factor in supporting the achievement of programs held in educational institutions. In addition, implementing Public Relations management in educational institutions becomes a communication link or an extension of information that will be conveyed to the public. This study describes the Public Relations strategy in building the school's image to become a superior school. This research was conducted at An-Nadwa Integrated Elementary School. This study uses a descriptive qualitative approach, and in collecting data, researchers use interview techniques, observation and documentation studies. The main subjects in this study are Public Relations, school principals, teachers and students. Researcher results show; the Public Relations Strategy of communication and cooperation between parents of students or the community and educational institutions. Furthermore, Build a School Image to become a preeminent educational institution.

Keywords: *Public Relations Strategy, School Image*

INTRODUCTION

Public Relations or Public Relations Management is an effort made by organizational institutions to build effective communication with the community so that intensive communication is needed to achieve the goals set by the institution. In addition, relations with the community will assist the institution in the success of the programs it has planned to achieve the goals of the institution itself.

In the current era of globalization, the contribution of educational institutions is required to be able to provide quality services to the community. This is due to the community's growing need for quality education services. Users of educational institution services are now more innovative in choosing educational institutions. Educational institutions are now expected to be able to analyze the community's needs as their customers, and educational institutions are always required to involve community participation in the management of education (Rahayu, 2022).

Amid intense competition between educational institutions today, people who, as customers of education, are smart enough to analyze an educational institution as a destination for educating their children in the future. Of course, the community will assess or see the educational institution's input, process and output. Therefore, every educational institution must be able to analyze the needs of the community as an education customer, and this is intended to draw the attention of the community to the educational institution being managed so that later the input that goes into it is

according to the target set by the official of the educational institution (Syarah, MM 2020).

Image is an assessment of an institution. Image is produced through society's objective assessment of an institution's actions, behaviour, and ethics amid society (Triwijayanti, N.Sanoto. 2022). Image is an impression, feeling, or public self-image of an institution, an impression that is deliberately created from an object, person, or organization (Elyus, DS, & Sholeh, M. 2021).

Thus a superior school is a school that can compete and innovate in various ways so that school institutions will not be left behind by other school institutions schools must continue to improve a good image in the eyes of the community so that the value of trust given by the community will remain high in school institutions and the goal of becoming a superior school can be achieved as expected.

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RESULTS AND DISCUSSION

A. Public Relations Strategy

a. **Understanding Strategy**

Adnan Putra in Ruslan, "strategy is an integrated part of a plan (plan), while the plan is the product of a plan (panning), which in the end planning is one of the basic functions of the management process".

Masbahuddin's "strategy is essentially planning (planning) and management to achieve a goal". Baidawi's "Public Relations strategy is the optimal alternative chosen to achieve Public Relations goals within the framework of a Public Relations plan".

A public Relation is a tool for disseminating information and ideas between organizations and the public or vice versa. Public Relations activities are essential in every other institution or organization, including educational institutions (Satria & Adha; MA, 2019).

Nasution argues that Public Relations is "a management function that is typically between an organization and its publics, or in other words between educational institutions and the internal public (lecturers/teachers, employees, and students/students), and the external public (students' parents/students' parents, community members). and external institutions). Ngalm Purwanto in Suryosubroto explains, "the relationship between schools and the community includes the relationship between schools and other schools, schools with the local government, schools with other agencies or offices, and schools with the general public".

So it can be concluded that the Public Relations strategy is a particular plan needed by Public Relations to achieve a goal (SARA, Y.2020). For the goals to be achieved, the right strategy is needed to match what is expected; likewise, Public Relations activities require a strategy to carry out something. In other words, the implementation of school public relations is communication and collaboration between parents of students or the community and educational institutions. Through this, communication and cooperation are essential in implementing and achieving goals in an educational institution. Communication and cooperation will establish a harmonious, dynamic relationship and create a positive impression and image of the educational institution.

Furthermore, implementing Public Relations in an educational institution only runs smoothly. Instead, some challenges or obstacles often occur. Public Relations is expected to build public spaces that provide channels for communication and balanced interaction between the government, schools and the public and vice versa (Rifa'i, M & Hamida. 2022). However, the reality is that Public Relations still needs to be able to carry out its duties and functions correctly. The not-yet-optimal work of Public Relations is due to various obstacles, such as coordination patterns, institutions, HR competencies, infrastructure, and a need for more commitment from top leaders.

b. Public Relations Duties

Suryosubroto (1998:22) which is the main task or workload of Public Relations of an organization/institution are:

- Providing information and conveying ideas (ideas) to the public or other parties who need them. Disseminate information and ideas so that the intent, purpose, and activities are known, including the possibility of being benefited by parties outside the organization.

- Assist leaders who, because of their duties, cannot directly provide information to the public or parties who need it.
- Helping leaders prepare materials on issues and information that will be conveyed or attract the public's attention at a specific moment. Thus the leadership is always ready to provide the latest information materials.
- Assist leaders in developing plans and follow-up activities related to public service due to reciprocal communication with external parties. This fosters hope or refinement of policy or activities that the organization has carried out.

The stages of the Public Relations strategy itself are formed through two interrelated components, namely the target component and the facility component (Isnaini, I. & Rohmah; E., 2021). The target component is generally stakeholders and the public with the same interests. While the means component is everything that can be used to achieve the target, both in the form of material and non-material. If the two components are used optimally, it will get satisfactory results.

c. Public Relations Strategy

Nasution (2010:27-28) to determine the strategy for Public Relations activities in educational institutions that will be carried out first, namely taking into account the following:

1. What are the "objectives" to be achieved under the planning that has been well calculated by the parties involved in the management of educational institutions,
2. Then what and how "strategy" is used in planning,
3. After that, what is the "work program" that will be carried out and described according to the steps that have been scheduled,
4. The last is to determine the "budget" or "funds" that have been prepared and the "power" as exceptional support.

Ruslan Public Relations functions to create a conducive climate in developing responsibility and participation between Public Relations and the audience as a target to realize shared goals. This function can be realized through several aspects of the Public Relations approach or strategy:

1. Operational strategy

Through the implementation of the Public Relations program carried out with the approach

society, through socio-cultural mechanisms and values that apply in society from public opinion or from the will of the people recorded in every news or reader's letter and so on published in the mass media. This means that Public Relations can listen and not just hear about people's aspirations regarding ethics, morals and specific societal values.

2. Persuasive and educative approach The function of Public Relations is to create two-way (reciprocal) communication by disseminating information and organizations to the public that are educational and provide information, as well as by taking a persuasive approach in order to create mutual understanding, respect, understanding, tolerance and so on.

3. Approach to social responsibility Public Relations Fostering an attitude of social responsibility that the goals and objectives are not intended to take unilateral benefits from the target public (society) but to obtain mutual benefits.

4. The collaboration approach Attempts to foster harmonious relations between the organization and various groups, both internal and external, to enhance cooperation. Public Relations is obliged to socialize the mission of the agency it represents so that it is accepted by or has the community's support. This is done to maintain good public relations, gain public opinion, and change positive attitudes for both parties.

5. Coordinating and integrative approach

In a narrow sense, the function of Public Relations only represents the institution/institution. However, its broader role is to support national development programs in the political, economic, social and cultural fields (Poleksosbud) and National Defense and Security.

B. Building the image of the school

a. Definition of school image

The school's overall image is formed from all components, such as output quality, management success, financial health, organizational member behaviour, social responsibility, etc.

Related to the description of the school principal's strategy needed in an educational institution that will build a positive school image towards a competitively superior school (Annur, S. & Audina; U., 2019), researchers are interested in researching "Public Relations strategy in Efforts improve the image of the school at An-Nadwa Integrated Elementary School".

b. Developing school characteristics

Schools that have quality or are developing generally have several characteristics as follows:

- The teaching and learning process has high effectiveness schools that implement quality improvement have a high teaching and learning process effectiveness.
- Strong school leadership.
- Safe and orderly school environment.
- Effective management of education personnel.
- The school has a "teamwork" that is compact, intelligent and dynamic.
- Schools have authority (independence).
- High participation from school and community members.
- The school has open management.
- The school has the will to change (psychological and physical).
- Good communication.

c. Strategy to build school image

The first step for organizations and institutions to build an image is to have community groups that have an essential role in the success of their business and determine their future. In determining the target group, an organization or institution can develop a program for building a corporate image directedly (Andriyan, W,

Septiawan. 2020). Organizations and institutions can communicate with them more effectively by determining which segments of society are targeted for image-building programs.

Many efforts or strategies can be made to perform public image.

The school's image efforts or strategies include:

1. Increasing the work of school principals, education and teaching staff.
2. School participation in school and student competition activities.
3. Build a network (network) with parents and the community.
4. Improving excellent academic and non-academic services.
5. Possession of a good school accreditation rating.

Based on the description above, the Public Relations of An-Nadwa Integrated Elementary School carries out cooperative relations with various parties, both with parents, the community, such as community leaders, religious leaders, etc., as well as with other agencies, both government and private; this is done in addition to improving the school's image, namely to improve the quality and quality of human resources owned by An-Nadwa Integrated Elementary School itself. In improving the quality of human resources at An-Nadwa Integrated Elementary School.

❖ In general, the characteristics of advanced schools are:

- a. Have good school management
- b. Have competent human resources in their field
- c. Have complete facilities and infrastructure
- d. adequate educational assistance
- e. Have excellent the quality graduates

Judging from the characteristics of the excellent schools above, having quality output or graduates is something that every institution must own because in Law on National Education System No. 20 of 2003 CHAPTER II Article 13, which reads that national education functions to develop capabilities and shape noble national character and civilization in order to educate the life of the nation, aims to develop the potential of students to become human beings who believe and fear God Almighty, have a noble character, Healthy, Knowledgeable, Proficient, Creative, Independent, and become a democratic and responsible citizen. Every educational institution is required to produce the nation's next generation who have the breadth of knowledge and religious attitudes as stated in the National Education System Law No. 20 year (Rahmadani, S.

Based on the description above, school imagery is not meant to package the badness of the school to make it look good but to package well what has been done by the school to be conveyed to the community. This is expected to build a good image in the minds of the community so that the community places high trust in schools to send their children to school in the future.

Suppose viewed from the reality on the ground. The school management at An-Nadwa Integrated Elementary School is reasonable. When discussing the responsibilities of the school principal in giving the assignment, constantly evaluate whether the assignment given to the Public Relations section has reached the target

(Rosi, F., Numan, A., Sandiko, 2022). So, while giving assignments, they are continuously evaluated, and until now assignments in the field of Public Relations have been assessed with good grades. So, Public Relations is also an extension and communication link for the school principal when the principal cannot attend a meeting.

Furthermore, regarding community participation, it is undoubtedly indispensable in developing schools in the future as well as improving the quality of education itself. However, speaking of material assistance from the community, the school does not demand this but assistance from a moral point of view. Of course, the school needs it. For example, when a student causes problems at school, the participation of the student's parents is very much needed in advising the child. In addition, the school is very open to suggestions and criticism from outside (the community) but does not come to an attitude of intervention.

CONCLUSION

Based on the discussion above, we can conclude that:

The implementation of school Public Relations is communication and collaboration between parents of students or the community and educational institutions. Through this, communication and cooperation are essential in implementing and achieving goals in an educational institution. Communication and cooperation will establish a harmonious, dynamic relationship and create a positive impression and image of the educational institution. Although the implementation is not 100% complete and challenges or obstacles are often encountered, educational institutions/schools strive to optimize the process of conveying information to the public.

The school's overall image is formed from all components, such as output quality, management success, financial health, organizational member behaviour, social responsibility, etc. In line with the conclusions above, there are several suggestions as follows:

1. In the implementation of Public Relations in educational institutions, it is hoped that direct participation from the community will also have an impact on social life
They. So, there needs to be awareness from the surrounding community to create harmony between educational institutions and the surrounding community.
2. To improve the school's image, educational institutions are the central aspect, namely, in terms of the school principal's leadership, teachers, students, curriculum, and collaboration must remain sustainable.

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