

PUBLIC RELATIONS MANAGEMENT IN BUILDING THE IMAGE OF THE SCHOOL IN MAN 3 MAGETAN

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Abstract: *Globalization is currently growing rapidly and has an impact on the sharp competition between educational institutions. One of them is MAN 3 Magetan. MAN 3 Magetan is one of the best aliyah madrasas in Magetan. Evidenced by the many achievements achieved by students and madrasas. MAN 3 Magetan is a madrasa that is increasingly visionary in responding to today's competition. This is considered in the face of sharp competition by paying attention to the positive image of the community to maintain its existence. Therefore the need for public relations management to improve the quality of education, satisfy users and get a good image from the community. This study aims to determine the management of public relations (public relations) at MAN 3 Magetan in building the school's image, to determine the capacity building carried out by public relations at MAN 3 Magetan, and to determine the forms of promotion and cooperation in public relations at MAN 3 Magetan. This study uses a descriptive type of research with a qualitative approach. The data analysis used is Miles & Huberman interactive data analysis, which includes: data reduction, data presentation, and drawing conclusions. The results showed: the stages of public relations management in building an image at MAN 3 Magetan went through three stages, namely planning, implementation, and evaluation. Capacity building carried out by public relations at MAN 3 Magetan is by following the times, namely the holding of skills programs including batik, multimedia, graphic design, light vehicle engineering, fashion, catering, and the existence of a superior program, namely the tahfidz quran. The forms of promotion and collaboration carried out by public relations at MAN 3 Magetan are holding outreach to schools or other institutions, using social media, holding milad, commemorating Islamic holidays (PHBI) and social services.*

Keywords: *Management, Public Relations, Image of Educational Institutions*

INTRODUCTION

In this era of globalization, which is growing rapidly, the field of public relations plays an important role in the progress of madrasas. This means that madrasas that do not take advantage of this role will be left behind, because they do not master the acquisition and dissemination of information. Madrasas and society are two environments that cannot be separated, they are interrelated with each other. Madrasah is an institution designed for teaching students under the supervision of a teacher, madrasa is the second educational institution after family education, and the community environment is the place where the education and teaching process is carried out.

The transition from informal to formal education requires collaboration between parents and institutions. The development of education cannot be separated from community participation, especially parents of students through various democratic ways, because the higher the participation, the higher the sense of belonging, and the higher the sense of responsibility towards education. To raise public participation in educational institutions, the institution requires a public relations management that must be managed properly so as to facilitate communication with the community to increase public participation in formal institutions.¹

Educational institutions place the role and function of public relations as a very important part. This is indicated by the strategic position of public relations which is handled by the deputy head of the madrasa in the field of public relations. well design public relations programs for the existence of madrasas.²

Madrasah educational institutions cannot be separated from management, because management is an integral component that cannot be separated from an educational process. Without management, it is realized that education cannot achieve its goals effectively and efficiently. This concept grows awareness of the importance of empowering the community and the environment around the madrasa. This means that

¹ Uswatun Hasanah. Skripsi: “*Aplikasi Manajemen Humas dalam Meningkatkan Partisipasi Masyarakat di Sekolah Dasar Insan Terpadu Sumberanyar Paiton Probolinggo*” (Malang: UIN Maulana Malik Ibrahim Malang, 2008), 18.

² Abdul Rahmat, *Manajemen Humas Sekolah*, (Yogyakarta: Media Akademi, 2016), 78.
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the community and madrasas have a very close relationship to achieve the goals of the madrasa. Madrasas must also be able to support the achievement of goals and meet the needs of the community, especially education.

In educational management in madrasas, public relations has an important position, where the position of public relations in the madrasa organization is, from a management point of view, public relations is the realization of the communication function while the task of public relations itself is one of the management functions. Public Relations is a part or one component of educational administration activities. Its realization is an activity carried out by madrasas together with the community. Madrasa activities related to the community are directed at the creation of harmonious cooperation between the madrasa and the community.³

Talking about management, management means the process of planning, organizing, preparing personnel, directing, and controlling to achieve organizational goals. Management must be carried out effectively and efficiently, working correctly or oriented to the way to achieve the goal. Public relations management is one of the means that must exist in an educational institution. Even today, many Islamic educational institutions are growing rapidly because of good and targeted management of public relations management. Public relations management in madrasas is carried out to achieve the goal of the image of madrasas in society.

Law of the Republic of Indonesia Number 20 of 2003 Article 54 explains that the participation of the community in education includes the participation of individuals, groups, organizations, professions, entrepreneurs, and community organizations in the implementation and control of the quality of education services.⁴

Public relations with madrasas is a process of communication between madrasas and the community to increase public understanding of educational needs and activities and encourage interest and cooperation for the community in improving and developing madrasas. The influence of the community on the madrasa is as a social educational institution, and it affects the individuals in the madrasa environment. The

³ Suryosubroto, *Hubungan Sekolah Dengan Masyarakat*, (Jakarta: Rineka Cipta, 2012), 15.

⁴ Undang-Undang Republik Indonesia No. 20 Tahun 2003 Tentang Sistem Pendidikan Nasional, www.hukumonline.com, 05 November 2022, 09.00.

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madrassa environment is a complex society, consisting of various levels of society that complement each other and are unique in nature as a result of diverse cultural dimensional backgrounds.⁵

Communities consisting of small groups with their collective characteristics have different expectations for madrassa policies, such as goals, objectives, curriculum, and so on. by involving parents and the community in madrassa education, because the development of effective participation with the local community is to enable parents and residents of the madrassa area to actively and meaningfully participate in education in madrasahs.

Where both parties are unable to stand alone in the provision of education. Madrasahs as formal educational institutions have the responsibility of providing understanding to the public about the goals of madrasahs, programs, and the need for education. The community has the responsibility to contribute human resources in this relationship. On the other hand, the community has the authority to play a role in planning, implementing, monitoring, and evaluating educational programs. The community authority is intended to provide space for the community to criticize education in madrasahs, so that educational needs can be adjusted to the needs and potential of the surrounding community.

In Magetan Regency, there are 16 public and private Madrasah Aliyah. With details of 3 Public Madrasah Aliyah and 13 Private Madrasah Aliyah. These 16 madrasahs have been registered with the Ministry of Education and Culture. One of these madrasahs is Madrasah Aliyah Negeri 3 Magetan.

MAN 3 Magetan has been known by many people that this madrasah is the best aliyah madrasah in Magetan Regency. It is proven by the many achievements made by students and their madrasahs. In 2017 they also won the title of National Adiwiyata Madrasah.⁶ And in 2020 madrasahs launched MA Plus Skills and Literacy Madrasahs.⁷

⁵ Munir Wanumar. Manajemen Hubungan Sekolah Dan Masyarakat Dalam Pendidikan, *Jurnal Edukasi* Vol. 2, No. 1, 2016, 23

⁶Hasil Observasi, 10 November 2021.

⁷Ibid.,

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MA plus skills is an activity or madrasa program in developing students' interests and talents through various activities. Among them are multimedia programs, graphic design, batik, light vehicle engineering (TKR), Catering, and Fashion Design. has been launched in mid-October 2021, namely Turi Kencana batik. This is a plus point for madrasahs. While Madrasah Literacy is a madrasa literacy movement which is one of the programs for the Let's Build Madrasa movement. Where students along with educators and education staff are explored for their potential to advance to improve superior resources. This literacy madrasa program produces a book of collaboration between teachers and students.

Madrasah Aliyah Negeri 3 Magetan is an Islamic-based educational institution, a government-owned madrasah that is accredited "A". The condition of MAN 3 Magetan is currently classified as very good in general, ranging from madrasa buildings, facilities, and so on.

This study aims to determine the management of public relations (public relations) at MAN 3 Magetan in building the school's image, to determine the capacity building carried out by public relations at MAN 3 Magetan, and to determine the forms of promotion and cooperation in public relations at MAN 3 Magetan.

METHOD

This study uses a descriptive type of research with a qualitative research approach, with the aim of revealing the problem under investigation by describing the current state of the subject/object of research based on visible facts.

Qualitative research is collecting data in a natural setting with the aim of interpreting the phenomena that occur, where a researcher is the key instrument, sampling of data sources is carried out purposively and snowballing, data collection techniques are triangulation (combined), data analysis is inductive and research results emphasize meaning rather than generalization.⁸ Descriptive method is intended for exploration and clarification of a phenomenon or social reality, by describing a number

⁸Albi Anggito, Johan Setiawan, *Metode Penelitian Kualitatif*, (Suka Bumi: CV Jejak, 2018), 8.

of variables related to the problem and unit under study. Descriptive method is used to describe, describe, and explain the phenomenon of the object of research. Descriptive methods explain data or objects naturally, objectively, and as they are.⁹

In this study, researchers will describe the public relations management of MAN 3 Magetan in building the image of the madrasa.

DISCUSSION

Madrasah Aliyah Negeri 3 Magetan (MAN 3 Magetan) is one of the youngest State Madrasah Aliyah in Indonesia which was established based on the Decree of the Minister of Religion of the Republic of Indonesia Number 107 of 1997 dated March 17, 1997. it became a branch of MAN Takeran into a State Madrasah Aliyah. Thus the history of MAN 3 Magetan cannot be separated from the history of the Syuhada Foundation and MAN Takeran Panekan-Magetan. Since the establishment of MAN 3 Magetan until now, there have been several changes in leadership.

Over time, madrasahs continue to make efforts to improve quality. The form of efforts to improve the quality of education and teaching at MAN 3 Magetan is the development of facilities and infrastructure in madrasahs. special talents or special talents, skills at the same time can optimize all the potential possessed by students.

In order to realize these ideals, all existing components are always determined to always unite the vision and mission and togetherness. So as to be able to create a conducive atmosphere so that the teaching and learning process runs with what is aspired together.

School public relations is an effort that is carried out in a planned manner and is a necessity in order to create and maintain good and mutually sustainable goals between one organization and other institutions as well as with the community. Public relations (PR) which is a translation of public relations or often called PR consists of a

⁹Junaiyah, Zaenal Arifin, *Keutuhan Wacana*, (Jakarta: Grasindo), 113.
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form of communication that is held between the institution concerned and anyone who has an interest.

Image has an important influence on the institution, in other words the image has an internal impact on an institution. Because the positive or negative image is very influential on the performance of the institution. Image is also a reality, therefore if market communication does not match reality, dissatisfaction will arise and ultimately consumers have a bad perception of the institution's image.¹⁰

The image of an institution is an important thing in educational institutions in order to attract the interest of the general public. Educational institutions that have a positive image will also attract public interest to become part of the institution. If the institution displays a negative image, it will also have an impact on negative public perceptions.

The public's view of MAN 3 Magetan in terms of religion, learning, extracurricular activities is good and growing. However, there is one who explains that the level of discipline at MAN 3 Magetan needs to be increased. MAN 3 Magetan also has an advantage in competing with other institutions. There is a perception from the community, it can be said that MAN 3 Magetan is seen as an educational institution that has a positive image that develops.

Public Relations is a communication activity to foster good cooperative relationships with external institutions or the general public to support in order to achieve the planned goals. This means that public relations is a bridge between educational institutions and the community. The existence of public relations in educational institutions will make operational activities more effective and efficient.

According to the researcher's analysis, public relations management at MAN 3 Magetan is good and systematic. Where it can be seen from the implementation process. Although not everything is done by public relations, but the coordination of public relations with other parties is also good.

In the performance of public relations can not be separated from a communication. Because communication is the most important thing in the field of

¹⁰ Sutisna, *Perilaku Konsumen dan Komunikasi Pemasaran*, 332.
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public relations. So that an absolute communication is built effectively. Because effective communication is evidenced by feedback from other people and makes it very easy to establish relationships with other parties and the existence of the institution is maintained.

Public relations management at MAN 3 Magetan in building the image of the madrasa is carried out in three stages, namely planning, implementation, and evaluation. Researchers will analyze each stage of management:

1. Planning Data Analysis

The first stage in public relations management at MAN 3 Magetan is planning. With the first step, careful planning and carrying out clear programs and efforts to create an institution that has a good image will be realized, in accordance with the vision and mission of the institution. At the planning stage, MAN 3 Magetan identifies problems, formulates goals, organizes and others with all teachers and employees. The planning stage is carried out with meetings at the beginning of every year, every semester, every month, and sudden meetings.

Prior to the implementation stage, MAN 3 Magetan carried out the process of forming a structure or activity committee. In this case also involves many components, ranging from teachers, employees, and student organizations. This process is known as the organizing stage.

According to the researcher's analysis, the exposure of the data above if it is associated with theory, the planning stage of public relations at MAN 3 Magetan has complied with the requirements that must be met by public relations practitioners. first.

2. Implementation Data Analysis

In accordance with the research data in chapter III, public relations management at the implementation stage in building the image of the madrasa is carried out in various ways including socialization to schools or other institutions, keeping up with the times, using social media, holding milad, commemorating Islamic holidays and social services.

In management, the implementation stage is a process of capacity building and is a promotion and cooperation process.

3. Analysis of Evaluation Data

Public relations activities at MAN 3 Magetan were evaluated after the event was over. Evaluation is carried out by all parties concerned starting from planning and implementation. Evaluation of activities is carried out on two criteria, namely the effectiveness and efficiency of the activity. The effectiveness of the activity is how influential and how influential it is to two internal and external parties. Activity efficiency is whether the activity is appropriate or not. detrimental to various parties.

According to this explanation, the evaluation of the public relations program conducted by MAN 3 Magetan was good and correct according to the researcher's analysis. Because the evaluation was carried out at each completed event. Where the evaluation activities are able to summarize and conclude how the activities that have been carried out are in accordance with the objectives of the planning. Evaluation also serves as a material consideration in order to arrange the next event and to find solutions to avoid things that are not desirable.

In order for an organization or institution to be able to develop and be able to continue to adapt to environmental changes, capacity building or commonly called capacity building is an absolute thing that must go well. In general, capacity building is defined as the process of increasing the knowledge and skills, attitudes, and behavior of human resources.¹¹

At MAN 3 Magetan, in carrying out capacity building, that is by following the times. The way for MAN 3 Magetan in keeping up with the times is the existence of a skill program in each class. Skills programs held at MAN 3 Magetan are batik, multimedia, graphic design, light vehicle engineering, fashion, and catering. With the skills program, it is expected that students of MAN 3 Magetan will have the skills to keep up with the times.

¹¹ LPKMI, "*Pelatihan Capacity Building (Membangun Kapasitas dan Kemampuan)*" <http://lpkmi.com/pelatihan-capacity-building-membangun-kapasitas-dan-kemampuan/> (diakses pada 28 Maret 2022, pukul 19.26)
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In addition to the skills program, MAN 3 Magetan has a superior program, namely the tahfidz quran. The tahfidz quran program is intended for all students of MAN 3 Magetan who want to memorize the Koran and deepen their religious knowledge.

According to the researcher's analysis, the skills program and tahfidz quran implemented by MAN 3 Magetan are good and good. Because it is able to shape the character and prepare the ability of students to keep up with the times.

Promotion and cooperation is important in every institution. With a promotion, an institution will be known and its existence is known by the general public. In addition to promotion, cooperation is also very influential on the development of an institution. So every institution must carry out a process of cooperation with internal and external parties.

At MAN 3 Magetan, there are several forms of promotion and collaboration. This is a realization of the implementation stage management. In chapter III, the activities at the implementation stage have been described. And among them is a form of promotion and cooperation carried out by public relations at MAN 3 Magetan.

The forms of promotion and collaboration carried out include:

1. Outreach to schools or other institutions

Socialization activities are carried out by MAN 3 Magetan to junior high schools, both SMP or MTs every year. Because this socialization will later become input for MAN 3 Magetan, namely grade IX students who want to continue their education to a higher level. The main purpose of socialization is to attract the sympathy of students to continue their education at MAN 3 Magetan and other goals are to introduce madrasa programs, madrasa achievements, and other things about the advantages found in MAN 3 Magetan.

According to the explanation above, according to the researcher's analysis, socialization activities to junior high school are very good and really need to be done. In order to attract class IX junior high school students who will continue their education to a higher level. Because of the socialization they will know the existence of MAN 3 Magetan, understand and understand what is in it.

2. Use of Social Media

Public relations activities in building the image of the madrasa in the delivery of information and news on the madrasa, namely through social media. The use of social media is done indirectly by the PR of MAN 3 Magetan, but is assisted by several teachers or other employees. The social media used start from the use of websites, YouTube, and Instagram. This is done so that the information can be received by the audience properly and quickly.

It can be concluded that the use of social media is very effective and helpful in the process of delivering information about madrasahs. Based on the researcher's analysis, the use of social media by MAN 3 Magetan should be maximized. Because it is seen from the activity of MAN 3 Magetan's social media accounts sometimes it is not always updated. Active social media will add to the positive image of the community towards the madrasa. Because the dissemination of information through social media is very effective and efficient.

3. Holding a Milad

The activities carried out by MAN 3 Magetan every year are milad in commemoration of madrasah birthdays. In the milad event there are competitions at the junior high school and elementary / MI level. The competition activities that are held every year are always different. It depends on the situation and conditions.

This activity is one of the ways for MAN 3 Magetan to introduce themselves to outsiders, and also to attract the sympathy of prospective new students. Because in addition to socialization, it is hoped that the milad will also increase the participation of junior high school students who want to continue to a higher level.

According to the researcher's analysis, holding a madrasah milad every year is also a good way. Because of the large activity, it is able to provide information that the institution exists and is good. The researcher also analyzed that the existence of this milad activity was able to provide a positive image from the community for MAN 3 Magetan.

4. Commemoration of Islamic Holidays and Social Service

In addition to activities involving internal and external students of MAN 3 Magetan, also carrying out activities involving the general public around the madrasa, namely the commemoration of Islamic holidays and social services. institution well. Because if people don't like the institution, it will hinder the running of other institutions' programs.

According to the researcher's analysis according to the data above, MAN 3 Magetan also has a good human spirit because of social service. Besides that, he is also smart in winning the hearts of the people to get a positive image for the madrasa. Because in addition to improving the internal madrasa, the MAN 3 Magetan also thinks about and cares about the community around the madrasa..

CONCLUSION

Based on the research, it can be concluded that the results of the research are Public Relations Management (PR) of MAN 3 Magetan in building the school's image through three stages, namely the planning, implementation, and evaluation stages. Capacity building carried out by public relations at MAN 3 Magetan is by following the times, namely the holding of skills programs including batik, multimedia, graphic design, light vehicle engineering, fashion, catering, and the existence of a superior program, namely the tahfidz quran.

The forms of promotion and collaboration carried out by public relations at MAN 3 Magetan are holding outreach to schools or other institutions, using social media, holding milad, commemorating Islamic holidays (PHBI) and social services.

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