



## **PUBLIC RELATIONS MANAGEMENT USING "OPEN HOUSE" IN IMPROVING PUBLIC RELATIONS IN BOARDING SCHOOLS CASE STUDY (NURUL JADID PAITON BOARDING SCHOOL, PROBOLINGGO)**

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### **Abstract:**

Public Relations as "Development Generator", Public Relations as development "Tools Of Promotion", Public Relations as "Absorbing and Conveying Community Aspirations", Public Relations as "Push and Pull Community participation in development, Public Relations as a "System of Balancing Physical and Non-Physical Development". Public Relations is needed by almost all forms of organizations or institutions, both commercial and non-commercial, from industrial companies, professional organizations, educational institutions, socio-cultural organizations to Islamic boarding schools. Public relations management planning is an act of determining in advance what will be done, both determining goals, targets to be achieved in accordance with what is expected and programs to be implemented. Before planning, it will first analyze the existing conditions in the educational environment related to the need assessment. Implementation of Public Relations Management in Improving Open House students at PP Nurul Jadid Paiton Implementation of public relations management is the most important part of managing public relations management so that it can produce the best.

**Keywords:** *Humas, open House, Public Relation, Pesantren.*

### **INTRODUCTION**

Education is human resources ready to face the work environment and contribute to socio-economic development through ways to increase knowledge, skills, skills, attitudes and productivity (Efficiency in financing education to improve the quality of Education 2017). Education must be a means to develop a civilization and human civilization, and the values of Islamic teachings must follow the context both in terms of time and place so that Islamic values can be grounded and blend in with the local culture. Therefore management is essential in public relations (public relations) because Islamic boarding schools are in the midst of society and are always in touch to establish pedagogical and sociological cooperation that benefits both parties. (Rif'ai, Moh, Ahmad Tijani 2022).

With many considerations, education must be relevant to the changing times and the needs of society in that era, both in terms of concepts, materials and curricula, processes, functions and goals of educational institutions. Education is currently faced with the challenges of modern human life so that it must be directed to the changing needs of modern society. In dealing with a change, a new paradigm design is needed in dealing with new demands

So that Public Relations (Baharun et al. 2022) or Public Relations is needed by almost all forms of organizations or institutions, commercial or non-commercial, from industrial companies, professional organizations, educational institutions,

socio-cultural organizations to Islamic boarding schools.

Public Relations indicates that the function of public relations is an important thing in channeling information about things that exist in an educational institution. Because it is through public relations that customers can find out what educational institutions have. (Dimiyati 2018)

In this case, Islamic boarding school education is an option for Indonesian people because the majority of Indonesian people are Muslims. Islamic boarding school education is considered as education that emphasizes character and moral education. The development of Islamic boarding schools in Indonesia to date has led to modern Islamic boarding schools with a more varied model of Islamic boarding school education. Because Islamic boarding schools are the most important thing for the community, they will not just choose Islamic boarding schools. Because society is a customer, it is only natural that they are very critical and realistic in choosing the education they want. Much of the research described by Basuki regarding "Optimization of Human Resource Management in Efforts to Improve School Quality" resulted in the Principal having to be able to manage the entire school, including managing existing human resources; especially teachers and administrative staff who are direct implementers in school activities who also play a major role in the success of schools in order to achieve the vision, mission and goals of the school. results that management is obtained by planning, quality management strategy. According to Rohmatullah said "The Role of Public Relations Management in Increasing Community Participation at Mtsn 2 Lamongan" which resulted in that the implementation of public relations management was according to planning where the task of public relations was to provide services and information, provide adequate facilities and infrastructure, evaluation of public relations management was the final stage of public relations management, carried out according to madrasah service standards, carried out by internal and external madrasah parties.

In the Land of Java, it is a city of education (as people outside Java call it) East Java, to be precise, Probolinggo also has a pesantren whose students number in the thousands which are increasing every year and are in demand by the wider community both from within and outside the region, this pesantren is a pesantren whose quality is always maintained until carrying the name of the pesantren. In which a pesantren has five values and awareness and a trilogy of students (Agus Sulthoni 2020), this pesantren named Nurul Jadid which was founded by KH. Zaini Mun'im has succeeded in gaining the trust of the community.

The Nurul Jadid Islamic Boarding School also has a variety of uniqueness, having non-formal institutions ranging from elementary to tertiary level, and non-formal institutions such as diniyah, foreign language institutions (Arabic, English, Mandarin) and PPIQ (Qur'an Science Education Program), educational institutions Bahsul Masail and there are also students' creative organizations and media (journalism, scouts). When mentioning Nurul Jadid or pondok tanjung (an outsider's nickname) which is the name of his village, people must have thought of a pesantren which has a good organization and quality education (Lugas Dwi Wicaksono 2020). Not limited to that, this pesantren has won several competitions, both English and Arabic debate competitions, KTI, yellow book competitions, etc. Of course, in publishing all the uniqueness found in this pesantren, public relations requires media so that it can be channeled to the wider community.

## **RESEARCH METHODS**

This research uses a qualitative approach with a case study type because this research has natural characteristics (natural settings) which are the direct data source, the analysis is carried out by inductive analysis and meaning is essential. descriptive, analyzing and interpreting to explain the current problem solving based on data. The data sources used are primary data, such as interviews, observations, and written documents on research objects and secondary data, such as sources of books, magazines, archives, or official documents related to the discussion of this

research. Data processing and analysis techniques, namely by conducting library research and field research after that data reduction, data presentation, then verification, namely drawing a conclusion.

## **RESULTS AND DISCUSSION**

Implementation of Open House Public relations management of Islamic boarding schools. The word "boarding school" comes from the Greek words: schola" which means idle time or free time. The ancient Greeks had the habit of using their free time to discuss in order to increase their knowledge and educate their minds. Gradually these efforts were carried out regularly and planned (formally), so that eventually pesantren emerged as a non-formal educational institution whose job was to increase knowledge and intelligence. (Herman 2010)

Public Relations is also interpreted as all activities and techniques or tips used by organizations or individuals to create and maintain a good attitude and response to their existence (Yuniarti 2021). Public relations activities carried out in schools are to maintain good relations with all levels of society and increase their active role with the community as well, Public Relations as "Development Generators", Public Relations as development "Tools Of Promotion", Public Relations as "Absorbents and Conveyers of Community Aspirations", Public Relations as "Push and Pull Community participation in development, Public Relations as a "System of Balancing Physical and Non-Physical Development", Public Relations as "Security of Islamic Boarding School Policies" This is in line with what was said by

That every santri guardian needs to obtain full information about all issues and problems related to them and for all actions taken by the Islamic Boarding School (Ahmad Fauzi, hefny 2018). It is assumed that Islamic Boarding Schools will maintain open channels of communication with the public and provide sufficient information, to enable the guardians of state students to make intelligent decisions regarding their policies and activities. Public Relations in private institutions have a more stringent organizational structure, so their roles are very specific. (Ahmad Fauzi, hefny 2018)

Whereas in the public relations process that occurred in the activities included knowing the research, planning, implementation, and evaluation carried out by PP Nurul Jadid Paiton in carrying out the open house activities. The public relations management of the Nurul Jadid Islamic Boarding School has carried out a mature concept through the concept of analysis and planning. (Dkk 2021) Before the program is implemented, there are several processes in carrying out planning, namely:

Public Relations Management Planning in Improving Open House At PP Nurul Jadid Paiton, public relations management planning is an act of determining in advance what will be done, whether setting goals, targets to be achieved in accordance with what is expected and programs to be implemented. Before planning, it will first analyze the existing conditions in the educational environment related to the need assessment.

The results of research at PP Nurul Jadid Paiton stated that in making public relations plans, they always made programs or compiled programs together through meetings with all parties including the head of the Islamic boarding school, head of public relations, teachers and employees who compiled programs in other fields that would be implemented later. . Implementation of Public Relations Management in Improving Open House students at PP Nurul Jadid Paiton Implementation of public relations management is the most important part of managing public relations management so that it can produce the best. At PP Nurul Jadid Paiton the task is to provide services and information, provide adequate facilities and infrastructure, look Islamic and so on which are carried out in daily activities at PP Nurul Jadid Paiton including coordination meetings, "clean Friday" visits to other Islamic boarding schools , halal bi halal, recitation, promotion, iftar together and so on.

Dengan adanya program dibidang humas diharapkan dapat dijadikan wahana menjalin komunikasi dan memberikan kontribusi yang bermanfaat bagi pesantren dan masyarakat itu sendiri. Sebelum melaksanakan program juga akan dibentuk pelaksana dari program tersebut, hal ini dilakukan agar ada penanggung jawab kegiatan sebagai pengatur jalannya kegiatan.

Then evaluate Public Relations Management in Enhancing Community Open Houses at PP Nurul Jadid Paiton Evaluation of public relations management is the final stage of public relations management after carrying out the process of planning, implementing, then evaluating activities carried out by public relations, where at this evaluation stage it will be known as a whole whether public relations activities can run well and as expected, the evaluation will also find supporting factors for activities and inhibiting factors for activities, because each activity wants the planned and implemented activities to be carried out effectively and efficiently, with an evaluation carried out by the activity implementing committee as well as the public relations party itself and the head of the Islamic boarding school will make the activities carried out at that time a reference for further programs to be even better, either continuing existing programs or new programs to be implemented in the next period (Mahmud and Suratman 2019). carried out by Nurul Jadid University is carried out through intense communication, which is carried out by leaders, lecturers and employees to stake holders in conveying various information about the continuity of education and learning at the university, both development, achievement, progress, excellent programs and so on (Baharun et al. al. 2022).

#### Faktor- Faktor Open House Manajemen Pesantren Nurul Jadid

Islamic boarding school educational institutions are sub-systems of the education system, which consist of several elements that are functionally interrelated with one another. In the history of education, it is stated that since the time of education in ancient China and ancient Greece, pesantren have been found as educational institutions. (Khairuddin 2019)

Conceptually, public relations can encourage service performance improvement such that service performance includes quality, quantity, initiative, adaptability, and communications, further stating that performance is determined by; (1) preparation of strategic goals; (2) searching for and utilizing human resources; (3) environment and achievement; (4) communication process; (5) leadership and decision making; (6) adaptation and motivation. (Jusrin et al. 2022)

The objectives of Islamic Boarding School Education Institutions are: Talking about the goals of Islamic boarding schools, they cannot be separated from the goals of national education itself, where the goals of national education are based on Pancasila and the 1945 Constitution. This means that Islamic boarding schools have the goal of developing all the potential that is possessed by humans, namely starting from the cognition stage, namely students' knowledge and understanding of religious teachings and general knowledge, then proceed with the effectiveness stage, namely the process of internalizing teachings, religious values and knowledge into students, in the sense of living and believing. Islam and Vol 2022)

The task of the Islamic Boarding School Education Institution which is in the Islamic boarding school educational institution, like other educational institutions, is the second educational institution after the family. The task of educational institutions in essence is to act as a forum for providing direction, guidance and training so that humans with all the potential they have (physical and spiritual) given by God Almighty can be developed as well as possible. (Nisa and Rustyawati 2022)

Relations Open House Public Relations Nurul Jadid Islamic Boarding School with the Community

According to finc in Made Pidarta, (1995: 127) says that pesantren are part of society. Because the workforce program is taken from the community as well as financial support and a place to work. Therefore Islamic boarding schools and the community must have a close relationship. The essence of the relationship between educational institutions and the community is to increase the involvement,

ownership and support of the community, especially moral and financial support. These include: Display of registration banners. time, cost and requirements that must be met, meeting (Tarmizi 2022) with ustad and pesantren administrators. Based on this understanding that education is not only the responsibility of pesantren, but also family education and community education, these three elements cannot be separated from one another.

Public relations management means researching, planning, implementing and evaluating a communication activity sponsored by an organization, ranging from small group meetings to international press conferences via satellite, from making brochures to national campaigns via multimedia, and holding open houses to political campaigns. from public service announcements to dealing with crisis management. (Yuniarti 2021)

Public relations management in increasing open house by using Islamic Boarding School Public Relations

Public Relations is a management function that builds and maintains good and beneficial relations between an organization and the public that influence the success or failure of an organization. Prudential According to Stephen Robins, there are several management strategies in Public Relations, namely as follows. The first stage is fact finding, where seek and collect facts or data before taking action. Public Relations, before carrying out any public relations activity, must first know, for example: what the public needs, who belongs to the public, how the public is from various factors, what is happening at the moment, and an analysis of the situation.

In fact finding the first step is: Adapting to the needs of its customers, such as the health program that is the choice of one of the customers who joins the insurance program (Khotimah, Wibisana, and Azhar 2021). In line with the times, as well as people's lifestyles that are different with all the activities carried out, of course all of them have risks, to avoid the many expenses incurred in the future, there are currently many people.

In order to achieve its goals and duties effectively, public relations must be managed properly through a systematic management process and stages. Whereas the role of Islamic Boarding School Public Relations in development socializes development policies, there are several management as follows: Whereas Islamic boarding school public relations is in addition to being tasked with organizing and coordinating the flow of information into and out, it also functions as a filter or filter of reciprocal communication with the aim to create and foster social stability of the rapids.

The application of the four management stages that need to be carried out in a public relations management, namely: (a) an explanation of various public relations problems (Defining Public Relations Problems) or also known as Fact-Finding; (b) planning and programming (Planning and Programming); (c) implementing and communicating (Action and Communicating); (d) evaluating the program (Evaluating The Program). (Mahmud and Suratman 2019) The first step, namely the explanation of various public relations problems (Defining Public Relations Problems/Fact finding) found that the implementation of tasks in Islamic boarding schools still faces challenges, changes and adjustments that need to find a way out. Conceptually, four challenges need to receive further attention and explanation so that the implementation of the duties and functions of public relations goes according to management principles, according to Joseph F. Awad, namely:

The theoretical study described above indicates that the function of public relations management is as a liaison between the institution and external parties who convey the big intentions of the pesantren so that the aims and aspirations of the institution are realized and the public relations party is also a guarantee for evaluating the image of society so that it remains visible and always good and positive, so in this case it is necessary to make efforts so that what is a good characteristic of this institution can reach the public. Efforts made by the public relations of the pesantren are to publish several activities in the pesantren and

disseminate information related to the pesantren. The reason for the pesantren to do this does not mean that this is the only way to support Islamic boarding schools' open houses as a mecca rather than a reference for the community in building the quality of education and religion for all people who believe in it. (Ahmad Fauzi, hefny 2018) So in line with this, choosing to publish publications related to Islamic boarding schools is a powerful way to build a positive image because it sees the situation that not all people can attend and participate in every moment of the events held by Islamic boarding schools (Yahya 2015). By publishing moments in every event carried out by the pesantren in public relations management such as (Haul pondok, commemoration of Islamic holidays, commemoration of the Prophet's birthday, Halal bihalal, daily routine recitation of caregivers,) it is seen as very helpful for the management of public relations in implementing the program so that it runs smoothly. good, effective and efficient. (Wahibatul mas'ula 2021) It is certain that with the publication and dissemination of information carried out by this public relations party, it will have an impact on the image of the Islamic boarding school because the contribution in conveying all these activities has a very extraordinary influence.

## **CONCLUSION**

Based on the research results on managing public relations management at PP Nurul Jadid Paiton to improve community Open Houses, including the following: Public relations management planning in improving community Open Houses at PP Nurul Jadid Paiton includes involving all pesantren managers. All parties, including the head of the Islamic boarding school, the head of public relations, teachers and employees who are compiling programs in other fields that will be implemented next. Implementing public relations management is the most essential part of managing public relations management so that it can produce the best. Implementing public relations at PP Nurul Jadid Paiton is tasked with providing services and information, adequate facilities and infrastructure, and an Islamic appearance. The activities carried out in PP Nurul Jadid Paiton's daily activities include greetings, home visits, school visits, visits to other Islamic boarding schools, halal bi halal, promotions, iftar together, etc. With the existence of a program in the field of public relations, it is hoped that it can be used as a vehicle for establishing communication and it is hoped that it can be used as a vehicle for establishing communication and making a valuable contribution to Islamic boarding schools and the community itself. Before implementing the program, an executor of the program will also be formed, and this is done so that there is a person in charge of the activity as a regulator of the course of the activity. Evaluation of public relations management is the final stage of public relations management after carrying out the process of planning, implementing, then evaluating activities carried out by public relations, where at this evaluation stage, it will be known as a whole whether public relations activities can run well and as expected, in the evaluation it will also be found the supporting factors of the activity as well as the inhibiting factors of the activity, because each activity wants the planned and implemented activities to be carried out effectively and efficiently, with the evaluation carried out by the activity implementing committee as well as the public relations party itself and the head of the Islamic boarding school will make the activities carried out when it serves as a reference for additional programs to be even better, either continuing existing programs or new programs that will be implemented in the next period.

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