

PUBLIC RELATION MANAGEMENT IN BUILDING COMMUNITY PARTICIPATION IN MTs ISLAMIYAH YPI BATANG KUIS

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Abstract: The purpose of this research is to know the management of public relations in establishing community participation, namely: 1) planning of public relation program in MTs Islamiyah YPI Batang Kuis, 2) implementation of public relation program at MTs Islamiyah YPI Batang Kuis, 3) evaluation and monitoring of public relation program in MTs Islamiyah YPI Batang Kuis, 4) public relation strategy in establishing community participation. The method used in this study was qualitative. Data were collected through interview, observation, and documentation. This study applied data analysis techniques of Miles and Huberman theory. The results of research were as follows: 1) public relation planning is at the beginning of the school year and involves all elements of YPI MTs Islamiyah Batang Kuis and is not covered by the involved parties who gives the advices for school development, 2) public relation is as the conceptor and the person in charge of realizing the program that has been planned ranging from connecting with internal madrasa and external madrasa that support the program of MTs Islamiyah YPI Batang Kuis, 3) evaluation and monitoring of public relation program is carried out by the principal of madrasa in every six months and evaluation in the form of situational and always monitoring the performance of public relations, 4) strategy applied in public relation by applying the attitude of good transparency to teachers, students and parents, and direct action without having any orders.

Keyword: Community Participation, Public Relation Management.

INTRODUCTION

Essentially the public relation is a specific field or function required by each organization, be it a commercial organization. Public relation is already known to people and practiced since Berabat-abat, if we understand public relations as "the creation of understanding through knowledge, and through such activities will arise a impact that is a positive change, Public relations activities are even as old as the Manusaia civilization. We must see backwards even until thousands of years ago to discover its origins. But the public relation as a science is studied and practiced seriously.

According to Howard Bonham in Muslims defines that public relations or public relation is an art of creating a better public sense that can deepen public trust in someone or something of an organization or Institutions. Furthermore Frank Jefkins in Mesiono defines a public relation, which summarizes the entire planned communication, whether it

is in or out of an organization with all its principles in order to achieve specific objectives Based on a sense¹.

Public relations is a communication activity to foster good cooperation relationship with outside parties or crowd to support in order to achieve the objectives that have been planned. According to Gassing and Suryanto in Syafaruddin explained that the management of public relations is the process of research, planning, implementation and evaluation of communication activities supported by the Organization, when implementing its work program, practitioners Public relation uses management concept with purpose to facilitate the implementation of tasks and support all stages of work of public relations².

Madrasah relationship with the community is the effort of Madrasah to be accepted in the midst of society to gain aspirations, and sympathy from the community. According to Hidayat and Wijaya there are three forms of Madrasah and public relations including: a) educative relationships, is a cooperative relationship in terms of educating students, between teachers in schools and parents in the family. The relationship is intended to prevent the differences of principle or even opposition that could result in the doubts of the establishment and attitude to the child, b) cultural relations, namely the cooperation between the school and the community Enabling each other to foster and develop the culture of the community where the school is different, c) institutional relations, i.e. the relationship of school cooperation with institutions or other official agencies, both private and government³.

According to Mubyarto in Suryosubroto that defines that community participation is a contribution of energy, money, or goods in order to succeed the program or development project. Furthermore, according to Slamet that participation is an active process and initiatives emerging from the community and will manifest a real activity when fulfilled three factors supporting the supporters of the will, ability, and opportunity to participate . Whereas according to Koenjoroningrat classify community participation into a typology of quantitative participation means the frequency of community participation in the implementation of policies and qualitative participation which means pointing To the level and degree⁴.

¹ Morisson, *Manajemen Public Relations*, (Jakarta: Kencana, 2008), p. 4

² Syarifuddin S. Gassing dan Suryanto, *Public Relations*, (Yogyakarta: Andi Offset, 2016), p. 109.

³ Rahmad Hidayat & Candra Wijaya, *Ayat – Ayat Al Qur'an (Tentang Manajemen Pendidikan Islam)*, (Medan: LPPPI, 2017). p. 146

⁴ Koenjoroningrat, *Metode-Metode Antropologi Dalam Penyelidikan-Penyelidikan Masyarakat dan Kebudayaan di Indonesia*, (Jakarta: UI, 1958), p. 90.

Community participation is a form of contribution or community participation in organizing the process of education either in the form of donations, minds, money, or goods in order to fulfill the needs of education and society itself.

Government regulation No. 39 Year 1992 Chapter III article 4 participation of community can be shaped: 1) Establishment and implementation of education Unit in school education pathway or outside school path, in all types of education except education of the schools, and at all levels of education in school education pathway, 2) procurement and provision of education professionals to implement or assist in carrying out teaching, mentoring and/or training of learners, 3) Procurement and provision of expert assistance to assist the implementation of teaching and/or research and development activities, 4) procurement and/or implementation of educational programs that have not been held and/or organized by the Government to support national education, 5) procurement of funds and grants that can be a form of waqf, grants, donations, loans, scholarships, and other forms of the same, 6) procurement and provision of room assistance, buildings, and land to conduct activities Teaching, 7) procurement and assistance of textbooks and educational equipment to conduct teaching activities, 8) provision for internship and/or work training, 9) provision of management assistance for the implementation of education and development of national Education, 10) the provision of thought and consideration with regard to the determination of discretion and/or implementation of educational development, 11) Provision of assistance and cooperation in research activities and Development and 12) Participation in education and/or research programs held by the Government in and/or abroad.

Community participation in education development is an objective reality that in its understanding is determined by the subjective conditions of the students ' parents. The purpose of participation also provides a broad opportunity for the role of the community in this field of education as well as demonstrating that the state is not the only education provider.

RESEARCH METHODS

The study used a qualitative, descriptive research approach, this study was implemented in MTs Islamiyah YPI Batang Kuis. Data retrieval uses human data source as informant, while non human data source is data of documentation, archive, photo of activity, and information that supports data from main source. The data collection techniques in this study use observations, interviews, and documentation studies. Qualitative research data analysis techniques are conducted in interviews. Activities in this

data analysis are data reduction, data presentation, and conclusion. Checking the validity of the data is proving that what has been experienced by the researchers in accordance with what is actually there, as well as comparing the interviews of one informant and other informant. To determine the validity of the data, researchers use credibility, transferability, dependability, confirmability.

RESULTS OF RESEARCH AND DISCUSSION

Planning Public Relations Program di MTs Islamiyah YPI Batang Kuis

The results of this research are the planning of public Relations program in MTs Islamiyah YPI Batang Kuis that planning public relations is very important to do because in the planning known what to do in the future. In the planning of public Relations held a service meeting at the beginning of the school year and involve all elements in MTs Islamiyah YPI Batang Kuis namely the head of Madrasah, WKM, teachers, staff and committee of MTs Islamiyah YPI and done openly and not covered the possibility of The parties involved provide advice and feedback on the development of the Madrasah. Furthermore, in the planning of public relations work program has been well done and structured among others: (1) implementing what is assigned by the head of MTs Islamiyah YPI Batang Kuis, (2) to conduct relationships with teachers, students, staff, (3) Conduct Relationship with the Committee (parents), (4) having a relationship with the ministry, (5) having a relationship with the press Media (educational magazines, vigilant and recorded in public Relations), (6) establishing a relationship between the parties concerned (Alumni, neighbourhoods).

According to Rahmat in Cahayani that there is a contemplation, can be known what action will be done later, in other words give the target for the implementation of an action.⁵ urthermore, according to Benty and Gunawan in Nasution that the school community Relations program is divided into 2 namely routine work programs are activities that are carried out continuously and chronologically. and incidental work programs are activities that are carried out in a certain period. The program is principally assisting the implementation of all work programs implemented by the head office in the field of communication and publication for all school residents/educational organizations and the wider community⁶.

⁵ Ati Cahayani, *Dasar Dasar Organisasi dan Manajemen...*, p. 7.

⁶ Zulkarnain Nasution, *Manajemen HUMAS di Lembaga Pendidikan...*, p. 100-103.

Furthermore, in drafting the program of public relations should be considered in the direction and the relationship that will be planned public relations. Therefore Arikunto and Liayuliana explain the madrasah relationship with the community as follows:⁷ 1) school relations with parents and citizens, (2) school relationships with alumni, (3) school relationships with business and industry, (3) school relations with other agencies, (4) relationships with private institutions.

Ased on the opinion of the experts above with the findings that there is a suitability which in the public relations there is a plan of public relations work and conducted at the beginning of the year in an open meetings, then therein discuss about the program Work that is in the planning of Public Relations program formulates in detail about the start of the relationship with parents, alumni, government agencies, business world, but the attention is inversely proportional to the theory that in the program Public relations work does not exist in an unequivocally written relationship with private institutions but rather focus on government agencies. Furthermore, Abdul Rahmat explained that some important things are implemented continuously in education management as the implementation of school PR planning, one of which is not done, namely choosing the staffs (Executor) public relations, Administrators and supervise. Based on the above theory and see the results of interviews shows that one of these aspects is not fulfilled where in MTs Islamiyah YPI Batang Kuis there is no staff for public relations in carrying out his role as public relations in the Madrasah. For that it is necessary to review the aspect for the future.

Implementation of public relations program at MTs Islamiyah YPI Batang Kuis

The results of this research is the implementation of public relations program in MTs Islamiyah YPI Batang Kuis shows that the implementation of public relation in MTs Islamiyah YPI Batang Kuis has been going well with public relations as the Conceptualtor and the responsible in realizing the planned programs ranging from the relationship with internal Madrasah namely the head of MTs Islamiyah YPI Batang Kuis, representatives of heads, teachers, staff, and students and have relations with external madrasahs, parents of students (community), committees, agencies, press media and Other parties that support the program of MTs Islamiyah YPI Batang Kuis. But behind the relationship there are some obstacles faced by public relations in the implementation of the program is that there is a lack of concern from some teachers/guardians who do not practice professional attitude and responsibility and the people do not have staff to help the smooth work of the

⁷ Suharsimi Arikunto dan Lia Yuliana, *Manajemen Pendidikan...*, p. 362.

specialized in the field of public relation. Implementation of community relations Work program has been conducted well and structured among others: (1) Implementing what is commissioned by the head of the YPI MTs Islamiyah Batang Kuis, (2) having a relationship with the teacher, student, staff, (3) conducting a relationship with the Committee (parents), (4) having a relationship with the ministry, (5) having a relationship with the press Media (Education magazine, Vigilant, and recorded in public Relations), (6) conducting a relationship with other stakeholders (alumni, Surroundings).

Based on the fact of the interview and comparative theory that the implementation of the public Relations program has been in accordance with what was planned beforehand. This is in line with Anggoro's opinion that the implementation of public relations activities in education institutions is to foster a relationship with the community consisting of two kinds, namely: (1) The implementation of public relations activities internally (Teachers, staff and students), (2) the implementation of public relations activities externally (community, agency, company and the mass media).⁸

Furthermore, there are a number of disputes between the interviews with Mulyono theory that classifies the tasks and programmes implemented by public relations in education institutions, namely the introduction and promotion of schools, parents and teachers ' meetings, advice To evaluate the education process and convey important information to the parents, school committee meetings, to discuss policies and evaluate and promote input and criticism from the school committee, organizing Silaturahmi to connect fraternity ties so that the relationship between stakeholders increasingly familiar and open, creating and distributing calendars, providing advice cards, as a tool to promote the satisfaction of people, parents and visitors So that the error can be repaired immediately, publish the school magazine. In this theory explains the implementation of public relations in schools that should be done but there are two important points that are seen from the results of unfulfilled interviews namely the creation and distribution of calendars, then the absence of a suggestion card as To promote the satisfaction of the community only tends to be more in maintaining its communication. However, in conclusion, the public relation in MTs Islamiyah YPI Batang Kuis is very good by still implementing the planned program in the beginning with the best possible.

⁸ Linggar Anggoro. *Teori dan Profesi Kehumasan serta Aplikasinya di Indonesia...*, p. 45.

Evaluation and Monitoring of Public Relations Programs in MTs Islamiyah YPI Batang Kuis

The results of this research are evaluation and monitoring of public relations program in MTs Islamiyah YPI Batang Kuis shows that evaluation and monitoring of public relation program has been very good is evidenced by the evaluation of the head of MTs Islamiyah YPI Batang Kuis every six months and evaluation in the form of situational and always monitoring the performance of public relation. Then in the evaluation of public relation as the holder of the program continues to conduct dialogue and discussion with the teachers, staff and students about the program planned with the intention of providing assessments with what has been done public relations For consideration or evaluation in making a better quality work program plan.

Based on the fact of the interview and comparative theory that the evaluation of public Relations program has been running properly. This is the date according to Putra⁹ That evaluation is an activity to obtain an overview of the state of an object done in a planned, systematic way and a clear direction and purpose. Abdul Rahmat further confirms that the evaluation and monitoring is to obtain accurate and objective information about a program. Such information can be the process of implementing the program, the impact/results achieved, the efficiency and utilization of the evaluation results focused on the program itself, namely to make decisions whether continued, repaired or terminated. In addition, it is also used for the purposes of drafting the next program as well as drafting policies related to the program.

Based on the comparison of the above theory can be concluded that the evaluation and monitoring of public relations program in MTs Islamiyah YPI Batang Kuis has been running properly by trying to assess the work program that has been performed both scheduled and situational It is useful to assess the extent to which the PR program is achieving.

Community Relations Strategy in Establishing Community Participation in MTs Islamiyah YPI Batang Kuis

The result of this research is a public relations strategy in building community participation in MTs Islamiyah YPI Batang Kuis demonstrated that the community relationship strategy in establishing a very good community participation is seen from the strategies that the relationship applied Community is by applying a good attitude to the teachers, students and parents, direct action without having to have orders. Apart from

⁹Ary Try Andreas Putra, *Evaluasi Program Pendidikan: Pendekatan Evaluasi Program Berorientasi Tujuan*, 2012, Diakses di www.ejournal.iainkendari.ac.id.

that in particular public relations make a strategy in establishing community participation among others by using: (1) written strategy (book activities public relations, pamphlet or billboards brochure for promotion), (2) Oral strategy (Visiting students ' homes either Ta'ziah as well as troubled or sick students, calls to parents, meetings or meetings), (3) Electronic strategies (public relations utilize media in social media promotion, vigilant, orbit, and more , (4) The strategy held an event at MTs Islamiyah YPI Batang Kuis by inviting parents to attend and participate in the event. In achieving this strategy is also assisted by the image of MTs Islamiyah YPI Batang Kuis which is famous among the community as one of the high quality Madrasah Islami with educators and educational personnel who are well-qualified facilities and facilities Have graduates who are competent on this basis of community participation is somewhat increased rapidly.

Based on the fact of the interview and comparative theory that the public relations strategy in establishing community participation has been very good and structured. This is in line with the opinion of Hidayat and Candra that there are a number of strategies that can be applied to education institutions especially the field of public education both Islamic and general in establishing and establishing community participation, including: (1) written strategy. The relationship between school and community can be done in writing, (2) Oral strategy. School relations with the public can also be verbal, (3) demonstration strategies. School relations with the community can be done by inviting the public to see the school demonstrations, (4) Electronic strategy. Along with the development of electronic technology, in the Familiarized school with parents and school people can use electronic means. From the theory above can be understood that the strategy used in public relations in establishing community participation is already very relevant to what is in theory. But there are some privileges in this strategy that public relations in addition to using the above strategy also use the attitude of transparency and as an example for teachers, and parents with discipline and where one of the advantages in MTs Islamiyah YPI Batang Kuis mage and good name is very famous in North Sumatera even Indonesia on this basis is the number of public participation in MTs Islamiyah YPI Batang Kuis that continues to increase rapidly.

CONCLUSION

Based on the results of the research of public relations management in establishing community participation in MTs Islamiyah YPI Batang Kuis it is concluded as follow:

- 1) Planning Public Relations Program in MTs Islamiyah YPI Batang Kuis is very important to do because in the planning known what what to do in the future. In public relations planning held a service meeting at the beginning of the school year and involve all elements in MTs Islamiyah YPI Batang Kuis head of Madrasah, WKM, Guru, staff and done openly and not covered by the parties involved advise advice and About the development of Madrasah.
- 2) Implementation of public relations program in MTs Islamiyah YPI Batang Kuis goes well with public relation as the conceptor and the person in charge of realizing the program that has been planned from having a relationship with internal Madrasah namely the head of MTs Islamiyah YPI Batang Kuis, Representatives of heads, teachers, staff, and students and connect with external Madrasah namely parents (community), committees, institutions, press media and other parties that Support the Batang quiz Bar of Deli Serdang Regency. In this implementation according to what has been planned, namely: (1) implementing what is assigned by the head of MTs Islamiyah YPI Batang Kuis, (2) having a relationship with the teacher, student, staff, (3) conducting a relationship with the Committee (parent student), (4) Conduct Relationship with the agency, (5) having a relationship with the press Media (Education magazine, Vigilant, and recorded in public Relations), (6) conducting a relationship with other stakeholders (alumni, neighbourhoods).
- 3) evaluation and monitoring of public relations program in MTs Islamiyah YPI Batang Kuis has been very good evidenced by the evaluation of the head of MTs Islamiyah YPI Batang Kuis every six months and evaluation in the form of situational and always monitoring the performance Public relations. Then in the evaluation of public relation as the holder of the program continues to conduct dialogue and discussion with the teachers, staff and students about the program planned with the intention of providing assessments with what has been done public relations For consideration or evaluation in making a better quality work program plan.

Public relations strategy in establishing community participation in MTs Islamiyah YPI Batang Kuis very well this is seen from the strategy applied by public relations that by applying the attitude of good transparency to teachers, students and parents, direct action without having to have a command. Apart from that in particular community relations make a strategy in establishing community participation among others by using: (1) written strategy (Public relations Activity books, pamphlet or billboards brochures for promotion), (2) strategies Oral (visiting students ' homes either Ta'ziah as well as troubled or sick students, calls to parents, meetings or meetings), (3)

Electronic strategies (public relations utilize media in social media promotion, alert, orbit, and others, (4) The strategy of holding an event at MTs Islamiyah YPI Batang Kuis by inviting parents to attend and participate in the event, (5) in achieving this strategy also assisted by the image of the famous MTs Islamiyah YPI Batang Kuis among the public as one High quality Madrasah Islami with qualified educators and educational staff and adequate facilities and have graduates with competence on this basis of community participation is fairly increased.

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