



## **COMMUNICATION MANAGEMENT (PR) IN DEVELOP EDUCATIONAL INSTITUTIONS AT NU WRINGIN VOCATIONAL SCHOOL**

**Mohammad Wali**

Universitas Nurul Jadid

Email: wallysimple2@gmail.com

### **Abstract:**

School and community are an inseparable unit. Schools as local educational institutions and social organizations are responsible for determining the fate of future generations, and the community is not only a consumer, but also has a role and responsibility in the success or failure of education. The wider community, including parents of students, government agencies, business agencies/institutions, etc. The main purpose of socialization is for alumni and agencies to care, trust and use their services. As is happening today, many institutions, especially educational institutions, are facing a crisis of public confidence in carrying out their programs on a daily basis. Given this, the role of public relations in an internal organization of institutions or educational institutions is very important. Because public relations are actually practitioners who act as intermediaries between institutions and the community (or the community itself), PR is equally accountable to the institutions they represent and to the communities concerned. I'm in debt.

**Keywords:** *public relations, educational institutions*

### **INTRODUCTION**

The truth is education in this world is a process to change the soul child with method direct and guide their potential optimally. Educational work too prepare students for ease interact with environmentsurrounding, like family, school, society, even the nation, and the State place they life And do all activity. (Syarifudin, 2011) In era This, progress institution education precisely determined by public. Because, progress institution education can seen from how much Far public can trustthey For carry his job. So that, institution education or para educational leaders in particular should make strategy Which capablecreating a dynamic institutional climate and responsive to need public in surrounding.

If reviewed continuously, every educational institution is required to be able to synergize and involve the community in managing and developing managerial processes in their institutions. This statement is referred to as community co-education, namely the institution seeks to involve the community in every government program. This is because the real needs faced by the community is the main purpose of the educational institution being established (Winarni, 2006).

However, looking at the current reality, there is often an inharmonious relationship between educational institutions and society and vice versa. This is clearly caused by many factors, and ideally educational institutions and society must have a

harmonious relationship. If the organization does not maintain good relations with the community, then there is a feeling of reluctance to give the aspirations of the community to the institution. So that there is a gap in the relationship between schools and the community as customers of education. As a result, communication within the institution is not going well (Mundiri, 2016).

The lack of synergy between internal and external institutions and society is the lack of optimal role of public relations in an organization. Another factor is that the public relations function is not properly placed in educational institutions (Zubair, 2018).

Gaps the impact on image or perception public to *image* poor educational institutions. Because with the public relations is at in position Which Good in institution education can direct perception and favorable opinions from the relevant community with education run by a school or institution education.

Besides That, sometimes Which cause field public relations not enough doing well in the school organization is due to lack of management Good, as a result influential to school *image*. There are several things that cause participation public Indonesia to education Still low between other: (1) condition social,cultural, ( 2 ) geographical public Indonesia, ( 3 ) community's financial powerlessnessin matter financing, And ( 4 ) making policy Which not enough notice condition field. (Mas, 2011) Connection participation public with institution education as form contribution to progress institution Islamic education is necessary matter This get attention in a manner managerial. Because public must realize that they own role Which very important. Because trust public to Islamic educational institutions to be wrong One key progress institution.

Not yet Again if connectionbetween the school and parents of students as well public intertwined with Good Of course later can give contribution which is better and significant to development education norlearning so that can together realizing education in schools quality (Mas, 2011).

Role public relations in educational institutions is Wrong One component core and important in management education. Which where,process management public relations for education is a process of planning, implementation, control, And evaluation centered programs on social interactions with institutions empower potency source Power with maximum. Stages management the No can move independently without being included functions other. Because, everycarry out function managerial certainthen other managerial functions willfollow as stage furthermore.

## **RESEARCH METHODS**

This study uses a qualitative approach to the type of case study. Data collection techniques using interviews, observation and documentation. This method involves an in-depth study of specific cases at SMK NU Wringin related to communication management. Interviews related to the development of communication programs, enhancing the image of institutions, or handling crisis situations. Through interviews, observation, and documentation. This method also involves in-depth interviews with relevant stakeholders at SMK NU Wringin, such as Public Relations staff, principals, teachers, students, and parents. These in-depth interviews can provide in-depth insight into the challenges, expectations and suggestions for the development of communication management.

## **RESULTS AND DISCUSSION**

### **Management Connection Public**

In general, the understanding of management is a systematic process consisting

of carrying out the functions of planning, organizing, actuating and controlling to achieve the goals set through the utilization of the resources they have, both human and other non-human resources (Samsuni, 2017).

The term management is studied more in that it refers to the process of carrying out activities that are completed efficiently through the utilization of other people in order to achieve goals effectively. A simple description but enough to be a strategy for empowering all the potential that exists in an institution that is definitely directed towards achieving the goals of the institution.

Discussing about public relations, surely our memory will be fixed on the same thing relate with communication, press conferences, information, public relations, etc. In general order to balance and equalize vision institution education with public need exists management connection between institution and the people. So that created something harmonious relationship as it is criticism, suggestions and good responses from public, especially can follow contribute in realize institution education which quality (Zubair, 2018).

Public relations in the world of education is one part of the components of the managerial activities of educational institutions, which are related to the realization of harmonious cooperation between parties from educational institutions and the community as one of the users of their graduates (Mundiri, 2016). Because one of the duties of public relations towards the community is to create a trust in educational institutions, which of course will have a positive impact such as increasing public attention and concern regarding improving the quality of education, which in turn can support the process of teaching and learning activities in the educational institution concerned.

Understanding public relations in a manner generalis a special sequence between a organization with public, or in this is between educational institutions with para inhabitant which is at in it (educators, students, and educational staff) and residents from outside institution (guardian student, public, outside institutions, school committees, etc.) for support education so that more quality and quality (Karwanto, 2014).

Almost all aspects which related with institution education need a management, because with management objective which has determined can achieved with more effective and efficient (Karwanto, 2014). Because exists management this reserved for manage source power which owned with good and correct. Same case public relations that will not be able to implement role and his job with good and true if without any management good also from party the institution.

As for understanding management public relations is something process in handle planning, organizing, communicate as well as serious coordination and rational in effort achievement common goals of educational institutions which represented. For realizing it all a lot of things must be done by public relations in a institution education.

With exists management public relations, of course performance can help institution education good from in institution or from outside the institution. Will but, public relations in a institution no only on duty for mere publicity, but more in nature so that how party institution can build connection work the same with parties from outside institution which form *networking* (Hakim M. N., 2016). Which where this collaborative relationship is very urgent for held especially with condition era now which all modern, and still aim so that make it easy in increase quality maintenance education in a institution education. Based on explanation in on, this is clear in the educational context public relations (PR) is including an important element in an educational institution developing or advanced. Because for interesting concern and participation society is not

easy Because perception every public different educational institutions so that with exists management public relations expected all circles people care and participate even contribute in effort to increase quality education.

### **The Concept Of Public Relations In Developing Institutions Education**

Public relations or more we know as public relations has a role in A institution especially education, as it relates to management functions and objectives main Which There is on institution education. The most basic function the is process For each objective tree from A related institutions with utilization various type source Power Which owned And Which there is in institution the (Yogi Irfan Rosyadi, 2015).

If we review from the theory of resource management owned by the institution, which includes human resources, material resources, facilities and infrastructure resources, sources of financing to meet operational costs, and the strategies and methods used to drive these institutions, as well as educational institutions, it is hoped that can realize cooperation with external parties so that it is easy to gain the trust, attention, and concern of the community so as to facilitate the development of quality education.

And success from role public relations in supporting management in institution education in reach target objective Which has planned together depending on ability in utilizing the resources owned by educational institutions as well can attract a caring attitude to participate contribute in develop the educational institution (Hakim M. N., 2019). Because A institution education won't able to become a quality institution and superior without There is mix hand from party other in outside institution.

Then public relations as media liaison between leader institution with public, Good in effort foster internal community relations or external. Main activity of public relations in represent leader management of an educational institution, is a form of communication activity two direction Which become characteristic features from role and public relations duties. Because some of the role and task of public relations is to act as source information (*source of informations*) And is channel information (*channels of informations*) between party institution and the public (Yaqien, 2010).

Development public relations Which relate with role, Good practically and professionally educational institution as one key in understand function public relations And communication institution to the public. The role of public relations / public relations within an institution can be divided into four category, that is: a) Advisor expert (expert prescriber). b) behave passive For accept or even trust What that has been suggested by experts public relations c) Facilitator communication (communication facilitator). d) Facilitator of the problem solving process (problem solving process facilitator) (Amrullah Hasbana, 2014).

In an educational institution, almost all institutions need public relations as a tool for self-development because the role and duties of public relations are undeniably very important. So it needs effective packaging in its implementation in order to get results more efficiently. In order for this to be achieved properly, of course it is necessary carried out by means of preparation public relations work program appropriately so that easy in the application (Hakim, 2018). With so, public relations can organize whole activity communication both internally and external. Because public relations is wrong One supporters in arrange And manage institution. In the context of education, public relations in implementation is a profession to serve its public, as well as follow determine objective institution by making work programs, strategies, implementation of work programs, and assessing results it works. PR try put manager as top management in leadership, and realize objective institution education with method as effective And as efficient possible for it to come true by continuity institution education (Yaqien, 2010).

In developing and improving the quality of educational institutions, public relations has sufficient functions relevant in face change era, between other: a) Capable as motivator in convey communication direct (face to face communication) and indirectly (through the media press) to the head of the institution And public internal (lecturer/teacher, employee, and students/students). b) Support And support activities Which related with publish institution education. In this case public relations Act as manager information to public internal And public external, like: convey information to pers And promotion. c) Create something image Which positive to institution his education. While to be able to support success in reach objective main institution education, needed cooperation from various other parties both in within and outside the institution the.

Thus the public relations in institution education must function such shape so that can improve quality and relevance and efficiency of an educational institution in order Ready And easy in face challenge And demands change life (Karwanto, 2014). So that needed renewal education in the field institution's relationship with the community to be more planned and directed, as well continuous in effort make it happen.

### **Management PR in Develop Institution Education**

Leaders as managers or vice versa, in an educational institution have an important function, namely to provide convenience in the process of achieving goals comparatively among members and at the same time provide opportunities for their personal growth and development. According to Assumpta, leadership is a management concept in organizational life, has a strategic position and is a social phenomenon that is always needed in group life (Zulkarnain Nasution, 2010).

Seeing the results of research at NU Wringin Vocational High School shows that leadership in an institution is also the center of all activities. A school principal as a leader is the main manager and controller in achieving a targeted goal, even in developing an educational institution a leader is a determining factor for the success of developing the institution.

This school the principal also provides free space for movement but remains within predetermined procedures in developing the personality of each party who has responsibility and interest in administering and managing the institution's relationship with the community. This issue is in accordance with other findings which suggest that public relations should indeed have the ability to be able to establish good and harmonious communication and cooperation with the community, in order to create a positive view of the public towards the condition of the institution and its education.

Thus both school principals and deputy public relations representatives in educational institutions are inseparable from the principles of effective communication in relation to the community so that it is easy to solve problems faced together, including (Nasution, 2018): a) Principle human relations in communication with fellow man. Humans really can't regardless of interaction with fellow through activity communicate. By because That is the principle of mutual relations man especially in NU Wringin Vocational School give role important, matter This shown frequently principal and staff his education do raat coordination For develop institution through all component Which owned including public relations. b) Principle communication interpersonal. Communication This Which created characteristic two direction And dialogic. Communication it is one principle public relations in shape the human person as a representative party the agency with public as user. Party public relations NU Wringin Vocational High School too always do good communication directly or indirectly immediately because they are aware that they need good communication for solve all problems education Which related with students,

families and school. C c) The principle of participatory style is carried out to explore aspirations.

There are several approaches used by public relations at SMK NU Wringin to build communication with the wider community. Among them are choosing the right time so that they can gather and involve the community in school activities, then choosing several people who are influential figures in the community and institutions that can be invited to work together. With the principles and approaches that have been carried out by the public relations of SMK NU Wringin, of course an educational institution can easily determine the path it will face in solving problems or obstacles encountered in developing its institution in accordance with the needs of society, the times and conditions that exist within and outside it. Outside the educational institution. With the existence of public relations in an educational institution is needed in order to maintain institutional existence, because most people view all educational institutions as institutions that are competent in the field of education for their next generation (Munirwan Umar, 2016).

For guard matter That, according to waka public relations NU Wringin Vocational School considers public as object the main part of the internal public relations work program A institutional Good organization, companies and educational institutions. Given the needs and interests more and more different people type, so party public relations Wringindalam NU Vocational School the process true, true implement principle participationsociety, because they consider society Also hold And determine quality in developing educational institutions. And with increasing levels participation, the more big also flavorown And responsibility toinstitution his education And on Finally the more big also loyalty Whichowned against the institution.

This is in line with the explanation fauziyati, Which explained necessity apply principles For increase involvement public in field education. So that expect institution education Which capable communicate in a manner active with public. There is participation public internal nor external increating educational institutions quality need maximized.

Whereas There is a number of which strategy used party public relations in NU Wringin Vocational School Which active For interesting participation public so that follow share in developing education considered quite important in determiningsuccess. efforts public relations in enhancement participation public to success development education in school, including: good communication with Person Old And Public. Person old And public will participate if they Also feel benefit from participation in developing education in school.

Benefit This can interpretedas concern And satisfaction Because candonate ability they for interestschool. And this became a thing important in buildrelationship with parents And public in establish communication effective. NU Wringin Vocational School seeking community participation through direct communication such as meetings guardian student in every program Which will enforced at school. And usually be dealt with continue through group social media. a) Socializing, Public Relations does have task as breakerproblem in communicatingon public norinstitution And public. And of course should public relations in a manner intensifying the socialization of the institution in a manner open And thorough. <sup>30</sup> Same case with party public relations.

Which is at in SMKN NU Wringin, also did socialization with various kinds of methods and approaches. One of them is sending letters to many SMP each year which contains about school profile, followed up by attending middle school and usually there are about 15 SMP per year to be given socialization, inclusion participant educate in every race

Good local nor national, as well as Lots Again method And approach Which used For objective socialization. b) Cooperation with other agencies, As is the case at NU Wringin Vocational High School, Wringin also implements collaboration which is a school program called *prakerin* (industrial work practices). This is supported by the majority of departments where some competencies can only be obtained online direct in field. Among them Work The same with the hotel management have high standards for major APH (accommodation/hospitality) And system food, for animation majors Same with animation studios which are common in cities Poor, whereas major multimedia Work The same with station tv And printing, and much more majors at SMK NU Wringin and industries Which invited Work The same.

Within the scope of vocational schools, cooperation with other agencies is mandatory. Because learning in vocational schools cannot only be done in the classroom, learning must also be carried out directly in industry or in the workplace. With good and strong cooperation, it can prepare graduates who are competent in their fields and have high competitiveness (Ahmad Dardiri, 2015).

Schools as institutions/organizations that realize high-level human resources must be able to direct all their students to have high competence in their fields so that at least they can have a visionary view as a driving force in their lives, especially to advance their nation and country.

While the community determines goals, strategies and representatives in implementing policies as community involvement in the whole process and community development in accordance with the meaning of self-development. Therefore the public relations program must be implemented in harmony, meaning that institutions and communities must work together, hand in hand, helping each other to realize the vision, mission and goals of the school effectively and efficiently.

With that said, evaluate can used For make it easy and as a benchmark in determining repair program And determine programs advanced Which more effective And efficient from on program previously.

Party public relations from NU Wringin Vocational School always do evaluation self For various type program Which has done, Because feel need to do an evaluation. Evaluation for public relations in NU Wringin Vocational School usually done by the public relations when one program has held with thorough. And evaluation is also done when it is at the end of teaching by party management school.

Model evaluation This done For make it easy party public relations know performance during program held until finished, whereas evaluation end year teachings done to confirm the results of the evaluation of party public relations by party management school. Because public relations only consists from only a few people, and when evaluating done by more people of course it will be easy to get criticism, suggestions, And opinion Which build For further development of public relations. Which later evaluation results from all parties school make it easy party public relations NU Wringin Vocational School observe And evaluate whole program Which has held And determine as well as modify programs Which will held in year teachings next.

As stated by harini and karwanto that in A evaluation or A evaluation used so that can study implementation something program Which has planned Which where consists on programs Which in arrangement supported by results investigations and assessments carried out carefully, and in evaluation of course done investigation And evaluation to obstacle Which There is in process nor results from something program.

With model evaluation Which held by public relations NU Wringin Vocational School Which like That, Of course will support and promote education at NU Wringin

Vocational High School more developed and quality. Due to repair efforts And development Which done in a manner thorough from all component- existing components have been implemented with regular And truly.

## CONCLUSION

Basically, Public Relations Management (PR) is a specific field or function required by every institution, especially educational institutions, both commercial institutions (companies) and non-profit institutions. However, community relations itself means all efforts made in a planned and sustainable manner to create and maintain goodwill and mutual understanding between an institution and the entire community. Reach is a set of activities organized as a series of integrated campaigns or programs, all of which occur continuously and regularly.

Schools as educational institutions must be able to achieve high levels of talent, enabling all students to become competent in their fields and have the vision to drive their lives. The community determines its representatives in the implementation of goals, strategies and policies in its involvement with the world of education as a form of community concern during the process, and in community development in line with the importance of national development itself. Decide. Therefore, the PR program must be implemented in harmony.

## REFERENCES

- Hakim, M. N. (2016). "Implementasi Manajemen Berbasis Sekolah Dalam Mewujudkan Sekolah Islam Unggulan." *Nidhomul Haq* :. Hakim, Muhammad Nur. *Jurnal Manajemen Pendidikan Islam* 1, no. 2 .
- Hakim, M. N. (2019). "Pembelajaran Sainifik Berbasis Pengembangan Karakter." . *Nazhruna: Jurnal Pendidikan Islam* 2, no. 1 , 1–27.
- Karwanto, I. N. (2014). "Manajemen Hubungan Masyarakat Dalam Upaya Peningkatan Pencitraan Sekolah,". *Jurnal Inspirasi Manajemen Pendidikan* 4, no. 4, 9.
- Mas, S. R. (2011). "Partipasi Masyarakat Dan Orang Tua Dalam Penyelenggaraan Pendidikan." *Jurnal el-Hikmah* VIII, no. 2 .
- Mundiri, A. (2016). "Strategi Lembaga Pendidikan Islam Dalam Membangun Branding Image." *Pedagogik* 3, no. 2, 58–72.
- Samsuni, S. (2017). "Manajemen Sumber Daya Manusia." *Al-Falah: Jurnal Ilmiah Keislaman dan Kemasyarakatan* 17, no. 1, 113–124. Accessed February 20, 2019. <http://ejournal.staialfalahbjb.ac.id/index.php/alfalahjikk/article/view/19>.
- Syarifudin. (2011). *Manajemen Pendidikan*. Jakarta: Diadit Media.
- Winarni, F. (2006). "Reorientasi Pendidikan Nilai". *Cakrawala Pendidikan* XXV, no. 1, 139–171.
- Yaqien, N. ( 2010). "Membangun Kepercayaan Masyarakat Pada Madrasah Melalui Pameran Pendidikan,". *Madrasah* 2, no. 2., 205.
- Yogi Irfan Rosyadi, P. (2015). "Peran Kepala Sekolah Sebagai Manajer Dalam Meningkatkan Mutu Pendidikan Di SMP 1 Cilawu Garut." *Jurnal Akuntabilitas Manajemen Pendidikan* 3, no. 1, 124–133.
- Zubair, F. R. (2018). "Strategi Komunikasi Publik Dalam Membangun Pemahaman Mahasiswa Terhadap Penerapan Ptnbh." *Profetik Jurnal Komunikasi* 11, no. 2, 74–84.