



DIGITAL TRANSFORMATION AND EFFECTIVE COMMUNICATION: THE PILLARS OF PRUNCTIONAL SUCCESS AT MAN INSAN CENDEKIA PASER

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Abstract:

Effective communication is an essential element in successful public relations (PR) in educational institutions. This research aims to explore the effective communication strategies implemented by Public Relations at MAN Insan Scholar Paser in supporting the achievement of institutional goals. The research method used is qualitative with a case study approach. Data collection was carried out through in-depth interviews, observation and document analysis. The research results show that effective communication is created through the integration of modern communication technology, increasing interpersonal communication competence, and transparent information management. The conclusions of this research emphasize the important role of effective communication in strengthening the image of the institution and strengthening relationships with internal and external stakeholders.

Keywords: *Effective communication, Public Relations, MAN Personnel Scholar Paser, educational institutions, communication strategy*

INTRODUCTION

Effective communication plays a very important role in the management of educational institutions, including Madrasah Aliyah Negeri (MAN) Insan Scholar Paser. In this context, communication not only functions as a tool to exchange information, but also as a strategy to achieve organizational goals. In the era of globalization, educational institutions face complex challenges, such as increasing competitiveness and the need for transparency in management. Therefore, it is important for MAN Insan Scholar Paser to strengthen relationships with various stakeholders, including students, parents and the wider community (Pradhan et al., 2011).

The function of public relations (public relations) with educational institutions has a very close relationship in achieving educational goals effectively and efficiently (Akmal Mundryi¹, Hasan Baharun, Abd Hamid Wahid, Zamroni, Khoiriyah, Ramadhani, Latifatul, Imamah, 2021) at MAN Insan Scholar Paser has a broader role than simply disseminating information. Public relations is responsible for building productive and mutually beneficial relationships with internal and external communities. Research shows that effective communication can improve an institution's reputation and support the achievement of strategic goals (Gardiana et al., 2022). For example, errors in conveying information can cause misunderstandings that are detrimental to the

image of the institution and interfere with achieving goals (Mooij, 2013). Therefore, it is important for public relations to adopt innovative and relevant communication approaches, including the use of digital platforms and systematic information management (Castro & García-Peñalvo, 2021).

Along with technological developments, public relations in educational institutions are required to improve interpersonal communication skills and use digital media to reach a wider audience. Research shows that the use of social media and digital platforms can increase community engagement and strengthen relationships between educational institutions and the public (Moreau & Novy, 2018). Apart from that, effective communication also functions as a bridge to create strong relationships between educational institutions and the community, which in turn increases public trust (Sari, 2018). This trust is important social capital in facing challenges in an era full of change.

In this research, the main focus is directed at the communication strategies implemented by public relations at MAN Insan Scholar Paser. This research aims to explore the approaches used to create effective communication and how these approaches can help institutions achieve their strategic goals. Understanding the challenges faced by public relations in carrying out the communication function is also an important part of this research, so that relevant solutions can be found to optimize the communication function (Unger & Polt, 2021). Thus, it is hoped that this research can contribute to the development of public relations communication strategies that are not only effective but also relevant to the needs of the times.

It is important to realize that effective communication involves the ability to listen, understand, and respond to the needs of the audience. Therefore, a holistic approach is needed to ensure that every aspect of communication can support the creation of mutually beneficial relationships between educational institutions and stakeholders (Shields & Kameshwara, 2020). Thus, it is hoped that the results of this research can become a reference for other educational institutions that wish to strengthen their communication function in supporting the achievement of strategic goals.

Effective communication is a fundamental need in managing organizations, including educational institutions. In the era of globalization, educational institutions such as Madrasah Aliyah Negeri (MAN) Insan Scholar Paser face challenges to increase competitiveness, transparency and the quality of relationships with various stakeholders. The function of public relations in this institution is not only limited to managing information, but also building productive relationships with the community, students, parents and other interested parties.

Various previous studies have shown that ineffective communication can hinder organizational development. Therefore, this research highlights the importance of effective communication strategies implemented by MAN Insan Scholar Paser Public Relations as the key to success in supporting the institution's strategic goals.

RESEARCH METHODS

This research uses a qualitative approach with a case study design. This approach was chosen to understand in depth the phenomenon of effective communication applied by Public Relations of MAN Insan Scholar Paser in a real context.

Data collection techniques in the form of interviews were conducted with

the head of Public Relations, teachers, students and parents to obtain a comprehensive perspective. Direct observations were made of PR communication activities, including social media management, internal meetings, and interactions with the public. Document Analysis such as annual reports, PR publications, and activity records were analyzed to support the data obtained from interviews and observations.

Data were analyzed using the thematic analysis method. This process included transcription of interview data, coding of themes, and interpretation of findings based on communication theory. Data validity is obtained through source triangulation and member checking techniques.

RESULTS AND DISCUSSION

MAN's Effective Communication Strategy Paser Scholars

The communication strategy implemented by MAN Insan Scholar Paser Public Relations aims to ensure that the message conveyed can be well received by all stakeholders. One of the main approaches is the use of modern technology that enables the dissemination of information quickly and efficiently. Digital platforms such as Instagram, WhatsApp and official school websites are the main media to reach a wider audience in a shorter time.

Utilization of Digital Technology

Social media has become an effective tool in conveying important information, both for activity announcements, publication of student achievements, and direct communication with students and parents. Through this platform, Public Relations can provide real-time updates so that information can be accessed at any time. The use of this technology not only increases efficiency but also strengthens the school's image in the digital world.

Interpersonal Communication Training

In an effort to improve the capabilities of Public Relations staff, interpersonal communication training is provided regularly. This training is designed to assist staff in conveying messages persuasively and effectively, both in direct interactions and public communications. Apart from that, journalism training is also held to deepen understanding in writing, editing and distributing relevant information to the public.

The Importance of Information Transparency

Information transparency is an integral part of PR communication strategies. The school ensures that all information relating to programs, policies or activities is conveyed clearly and accurately. This aims to build trust between stakeholders, including students, parents and the general public, so that communication can run well in both directions..

Supports and Barriers in Communication

The success of a communication strategy cannot be separated from supporting factors. Full support from school management, such as providing technological facilities and budget allocation for communication development, is an important element. Active participation of students and parents also makes it easier to convey messages and implement policies. However, there are also obstacles that need to be overcome, such as limited human resources trained in the field of communications and technical obstacles in the form of unstable

internet networks in some areas..

Positive Impact of Effective Communication

One of the significant impacts of effective communication is strengthening the positive image of the institution. MAN Insan Scholar Paser has succeeded in increasing its reputation both at the local and national level. This is reflected in the increasing number of community participation in school activities and the increasing number of achievements published through digital media.

Harmonious Relationship with Stakeholders

Open and transparent communication also has an impact on harmonious relationships between schools and stakeholders. Good interaction with students, parents and the community creates a conducive atmosphere to support students' academic and non-academic development. This relationship is an important asset in building a solid and supportive school community.

Strategies for Overcoming Obstacles

To overcome existing obstacles, Public Relations needs to adopt several strategic steps, such as increasing training for staff to become more skilled in the field of communication. In addition, improving technical infrastructure, such as a more stable internet network, is a priority to support smoother communication operations.

Long Term Benefits of a Communication Approach

Effective communication strategies not only have an immediate impact but also provide long-term benefits. With an increasingly good reputation, MAN Insan Scholar Paser has the potential to attract more outstanding students and gain greater support from the community. This also opens up opportunities for further development in various institutional aspects.

Recommendations for Strategy Development

To ensure continued communication success, Public Relations needs to continue to innovate and adapt to technological developments. Integrating a data-driven approach to understand audience needs, strengthen social media presence, and maintain transparency will be strategic steps to increase communication effectiveness in the future.

CONCLUSION

This research reveals that effective communication plays an important role in the success of the public relations function at MAN Insan Scholar Paser. Communication strategies that are integrated with modern technology, interpersonal competence and information transparency are able to improve the image of the institution and strengthen relationships with stakeholders. To overcome obstacles, it is recommended that schools strengthen the training of public relations staff and improve communications technology infrastructure.

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