

**PUBLIC RELATIONS PROGRAM MANAGEMENT AT MADRASAH  
ALIYAH BANDUNG  
FOR INCREASED COMMUNITY PARTICIPATION**

**PENGELOLAAN PROGRAM HUMAS MADRASAH ALIYAH  
BANDUNG UNTUK MENINGKATKAN PARTISIPASI  
MASYARAKAT**

**Mohamad Erihadiana<sup>1a</sup>, Reza Fauzi<sup>2a</sup>, Juliani Jamilah<sup>3c</sup>**  
<sup>1,2,3</sup>*Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia*  
<sup>2b</sup>*Email: [rezafauzi1520@gmail.com](mailto:rezafauzi1520@gmail.com)*

**ABSTRACT**

Public relations is the most essential aspect of enhancing and maintaining the Institution's image. Ineffective implementation of public relations programs is frequently the cause of insufficient community participation. Therefore, it is necessary to analyze the sustainability of public relations initiatives in educational institutions through their management. This study was conducted at Madrasah Aliyah Sirnamiskin in the city of Bandung. This study aims to determine and analyze the management of public relations programs in Madrasah Aliyah Sirnamiskin Bandung City in an effort to increase community participation and the arrangement of an ideal madrasah environment. This study employs a qualitative research methodology with a descriptive technique of analysis. Annual programs, semester programs, quarterly programs, monthly programs, and weekly programs are the types of implementation of public relations programs that support increased community participation. In Madrasah Aliyah Sirnamiskin Bandung City, effective management in the preparation of public relations programs has implications for increasing community participation and constructing a positive madrasah environment.

**Keywords:** Public Relations; Program; Participation; Society, Management

**ABSTRAK**

*Hubungan masyarakat merupakan hal terpenting dalam upaya meningkatkan dan menjaga citra Lembaga. Sering terjadi partisipasi masyarakat yang kurang disebabkan oleh tidak terlaksananya program kehumasan dengan efektif. Maka dari itu, perlu dianalisis keberlangsungan program-program humas melalui manajemennya dalam lembaga pendidikan. Penelitian ini dilakukan di Madrasah Aliyah Sirnamiskin Kota Bandung. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis manajemen program humas dalam upaya meningkatkan partisipasi masyarakat dan penataan lingkungan madrasah yang baik di Madrasah Aliyah Sirnamiskin Kota Bandung. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan penelitian kualitatif dengan metode deskriptif analisis. Berdasarkan hasil temuan di lapangan, bentuk pelaksanaan program humas yang mendukung peningkatan partisipasi masyarakat adalah program tahunan, program semesteran, program triwulan, program bulanan dan program mingguan. Manajemen yang baik dalam penyusunan program humas berimplikasi pada meningkatnya partisipasi masyarakat dan penataan lingkungan madrasah yang baik di Madrasah Aliyah Sirnamiskin Kota Bandung.*

**Kata Kunci:** Manajemen Kehumasan; Program; Partisipasi; Masyarakat



## INTRODUCTION

The sustainability of the educational institution, especially the madrasa can not be separated from the role of society (Nugraha, Muaripin, Mustofa, Widiantari, Gunawan, Amirudin, Toto & Setiawan, 2022). Education and society have a reciprocal relationship meaning that education plays a significant role in putting up a good social environment. On the other hand, a multicultural society with all its characteristics has significant potential to succeed in the function and role of education. Therefore, there is no educational process without connecting to the public and the educational process is able to only occur in human relations in a particular society (Tilaar, 2009: 7-8). research on public relations in schools, among others, expressed by research on public relations in schools, among others, expressed by (Marantika, Gumilar, Palindih, Marlina, & Arifudin, 2020), (Sholihah, 2018) dan (Dhuhani, 2017) which states that at this time in schools much needed public relations for optimal school development.

Based on the statement above, the role of public relations in an educational institution has a very important role. Through good public relations program management, educational institutions are able to educate and gain public trust on all matters relating to the institution with the purpose to increase institutional image. Public relations can also build mutually beneficial two-way communication based on trust between stakeholders (Dhuhani, 2017).

The term public relations was first proposed by Thomas Jefferson in 1807. Nonetheless, the term public relations at that time was connected to foreign relations (Hasbullah, 2010:124).

According to the Fund and Wagner dictionary, American Standard Desk Dictionary published in 1994 in Anggoro (2000) states that the notion of public relations is all activities used by organizations or individuals to create or maintain a good attitude and response from society towards the activities being carried out. Based on the definition above, the notion of public relations, in general, is a distinctive function between an organization and its public, or in other words, it is between educational institutions and the internal public such as educators, educational staff, and students and external public such as student's parents, the society, and madrasa partners. (Dhuhani, 2017), (Zulaikha, 2017), and (Sholihah, 2018) which state in this context, establishing a relationship with society is one of the important elements in an educational institution.

The management of public relations in a madrasa is generally integrated with madrasa-based management because there is no specific role that handled it. In this case, a deputy headteacher who handles public relations at the madrasa should have a special practitioner appropriate to their competence (Dakhi, 2016). Thus, there is no public relations as a functional position that has competency which is appropriate to the educational background required. Public relations itself is carried out in a team under the coordination of the madrasa's headmaster with the staff from planning, organizing, implementing, and supervising (Akmalia, Danupranata, & Iswanti, 2020).

According to Nurul (2018: 43-44), the implementation of public relations management stages are as follows: 1.

Planning; a. Needs analysis for society involvement in the implementation of the madrasa program, where the expectations of stakeholders in public relations matters among others are: 1) Having a relationship between the madrasah and the society, both in terms of substance and implementation strategy written and published explicitly and clearly. 2) Involving and empowering the society in madrasa education through strategies. 3) Empowering through various communication media; b. Creating and implementing the vision, mission, goals, policies, plans, programs, and joint decision-making; c. Creating madrasah-community commitment according to the level of society's progress. As for the preparation of the public relations work program, it was not explicitly made because there is no particular public relations practitioners at the madrasa. The program is implemented generally through early-year meetings with teachers and parents. 2. Organizing, at this stage, the division of tasks is conducted in a public relations program with the society. In implementing the program, a solid team was formed under the coordination of the madrasa's headmaster with the parents of students or the madrasah committee so that a public relations program was carried out well. 3. Actuating, at this stage see: a. How to create a relationship between madrasa and parents of students, b. Encouraging parents to provide an effective learning environment, c. Holding meetings with communication figures, d. Collaborating with government and private agencies, e. Collaborating with socio-religious organizations. 4. Controlling, at this stage, see: a. Monitoring of madrasah

relations with the society, b. Performance assessment of madrasa relations with the society. Madrasa as an organization should not evaluate itself without involving stakeholders. Therefore, the formulation of various ideas must involve madrasah stakeholders (Saputra & Ali, 2022). The opportunity for that forum becomes a reference for future development so that it reflects ideal ideas and considerations of rules, norms, and practical realities in the field.

With the things described above, the researcher intends to find out a suitable social approach through the management of public relations work programs. The purpose of this study was to find out and analyze the management of public relations work programs in an effort to increase social participation and structure a good madrasa environment at MAS Sirnamiskin Bandung.

## **METHOD**

The approach used in this research is a qualitative research approach. Qualitative research is research intending to understand the phenomena experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context, and by utilizing various scientific methods (Moleong, 2007:6).

This research requires exploration to understand and explain what is being studied through intensive communication with various data sources and to provide deep meaning in order to see existing phenomena. This is in line with Creswell's opinion in Prawira, which states the need for in-depth excavation of the subject in order

to produce more valid data (Prawira & Nugraha, 2021). Therefore, the appropriate method used in this research is the descriptive analysis method and using a qualitative approach.

In this study, researchers made direct observations in the field to collect relevant data, then the data was given meaning. Nasution (1992: 243) states that in qualitative research, researchers must directly collect data in real situations. Therefore, they have to go to the field themselves, "no entry, no research". This is in line with Winan's opinion (1992) stating that this research is directed to determine something at the time this investigation was carried out and to describe what conditions existed in that situation.

This study was conducted at Madrasa Aliyah Sirnamiskin which is located at Jl. KH. Wahid Hasyim (Kopo) No. 429 - 433 Bandung City, West Java. In obtaining appropriate data, researchers used observation and interview data collection techniques. The technique of collecting data by direct observation is one of the ways to process the data and information needed to answer the questions being researched and maximize the usefulness of the data that has been collected (Hancock & Algozzine, 2006: 47).

This observation technique was also used to complement the data and information obtained through interviews. In addition, this observation was carried out by direct observation of various activities related to the management process of the public relations program to increase social participation and structure a good madrasa environment.

The Interview was conducted by

using guidelines, so that the interview remained in the context of the problem being investigated. During the interview, the researcher was guided by an interview guide and assisted by a voice recorder. All information is carefully and accurately recorded, and always reconfirmed if there is anything unclear. The interview was conducted in a question and answer with the Vice Principal of Public Relations, Mr. Gugun, S.Pd. Then, the data were analyzed through four stages according to the theory of Miles and Huberman in the journal Paduning, et al. namely started with data collection, followed by data reduction, data presentation, and conclusions (Paduning, Azwar, & Warlizasusi, 2022).

## RESULTS AND DISCUSSION

Based on the results found in the field, MAS Sirnamiskin has several programs, there are annual programs, semester programs, quarterly programs, monthly programs, and weekly programs. **1. The annual programs** consist of: a. Developing a plan for public relations affairs, b. Preparing materials for the formulation of public relations policies, c. Developing technical guidelines for the implementation of public relations affairs, d. Evaluating the implementation of public relations affairs, e. Making a report based on the results of the implementation. **2. Semester programs**, at the beginning and end of each semester, MAS Sirnamiskin through the activity program of the vice principal of public relations: a. Holding meetings with the madrasa committee and alumni in the context of: 1) Increasing society and alumni participation in improving the

quality of education services. 2) Encouraging the society and alumni to carry out their functions as givers of consideration, and supporters, both in the form of finance, ideas, and controllers in the framework of transparency and accountability for educational output. 3) Increasing the responsibility of the society, parents of students, and alumni in compiling funds from various sources for educational facilities and infrastructure needs. 4) Socializing the madrasa programs. The socialization that is often implemented is PPDB (New Student Acceptance) program. This socialization was also carried out through media such as banners, brochures, and so on as an effort by the public relations itself in the form of products made by the madrasa. b. Increasing the role as a mediator between the government (executive) and society. c. Reporting findings periodically, not only about the progress but also the problems encountered during program implementation to the direct supervisor. **3. Quarterly programs**, this program is prioritized on matters of: a. Regular internal public meetings of MAS Sirnamiskin to improve discipline and responsibility in conducting tasks in order to achieve the target of the madrasa work program according to the goals of the madrasa; b. Doing consultation with the madrasa committee and the ministry of religion office in Bandung in fulfilling the demands of the madrasa, teaching staff, and educational staff needs; c. Reporting the findings of both progress and obstacles hindering the implementation of tasks to the direct supervisor. **4. The monthly programs**, the activities of the vice principal for

public relations affairs per month, are: a. Consulting with parents of students having problems, both related to attendance, financial administration, and other policy violations; b. Reporting findings, both progress, and obstacles hindering the implementation of tasks to the direct supervisor. **5. Weekly programs**, while the activities of the vice principal of public relations affairs every week are: a. Consulting with the homeroom teacher to improve student discipline in the learning process; b. Reporting findings, both progress, and obstacles hindering the implementation of tasks.

The management of the public relations program at MAS Sirnamiskin starts from the process of planning, organizing, actuating, controlling, and evaluating. **1. Planning**, public relations program planning at MAS Sirnamiskin is usually implemented in the new school year and those involved in the planning program are the madrasa's headmaster and vice principals. The planning process starts from: a. Needs analysis for society involvement in the administration of madrasa; b. Creating and implementing the vision, mission, goals, policies, program plans, and joint decision-making; c. Striving to guarantee madrasah and society commitment according to the level of society's progress; d. Developing a public relations activity plan; e. Preparing materials for the formulation of public relations policies; and f. Developing technical guidelines for the implementation of public relations affairs. **2. Organizing**, organizing is a bridge that connects planning and actuating, namely the movement of people who will be involved in achieving goals. In this stage, the tasks

are carried out in such a way that in the implementation of the work there will be no overlap in the execution of the tasks. Thus, an integrative coordination can be created with integrated cooperation based on a planned work mechanism. **3. Actuating**, in this stage, the activities done are the implementation annual program to the weekly program. The implementation of this public relations program involves stakeholders and public relations targets such as the government, committees, Islamic boarding schools, and parents. The public relations programs that have been implemented at MAS Sirnamiskin in the 2021/2022 school year run well and almost all public relations programs have been implemented. The budget for implementation of the public relations program at MAS Sirnamiskin adjusts the conditions, If a budget is needed, the public relations party would ask the madrasa committee for a budget. **4. Controlling**, this stage is implemented by the head of the madrasa and the committee. For the monitoring process, the head of the madrasa or committee supervises, evaluates, and sees how far the public relations program that has been formulated is going well or not. **5. Evaluating**, evaluation of the public relations program at MAS Sirnamiskin is carried out at the beginning of a new school before the planning process for the public relations program. The evaluation process is carried out during the new teaching evaluation meeting. In addition, besides the final evaluation, there are also semiannual, quarterly, monthly and weekly evaluations where the vice principal for public relations reports on the programs that have been implemented to the head of the madrasa

such as findings, progress, and obstacles hindering the implementation of tasks.

The impacts obtained by MAS Sirnamiskin from the public relations program carried out both internal and external impacts were 1. The impacts of the public relations program felt by MAS Sirnamiskin are: a. Establishing good relations between parents and madrasa; b. The existence of good communication between parents and teachers in managing information conveyed by the madrasa through publications or reciprocal messages creates a positive image of the madrasa. This is in line with Amalia (2020) stating that as part of public relations activities, communication between the madrasa and the public must be carried out intensively in order to create emotional closeness, be able to attract public attention and sympathy, and create their trust in the institution; c. Establishing relations with the government, police, society, and committees. 2. The impacts of the public relations program externally are being able to find out about the activities implemented at MAS Sirnamiskin, increasing social participation in madrasah activities, and the existence of public trust to send their children to MAS Sirnamiskin.

Based on the results above, in general, the implementation of the public relations program at MAS Sirnamiskin has succeeded in increasing society participation proven by the support of moral participation and also the good image of Madrasah Aliyah Sirnamiskin in the social environment. This is in line with Ndraha's opinion (1990) stating that in community participation there are various forms including; participation through contact

with other parties as one of the starting points for social change, participation in paying attention or absorbing and responding to information, both in the sense of receiving, and also various other forms of participation. From that opinion, the researchers state that society participation in MAS Sirnamiskin pays attention and absorbs information well, and believes in madrasa.

In addition, the success of the program is based on the role of the public relations practitioner and the public relations program itself. The role of public relations practitioner in the educational sphere actually has a very close relationship with improving the education quality, or community participation in the institution itself. This is supported by Rosady's theory (2014) that public relations has a reciprocal function meaning that it strives for the growth of positive societal attitudes and images towards all actions and organization policies and tries to recognize, identify things that can lead to negative attitudes and images in society before an action or policy is implemented. This means that a public relations practitioner must know closely what is happening in his institution, including policy provisions and action planning. A public relations practitioner plays a role in fostering good relations between institutions and society.

Then the implementation of this public relations program must be related to the reciprocal public relations

function itself until this society participation is a reciprocal form of program implementation adapted by public relations practitioner to the environment and goals of the program implemented.

Thus, planning, organizing, actuating, controlling, and evaluating of public relations programs are able to be said to have succeeded in increasing society participation in the form of various moral supports and trust in MAS Sirnamiskin.

## CONCLUSIONS

Public Relations is a series of activities organized in such a way taking place continuously and regularly. Low society participation in educational institutions is one of the problems in improving education quality because there is no full awareness from society about educational institutions and they do not know the role and form of social participation in improving the quality of education.

Based on the results, various social approaches through planning, organizing, actuating, controlling, and evaluating involving the society in this public relations program have resulted in increased society participation proven by moral support, trust in sending their children to MAS Sirnamiskin, and also other participation in supporting various kinds of activities at MAS Sirnamiskin.

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