



## **PUBLIC RELATIONS MANAGEMENT IN INCREASING THE NUMBER OF STUDENTS AT SCHOOL**

**Lukman Hakim**

Universitas Nurul Jadid, East Java, Indonesia

Email: lh5540089@gmail.com<sup>1</sup>,

### **Abstract:**

This study aims to find out: 1) To understand the Ahlussunnah Wal Jama'ah values-based curriculum planning management in Madrasas, 2) To understand the management of curriculum implementation based on Ahlussunnah Wal Jama'ah values in Madrasas, 3) To understand evaluation management Ahlussunnah Wal Jama'ah values-based curriculum in Madrasahs. This research uses descriptive qualitative analysis.

**Keywords:** *Curriculum Development, Based on Ahlussunnah Waljamaah, Madrasah*

### **INTRODUCTION**

Schools, as social institutions organized and owned by the community, must meet the community's needs. Schools have a legal and moral obligation to always provide information to the community about goals, programs, needs and conditions; conversely, schools must know the needs, hopes and demands of their community. Therefore, schools need professional management. Management is very much needed in the daily activities of school management, which involve educators such as teachers and non-educational schools, such as; administration, facilities and infrastructure, public relations, student affairs, quality assurance and others (Rizki et al., 2021).

Organizational management with management is always associated with a systematic way or method through planning, organizing, directing, and controlling various activities carried out by members of the organization by utilizing all the resources owned by the organization. (Ahmadi and Syukran Nafis (2012: 27-28) .

Public Relations (Public Relations) is one part of efforts to establish and maintain mutually beneficial relationships between organizations and their public. The success or failure of public relations depends on how to establish and maintain these relationships. Mujamil Qomar, 2007).

Public relation is a good relationship that can be beneficial between the public and specific organizations that lead to success or even vice versa depending on the relationship between the organization and the public. (Rusyanti & Arafat, 2021)

The more advanced the community's understanding of the importance of educating their children, the more it is vital for schools and the community to establish cooperation. This collaboration is intended for the smooth running of education in schools in general and to improve student learning achievement (Noviantiaini & Harmonika, 2021).

As confirmed in the Law of the Republic of Indonesia Number 20 of 2003 in Chapter XV Article 54, it is stated that: Community participation in education includes the role of individuals, groups, families, professional organizations, employers, and community organizations in the implementation and quality control of educational services; The community can participate as a source of implementers and users of educational outcomes; Provisions regarding community participation as referred to in paragraphs 1 and 2 are further regulated by government regulations, the Law of the Republic of Indonesia (Priandono, 2019).

In order to realize the mandate of the law, it is necessary to have a collaborative

effort that optimally involves the community and school environment to help improve the quality of education (Habib et al., 2021).

The relationship between the school and the community is very beneficial for the benefit of coaching and moral and material support, as well as the use of the community as a source of learning. By empowering the community and the environment around the school, it is hoped that the goals of school-community relations will be achieved, namely increasing school performance and carrying out the educational process in schools in a productive, effective and efficient manner to produce productive and quality graduates (E. Mulyasa, 2009).

One of the critical management in schools is the management of community relations. Schools are in the midst of the community and are always in contact in establishing pedagogical and sociological cooperation to benefit both parties. Public relations or public relations is a series of activities organized in such a way as a series of integrated campaigns or programs, and all of this takes place continuously and regularly. Society, as the third educational institution after family and school, has a significant enough role in the ongoing activities related to educational issues (Ariyanti et al., 2021).

Public relations activities carried out in schools aim to maintain good relations with all levels of society and increase the community's active role. Meanwhile, public relations will benefit both parties, namely education managers and the community (Jadid et al., 2018).

The existence of public relations activities will encourage positive active participation from the community so that it will be followed by various assistance that comes because a good response has been created from the community, both with moral and material support by seeing the seriousness of the management of educational institutions in a more advanced direction. Thus it is clear that the educational environment is not a body that stands alone but an inseparable part of the wider community. Education is an open system that consistently maintains cooperative relations with the community and jointly builds education (Supriani, 2022).

Public Relations, which has the main activity in building communication between educational institutions and the public, must be guided by the principles, rules and ethics of communication outlined by Allah and His Messenger. So from an Islamic perspective, public relations may not carry out communications full of lies, vilify other parties and all other forms of communication that are contrary to ethics (Ningsih et al., 2022).

MIS Az-zainiyah II is an educational unit with an MI level in Karanganyar, Kec. Paiton, Kab. Probolinggo, East Java. In carrying out its activities, MIS Az-zainiyah II is under the auspices of the Ministry of Religion. MIS Az-zainiyah II is located at JL. KH. Zaini Mun'im Karanganyar Hamlet, Paiton District, Regency. Probolinggo, East Java. MIS Az-zainiyah II has B accreditation, based on certificate 164/BAP-S/M/SK/XI/2017 (D.MIS, 09-01-2023).

Based on facts and data at MIS Az-zainiyah II Paiton Probolinggo, there is still a lack of enthusiasts who want to send their children to the school, so the population and number of students have decreased in recent years, which has resulted in decreased interest in the school (D.10-01-2023 ).

Based on the explanation above, it is a challenge for MIS Az-zainiyah II Paiton Probolinggo further to increase the number of students through community relations management. One way is to maximize the role of the community by utilizing cooperative relationships in the environment around the school.

Public Relations can increase community understanding of the goals and objectives that schools want to realize, increase school understanding of the conditions and aspirations of the community towards the school, increase the efforts of parents and teachers in meeting the needs of students and increase the quantity and quality of parents' assistance in school education activities (W. Imron Hamzah Kurnia, 09-01-2023).

Public relations can increase public awareness about the importance of their participation in advancing education in schools in the era of development, maintaining public trust in schools and what schools do, school accountability for the expectations

that society imposes on schools, support and assistance from the community in obtaining resources needed to continue and improve school programs (W. Taufiqul Majid, 12-01-2023).

Public relations management has a significant enough role in the development of an institution because, after all, an institution can only develop appropriately with good relations with the surrounding community, especially since educational institutions are an open system. As an open system, schools will establish relationships with the surrounding community. Advanced schools will have many relationships with other institutions outside the school, for example, in terms of scholarships, commemorations of Islamic holidays, commemorations of national holidays, worship practices and many others ((W.Imron Hamzah, 09-01- 2023).

The researcher describes some of the results of previous research as a basis for determining the position of the originality of the research that will be carried out on previous research. Previous research is as follows: "Jurnal", Rudy Haryanto and Sylvia Rozza, "Development of Marketing Strategies and Management of Public Relations in Increasing Enthusiasts of Educational Services", in the Journal of Economics and Business in 2012. Equations both research educational public relations using qualitative research methods (Rudy Haryanto & Sylvia Rozza, 2014, pp. 27-34). The difference lies in the focus of the research, whereas in this study, the focus includes public relations planning, public relations actions and parties involved in public relations.

Journal", Ira Nur Harini "Management of Public Relations to Improve the Image of a Case Study School at Al-Hikmah Middle School Surabaya", 2014. Similarities in both research on education public relations, using qualitative research methods. The difference lies in the research focus, which in this study includes public relations planning, public relations actions and parties involved in public relations.

"Jurnal", Chusnul Chotimah (2012), "Public Relations Strategy of the Sidogiri Islamic Boarding School in Building the Image of Islamic Education Institutions" in 2012. Similarities in both research on education public relations, using qualitative research methods. The difference lies in the focus of the research, whereas in this study, the focus includes public relations planning, public relations actions and parties involved in public relations.

Based on the background of the problems described above, the writer's problem that will be developed in this study is that the writer is interested in taking the title "Management of Public Relations in Increasing the Number of Students at MIS Az-zainiyah II Paiton Probolinggo".

## **RESEARCH METHODS**

This study uses a qualitative approach. The writing of this research uses a qualitative approach, namely research procedures that produce descriptive data in the form of written or spoken words and people and behaviour that can be observed and directed at the natural setting and the individual in a holistic (thorough) manner. With this qualitative approach, researchers try to analyze Public Relations Management using logic and theories appropriate to the field. The type of research used is case study research. A case study is a study that intends to understand the phenomenon of what is experienced by research subjects, for example, behaviour, perception, motivation, and action. Holistically and by way of description in the form of words by utilizing various scientific methods (Yusuf, 2017).

This type of case study research is a single case design, which is a process of collecting in-depth and detailed data and information about the situation or object of a case. Implement a single case study design, namely exploring, collecting and analyzing data in only one case, Public Relations Management in Increasing the Number of Students at MIS Az-zainiyah II Paiton Probolinggo.

In this study, the researcher is an instrument intended as a direct observer and in-depth interviewer. Researchers here will be present at MIS Az-zainiyah II Paiton Probolinggo and conduct research continuously to find and obtain valid data about the

role of the teacher in shaping the attitude of student learning discipline at MIS Az-zainiyah II Paiton Probolinggo.

The data collection technique uses the snowball sampling technique. The data sources used are primary and secondary.

Data collection techniques with participant observation, in-depth interviews and documentation. Interviews were conducted to collect information through conversation or question and answer by digging from direct data sources. The interview is a data collection method that conducts interviews or questions and answers (oral) to obtain data. This matter aligns with Strisno Hadi's opinion that the interview method is a way to obtain data through oral questioning where two or more people face each other physically (Sutrisno Hadi, 138). In this study, this type of guided free interview was used, namely the implementation of interviews that were guided by a list of questions that the respondents had prepared to be able to provide answers freely. The target interview method was based on the role played: Head of Madrasah, Deputy Head of Curriculum, Class Teacher, Madrasah Committee and others.

The observation method is a deliberate and systematic study of psychological phenomena and symptoms through observation and recording (Kartini Kartono). Observations were made with participant observation, where researchers directly observed and saw the learning process in class. By doing participant observation, the data obtained will be more complete by looking at every behaviour that appears. The things that were observed in this study were about how Public Relations Management increased the number of students at MIS Az-zainiyah II Paiton Probolinggo.

Documentation is collecting data by looking for written data as research evidence. According to Arikunto, documentation is "looking for data regarding matters in the form of notes, transcripts, books, magazines, minutes, agendas and so on (ARIKANTO). Documentation is carried out to retrieve event record data in pictures, written remains, or other theories related to research problems, namely how Public Relations Management Increases the Number of Students at MIS Az-zainiyah II Paiton Probolinggo.

While the data analysis technique in this study will use a qualitative descriptive analysis of the Miles and Huberman type, through this analysis, a clear picture of the research focus above will be obtained. Data analysis techniques in case study research have structured and specific analytical methods developed by Miles and Huberman: data reduction, data presentation and conclusion.

## **RESULTS AND DISCUSSION**

This research involved sources of informants from MIS Az-zainiyah II Karanganyar Paiton Probolinggo, including school principals, deputy heads, the public relations department, parents and students, as well as those who have become students at the school. The informant was used to find out about Public Relations Management in increasing the number of students at the school. Research data on the role of public relations in increasing the number of students were obtained using data collection instruments in the form of participant observation, in-depth interviews and document analysis.

### **Public Relations Program Planning**

The first public relations management strategy implemented was planning a public relations work program. Program planning is the initial stage in a series of activities so that program implementation can be well-directed. The planning of the public relations program was carried out in conjunction with the PPDB (New Student Acceptance) preparation meeting, which was held in April, precisely three months before the PPDB implementation, which the Principal, teachers and all staff carried out. The aspects that underlie the planned public relations program emphasize the methods or ways to be carried out to attract students' interest with the hope that this year will get more students. The planning stage begins with forming a committee, as summarized in the 2022/2023 PPDB work program. The committee's formation is based on the teacher's ability and area of origin.

Overall, the formation of the PPDB committee that has been carried out so far consists of the person in charge of the school principal, socialization of information and documentation publications, daily organizers, places and facilities, pre-facilities, and public relations and spirituality. This matter aims to facilitate performance, involvement and shared responsibility between deputy public relations officers and other teachers at MIS Az-zainiyah II Karanganyar Paiton Probolinggo. In addition to involving teachers, the school also involves all employees who work at the school. This program hopes that all components in the school are involved and responsible for the success of the public relations program.

' For PPDB chairpersons, the appointments are rotated or alternated yearly based on their ability, physical and energetic strength. We also involve all teachers and employees in getting new students. We also provide a small amount of appreciation to all teachers and employees who can bring students into this school so that they are all more enthusiastic."

In appointing the PPDB head, the school Principal revealed that there were specific criteria, including his ability and loyalty. Ability here is seen from how far the person knows the area, can control his subordinates and, most importantly, can make quick decisions if it is judged that the public relations program has failed and is not in line with expectations. PPDB implementation also involves all teachers and employees in the school environment. This matter is by what was expressed by Mrs Diyan Mayasari as follows:

"The Principal also ordered us to take responsibility for admitting new students every year. The trick is that we socialize it with our closest neighbours in the environment, especially for those who have children graduating from junior high school. We start to approach them as early as possible because, in the environment, not the only one who teaches at Madrasah Ibtidaiyah, so the approach is from an early age, especially to their parents."

Public relations management implemented by MIS Az-zainiyah II Karanganyar Paiton Probolinggo to attract public interest in enrolling their sons and daughters in madrasas today is not easy because there is much competition among first-level schools, both MTs and public and private junior high schools. In the beginning, when there was not much competition for schools at the first level of education, only a few strategies were implemented to increase the acceptance of new students. Public relations duties at that time were more inclined to establish harmonious relations between the madrasa's internal members and the general public. There was a specific strategy to increase the acceptance of new students,

Cootlip in Wibowo (2007: 5) states that public relations planning is one of the management functions that evaluate community attitudes, identifies policies, individual procedures, organizations that have an interest in the community, and plans and implements action programs in order to gain understanding and public opinion of institutions ( Priandono, 2019).

The development of the era and the increasingly fast time requires public relations not only to establish harmonious relations with the community but, more than that, to strive for and create strategies to win the competition, especially in accepting new students. Seeing the importance of the public relations position, in recent years, many strategies have been launched by MIS. Az-zainiyah II Paiton Probolinggo to increase the number of new students.

The general objective of the public relations program is to create harmonious relations between educational institutions represented by the community or stakeholders so that goals and expectations can be realized, especially the creation of a positive image, good faith, mutual respect, and tolerance between the two parties concerned (Rizki et al., 2021).

### **Implementation (Work Action) Public Relations**

The implementation of the program is the implementation of the planned activities that have been carried out. The public relations program implemented at MI Azzainiyah Karangayar, which aims to attract the interest of prospective students,

consists of two types of activities, namely indirect and direct activities (face-to-face). The following is an explanation of each of the two types of activity.

First, indirect activity. Indirect public relations activities at MI Azzainiyah Karanganyar Paiton Probolinggo currently use print media consisting of brochures, banners and billboards. Brochures were distributed before and after the national exams at junior high schools were carried out. The distribution of brochures was carried out by all school members, even parents and guardians of students who were willing to help accept new students was also involved. Observations showed that the contents of the message conveyed in the brochure included the school's vision and mission, facilities, information on new student admissions, school capacity, registration requirements, 100% graduation, free uniforms, free building fees and free tuition fees, as well as several types of scholarship assistance, which consists of BKM (Special Assistance for Students), BOS (Government) scholarships, achievement scholarships, independent funding scholarships from internal schools and scholarships from schools.

Banners are usually installed from the end of May to the end of July by choosing strategic locations such as in front of the school and the Karanganyar Village Headquarters so they can be easily seen and in other strategic areas. In addition, referring to observations made, it was found that many rival schools put up similar banners in the exact location. So, banners piled up on each other between one school installer and another. This matter requires teacher creativity and concern so that the installed banners are kept from being piled up or thrown away by competitors.

Second, direct activity. Indirect activities are face-to-face or direct socialization, either using or without media assistance. Some of the face-to-face activities carried out by MIS Az-zainiyah II Karanganyar Paiton Probolinggo are outreach to several madrasas, collaboration with hamlet heads, and "picking up the ball" or visiting the homes of prospective students. Implementation of socialization in MI is the earliest face-to-face activity because, on average, it is carried out after the UN, which aims to make students more focused on participating in socialization. Two teachers usually carry out socialization. The socialization was carried out in the form of a presentation about the education system at MIS Az-zainiyah II Karanganyar Paiton Probolinggo, along with the advantages to be achieved by students. Indah Permata Sari stated that:

"We socialize in the form of understanding for children whom will Ainil Yaqinahn continue to the next level of education and the importance of religious education for children, and meanwhile education that includes the afterlife is held at MI."

Mother also conveyed the same thing. Vivin Marlia stated that: "the things conveyed in the socialization included facilities, graduation, continuing scholarship issues, school fees including no building fees, free tuition fees, and scholarship assistance."

Based on interviews with the two research informants, the researcher concludes that the things that can affect students' interest in registering at MI Azzainiyah Karanganyar Paiton Probolinggo are free tuition and building fees, the availability of an in-school scholarship program. These conveniences make parents entrust their children's education to these schools.

Implementation of public relations management is divided into three main points: planning, implementation and evaluation. Program planning in public relations activities organized by schools is an initial activity used to indicate program success (Satria et al., 2019).

Program implementation is the program's implementation in activities determined when the planning is carried out. In Suryosubroto (2001: 7), it is stated that in the implementation stage, officers carry out activities that have been prepared beforehand and try to carry them out; messages should be adequately conveyed, whether using the media or not (Rizki et al., 2021).

In the implementation of the public relations activity program, there were factors supporting the success of the program, which came from the school principal as the person in charge, the vice public relations officer, teachers and employees, cooperation with other parties and all other supporting elements such as the involvement of

community leaders and religious leaders.

#### Evaluation

The evaluation of the public relations management program is carried out at the end of the implementation of the new student admissions program. During the implementation of the program, monitoring is carried out by the person in charge of the committee, which is carried out at least once a week. However, evaluation is held every day but carried out non-formal. Mela: "We have weekly meetings regarding program implementation and how far the program has been running. The one who supervises directly is the school principal to the executor of activities. Considering the tight competition from other schools, this matter is indeed done."

The same thing was also expressed by Mrs Imelda Wiguna, who said that: "monitoring to see how far the acceptance of new students can be achieved. "How and how far until now and how many students have we got, what are the obstacles and what steps have been taken by officers in the field."

Monitoring is carried out through questions and answers, especially programs that take up a significant quantity of time, effort, money and thoughts, namely in the "pick up the ball" activity, which is carried out once but many times. The implementation of pick-up balls is monitored by the person in charge or the school principal about how intensely they visit prospective students' homes.

The design of the public relations program was carried out based on the identification and analysis of the school situation. The public relations program is a process that always continues. It will continuously be updated, starting from identifying and analyzing school needs, then continuing with planning, implementing, monitoring, and evaluating, and then returning to the beginning to re-evaluating (Habib et al., 2021).

Evaluation is part of the management system: planning, organization, implementation, monitoring and evaluation. With evaluation, it will be known how the condition of the evaluation object is in the design, implementation and results. The term evaluation has become a vocabulary in Indonesian, but this word is an absorption word from English, namely "evaluation", which means assessment or assessment (Echols & Shadily, 2000, p. 220).

Meanwhile, according to Yunanda (2009), the definition of the term "evaluation is a planned activity to determine the state of an object using instruments and the results are compared with benchmarks to obtain conclusions".

To ensure that the implementation of a program or project achieves the planned goals and objectives, it is necessary to evaluate in order to improve the performance of the program or project; as revealed by Hikmat (2004: 3) that, evaluation is the process of assessing the achievement of goals and disclosing problems with program or project performance. Projects to provide feedback for improving the quality of performance (Jadid et al., 2018).

What is essential is that the public relations evaluation program must be measured by answering eight questions, including whether the program was designed, the timeframe, and who is the target public. Methods of measurement and research may include: Evaluation based on sources, gathering opinions and attitudes through interviews with a sample of respondents, the public segment (research, public opinion), and research/public opinion, according to the development of the graph of the percentage of the public who understands. Moreover, the standard form of evaluation: includes statistical methods, media feedback, increased understanding, and own research (Rizki et al., 2021).



Figure 1. Manajemen Humas MIS. Az-Zainiyah II

## CONCLUSION

Management of public relations in increasing the number of students in, e.g. Az-zainiyah ii Paiton Probolinggo, in the implementation of public relations management is divided into three main points, namely planning, implementation and evaluation. Program planning in public relations activities organized by schools is an initial activity used to indicate program success. Public Relations Management Planning implemented by MIS. Az-Zainiyah II Paiton Probolinggo, attracting public interest in enrolling their sons and daughters in madrasas nowadays is not easy because there is much competition among first-level schools, both MTs and public and private junior high schools.

In the beginning, when there was not much competition for schools at the first level of education, not many strategies were implemented to increase the acceptance of new students. Public relations duties at that time were more inclined to establish harmonious relations between internal madrasah members and the general public. There was no specific strategy other than promotion through banners, billboards and brochures to increase the acceptance of new students,

## REFERENCES

- Ariyanti, N., Anggung, M., Prasetyo, M., Agama, I., Darullughah, I., & Timur, P. J. (2021). Evaluasi Manajemen Hubungan Masyarakat dan Sekolah ( Studi Kasus di Madrasah Ibtidaiyah Miftahul Falah Purwodadi Pasuruan ). 5(2), 103–126.
- Habib, M., Sihombing, U. M., Rahmadani, U., Islam, U., Sumatera, N., & Medan, U. (2021). Pentingnya Manajemen Humas di Lembaga Pendidikan Islam The Importance of Public Relations Management in Islamic Educational Institutions. 1(2), 269–275.
- Jadid, U. N., Probolinggo, P., Timur, J., Mualamat, B. S., Mandiri, B. S., Al, Q., & Quality, M. (2018). Strategi manajemen humas dalam menyampaikan program unggulan madrasah. 2.
- Ningsih, I., Tarbiyah, F., Manajemen, P., Islam, P., & Bone, I. (2022). Strategi Manajemen Humas dalam Meningkatkan Citra Sekolah Di SMPN 1 Tellu Siattinge. 5(1), 11–21.
- Noviantiani, R., & Harmonika, S. (2021). Peran Manajemen Hubungan Masyarakat Dalam Meningkatkan Mutu Pendidikan Di MAN 2 Lombok Timur. 1(1), 11–16.
- Priandono, F. (2019). Manajemen Humas Pendidikan Dalam Upaya Pencitraan Sekolah di Sekolah Menengah Kejuruan A . Pendahuluan Pendidikan merupakan ladang investasi terbesar dalam membangun dan membentuk manusia seutuhnya ( insanul kamil ). Sentuhan pendidikan di yakini mampu me. 18(2), 391–410.
- Rizki, A., Al, M. H., Ary, A., Islam, U., Sumatera, N., & Medan, U. (2021). Manajemen Humas dalam Peningkatan Mutu Pendidikan di Madrasah Tsanawiyah Negeri 1 Rantauprapat Public Relations Management in Improving the Quality of Education at Madrasah Tsanawiyah Negeri 1 Rantauprapat. 1(3), 335–341.
- Rusyanti, T., & Arafat, Y. (2021). Manajemen Hubungan Masyarakat Dalam Membangun Citra Sekolah. 7(3), 753–762. <https://doi.org/10.31949/educatio.v7i3.1218>
- Satria, R., Supriyanto, A., Timan, A., & Adha, M. A. (2019). Peningkatan Mutu Sekolah melalui Manajemen Hubungan Masyarakat School Quality Improvement through Public Relationship Management. 7(September), 199–207.
- Supriani, Y. (2022). Implementasi Manajemen Humas dalam Meningkatkan Mutu Madrasah. 5.