



The Role of Public Relations Management in Increasing Community Participation at Madrasah Aliyah Negeri 1 Ciamis

¹ Dede Ahmad Ramdani, ² Mohamad Erihadiana, ³ Muhibbin Syah

¹²³UIN Sunan Gunung Djati Bandung

¹² dedeahmadramdani52@gmail.com, erihadiana@uinsgd.ac.id

Receive: 11/01/2023

Accepted: 11/01/2023

Published: 01/03/2023

Abstract

Increasing community participation in MAN 1 Ciamis, the implementation of public relations management in increasing community participation in MAN 1 Ciamis, Evaluation of public relations management in increasing community participation in MAN 1 Ciamis. This research uses a qualitative research approach with descriptive methods and types of field research. Data collection techniques for interviews, observations and documentation. The data analysis technique is to use data triangulation. This research found that 1) Public relations management planning in increasing community participation in MAN 1 Ciamis was carried out through a working meeting tah This research uses a qualitative research approach with descriptive methods and types of field research. Data collection techniques for interviews, observations and documentation. The data analysis technique is to use data triangulation which is carried out annually with all related elements, 2) The implementation of public relations management in increasing community participation in MAN 1 Ciamis refers to the work program that has been determined in the annual work program. This program is divided into two parts, namely routine activities and incidental activities, 3) Evaluation of public relations management in increasing community participation in MAN 1 Ciamis. The Deputy Head of Madrasah for Public Relations also always conducts an evaluation of every implementation of activities, then the results of the evaluation are used as a reference for activities that will be carried out so that they can be better.

Keywords: Management, Public Relations, Society.

Introduction

The role of educational institutions in this era of globalization is increasingly required to provide professional management and services to the community. This is due to the increasing interest and needs of the community to continue learning. People as consumers of educational institutions are more critical and realistic in choosing educational institutions (schools). Educational institutions are now expected to focus more on the needs of the community as its customers and educational institutions are required to always involve community participation in management.

Educational institutions and society are two environments that cannot be separated in existence. Because educational institutions or what we call schools are places where people learn and society is a place of implication of the learning process received. Educational institutions are places where the educational process occurs with the aim of developing the potential of students.

According to (Bafadhol, 2017) educational institutions are tasked with preparing a generation that is easy to interact with the surrounding environment, such as family, school, community, even the nation and state where he lives. If we examine

continuously, it can be concluded that educational institutions are required to be able to synergize and include the community in managing and also developing processes and managerial in educational institutions.

There are many factors that determine the success of the education process. One of them is the educational environment. A good and conducive environment will have a good impact on education. The Islamic education environment is an educational environment that exists in an Islamic educational institution or institution.

The educational environment is generally divided by experts into three major environments. The first is the family environment. The family is believed to be the first environment that has a major influence on the formation of children's character. The family environment is the initial foundation in determining the success of further education, before entering the school or community environment. The role of parents is very large and very important. M. Quraish Shibah, as quoted by Suhada, stated that the family is the school where the nation's children learn.

Second, the school environment. This environment is completely different from the family environment. In the school environment, children interact with many other students with different dispositions and characters. The school becomes a place that will bring together students who come from different places, different characters, and of course their social status is also different. In this school, children will be colored by various patterns of education, personality and habits, which each child brings from different environments and household conditions. A school climate or environment that is both academically and physically good is the main basis for organizing effective and productive learning and education. As for what must be considered in the school environment, among others: a safe and comfortable school environment for students, maintained school order, and always upholding an attitude of optimism and hope for every school

community, school health and activities centered on learner development.

Third, the community environment. The community education environment has a wide and unlimited scope. Not only that, the community environment has a very diverse complexity. Society will also greatly influence the development of a child, both positive and negative influences. Because basically every student or child always lives in society. In relation to the organization of education, community involvement is something that should be, because education is part of the essence of community life. The community has an interest, not just in organizing education, but especially to improve the Islamic education environment that is conducive to the formation of social roles through various forms of participation in educational institutions. As stated by Gorton who said that, to build effective schools need to involve community participation. That is why, the three educational environments must have synergy, not run alone.

Community participation in the implementation of education has always received juridical support. Chapter IV Articles 8-9 of Law No. 20/2003 on the National Education System states that the community has the right to participate in the planning, implementation and evaluation of education programs, and the community is obliged to provide resource support in the implementation of education. So far, the most pronounced existence and contribution of the community to the organization of education is generally still on financial support / donations. While in other matters that are more substantial still feels minimal, such as the contribution of ideas is still not considered. School accountability to the community is also weak. Schools do not feel obliged to be accountable for a conducive educational environment to the community, especially parents, as one of the main elements with an interest in education.

Based on the aforementioned facts, of course, it is necessary to make efforts to improve one of them is to reorient to

improve the educational environment that is conducive, friendly and comfortable by involving the existence of the community. Thus it is clear that community support is needed to create a school environment that is clean, comfortable, beautiful, friendly and conducive to student learning. Schools cannot leave the community and are far from the community, and vice versa, the community needs schools to be able to provide educational services to their children. Therefore, the author is interested in conducting research with the title *The Role of Public Relations Management in Increasing Community Participation at MAN 1 Ciamis*.

Methods

Approach used in this research is a qualitative approach with a case study design. In general, qualitative research has two objectives, namely: *to describe and to explore*, and *to describe and explain* (Sukmadinata, 2015: 96). Qualitative research is a research method used to examine natural object conditions (as opposed to experiments), where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Saebani, 2008: 122).

Data collection techniques in this study used observation, interviews and documentation studies. While the data analysis technique of this research was carried out by interview. Activities in data analysis in this study are data reduction, data presentation, and conclusions.

Checking the validity of the data is a proof that what has been experienced by the researcher is in accordance with what really exists, and compares the results of interviews from one informant and from other informants. To determine the validity of the data, researchers use several techniques, namely credibility testing by extending the research period (observation)

in the field, increasing persistence means making observations.

Results and Discussion

1. Implementation of Public Relations Management at MAN 1 Ciamis

a. Public Relations Management Planning in Increasing Community Participation at MAN 1 Ciamis

Public relations management planning is an action to determine in advance what activities will be carried out, both determining the goals, objectives to be achieved to the types of activities and activity managers that are in accordance with what is expected and support the achievement of predetermined educational goals. Before planning, it will first analyze the conditions that exist in the educational environment related to need assessment.

The results of research at MAN 1 Ciamis state that in making public relations planning, the madrasah always involves all parties including the Principal, Educators and Education Personnel, Deputy Head of Public Relations, School Committee, Surrounding Community Leaders and Parents of Students. They all hold annual work meetings which will become public relations programs every year. With the involvement of all interested parties, they will automatically feel responsible and jointly implement various programs that have been determined in the planning.

The following is the public relations work program at MAN 1 Ciamis:

a) External Activities

This activity is related or addressed to superior agencies and communities outside the madrasah. There are two activities that can be done, namely:

- 1) *Indirect act* is an activity of madrasah relations with the community through certain media intermediaries such as for example: information via television, dissemination of information via radio, Internet / Madrasah website.
- 2) *Direct act* is the activity of madrasah relations with the community through

face-to-face, for example: joint meetings with madrasah committees, consultations with community leaders, serving guest visits and so on.

b) Internal Activities

This activity is inward publicity, the target is the residents of MAN 1 Ciamis concerned, namely teachers, education personnel, and students. This activity can also be carried out with two possibilities, namely:

- 1) *Indirect acts* are internal activities through the delivery of information through circulars; the use of notice boards in madrasah.
- 2) *Direct act* is an internal activity that can be in the form of: teachers' meetings; madrasah ceremonies; joint field trips/recreation; and explanations on various occasions.

The operational form of public relations of Madrasah Aliyah Negeri 1 Darussalam Ciamis is:

1) On the Academic front

The high and low achievement (quality and quantity) of graduates, students, educators and education personnel will greatly affect the prestige that will be obtained by Madrasah.

2) In the field of Educational Facilities

Madrasah buildings or buildings including study rooms, practicum rooms, offices and so on along with adequate furniture or mebeuler will have its own attraction for the popularity of madrasah.

3) On Social

The participation of Madrasah Aliyah Negeri 1 Ciamis with the surrounding community, such as community service, celebrations of national or religious holidays, sanitation and so on will add to the impression of the surrounding community of madrasah's concern for the surrounding environment as a member of a community that is always environmentally conscious for its contribution to community development.

4) Field Trip Activities

As a means of madrasah relations with the community, such as carrying banners and madrasah attributes out of the area, the name

Madrasah Aliyah Negeri 1 Ciamis can be known more widely outside the city. Even the orderly manners of the students on the trip will get its own impression from the people it stops and passes through.

5) Sports and Arts Activities

It is a means of madrasah relations with the community, for example in sports and competitions between madrasahs will bring madrasah excellence and bring the good name of Madrasah Aliyah Negeri 1 Ciamis.

6) Provide madrasah facilities for the benefit of the surrounding community

As long as it does not interfere with the smoothness of the Teaching and Learning Process, vice versa, facilities in the surrounding community can be used for the benefit of Madrasah Aliyah Negeri 1 Ciamis.

7) Involving community leaders in curricular and extra-curricular activities

The participation of community leaders in various curricular and extracurricular activities of the madrasah is carried out according to the needs of the madrasah and the willingness of the relevant figures.

Among the supporting factors for madrasah relationship activities with the community at Madrasah Aliyah Negeri 1 Ciamis can run well if supported by several factors, namely:

- 1) Systematic program and planning;
- 2) A complete documentation base is available;
- 3) Availability of experts, skilled personnel and adequate facilities and funds;
- 4) Madrasah organizational conditions that allow for improved madrasah community relations activities.

The source of funds for all public relations activities of Madrasah Aliyah Negeri 1 Ciamis comes from various sources that are non-binding and halal, namely:

- 1) Madrasah Committee;
- 2) Donor;
- 3) Government assistance in the form of Madrasah Operational Assistance (BOS).

b. Implementation of Public Relations Management in Increasing Community Participation at MAN 1 Ciamis

The implementation of public relations management is the most important part of managing public relations management so that it can produce the objectives of the intended activities. MAN 1 Ciamis is obliged to provide services and information, provide good facilities and infrastructure, uphold Islamic traditions and values which are reflected in daily activities.

The implementation of the public relations work program of MAN 1 Ciamis Year 2022-2023 is as follows:

NO	PROGRAM/ACTIVITY	GOAL/TARGET	TARGET
1	Cooperate with all Representatives Madrasah Head and Madrasah Committee in conducting work meetings for the academic year : 2022-2023	Implementation of work meetings for the 2022-2023 academic year	Parent/Guardian Class X students
2	Socialize / inform all madrasah residents related to : a. Official Letters (Government) b. Madrasah Vision, Mission and Goals c. News of Joys and Sorrows d. Madrasah Activities	Socialization of government policies/regulations and dissemination of official information and madrasah activities to teachers and employees.	Teacher and employee
3	Record and Report to the Head of Madrasah regarding : a. Implementation of Daily Picket Activities b. Teacher Attendance on Effective Days (KBM) Daily c. Teacher Attendance at Ceremony Every Monday. d. Teacher Attendance at National Holiday Activities e. Teacher Attendance at Activities f. Commemoration of Religious Holidays. g. Teacher Attendance at MAN 1	Obtaining accurate data about the discipline and seriousness of teachers in improving their quality as professional educators.	Teacher and employee

NO	PROGRAM/ACTIVITY	GOAL/TARGET	TARGET
4	Ciamis Anniversary Celebration Activities Teacher Attendance at Morning Gymnastics Activities. Making Minutes of Madrasah Office Meetings.	There are documents recording activities that begin with preparatory meetings and collective decisions.	Teacher and employee
5	Provide Services / Receive Madrasah Guests.	Established communication and cooperation with stakeholders and madrasah partners.	Stakeholders and partners
6	Assist in gathering alumni in the form of an alumni association and safeguarding the madrasah's assets.	The formation of alumni ties and the establishment of partnerships in conducting evaluations and follow-up efforts in improving the quality of education in madrasah.	Alumni
7	Conduct cooperation/partnership with Higher Education.	There is a complementary relationship in improving the quality of education.	Madrasahs and PT.
8	Conduct cooperation/partnership with the community.	Community participation in improving the quality of education.	Madrasahs and Community
9	Rewarding teachers and employees who are retiring.	Creating a reward climate to encourage the enthusiasm of teachers and employees in improving the quality of education.	Teacher and Employees.
10	Carrying out morning gymnastics activities every Friday teachers and employees.	The physical health of teachers and staff to support the implementation of work tasks.	Teacher and Employees.
11	Carrying out teacher tour activities and employees.	Creating refreshing for teachers and employees to relieve boredom.	Teacher and Employees.
12	Seek scholarship opportunities for students who are in need and excel.	The smooth running of education for students who are unable to pay for their education.	Students are less capable.
13	Conduct cooperation/partnership with the World of Business and Industry (DUDI).	Creating mutually beneficial relationships and improving the quality of education	DUDI and Madrasah.
14	Carrying out IHT (In House Training) for the development of human resources for educators.	The creation/availability of qualified educators to improve the quality of education.	Teacher
15	Making CD (Compact Disk) of madrasa profile.	Madrasah Profile CD as information and socialization material to stakeholders and the community.	Stakeholders and society.

NO	PROGRAM/ACTIVITY	GOAL/TARGET	TARGET
16	Provision of information media such as magazines, newspapers, journals related to the world Education	Availability of adequate information to keep up with changes, developments and demands in the world of education.	Teacher and Employees.
17	Publicize activities important activities carried out by the madrasah through the madrasah website and educational newspapers.	MAN 1 Ciamis is known in the outside world because of the quality of its learning activities and the quality of its education.	Teachers, employees and students.
18	Visiting fellow teachers/employees who are hospitalized/sick, and who have suffered a bereavement/death.	The creation of conditions of mutual care, love and nurture in the big family of MAN 1 Ciamis.	Teacher and Employees.

The Work Program of the Deputy Head of Madrasah for Public Relations Affairs is a work guideline in carrying out daily tasks as well as a benchmark in assessing the results of the work of the Deputy Head of Madrasah for Public Relations Affairs of MAN 1 Ciamis.

The success of the implementation of various work programs is highly dependent on the active participation and earnest cooperation of all members of the madrasah community. Therefore, all educators, education personnel and students can make this Work Program a guideline in formulating and elaborating it more operationally according to their respective functions and duties.

This Work Program is expected to be useful for all of us in achieving the vision, mission and goals of Madrasah Aliyah Negeri 1 Ciamis.

c. Evaluation of Public Relations Management in Increasing Community Participation at MAN 1 Ciamis

Evaluation of public relations management is the final stage of public relations management after carrying out the planning, implementation, then evaluation of activities carried out by public relations, where at this evaluation stage it will be known as a whole whether public relations activities can run well and as expected, in the evaluation there will also be supporting factors and inhibiting factors for activities. The results of the evaluation of activities will

be used as a reference by public relations and the activity committee for the next program so that it can be better.

Conclusion

The conclusions of this study are as follows 1) Public relations management planning in increasing community participation at MAN 1 Ciamis is carried out through work meetings tah This research uses a qualitative research approach with descriptive methods and types of field research. Data collection techniques interviews, observation and documentation. The data analysis technique is to use data triangulation.unan which is always carried out every year with all related elements, 2) The implementation of public relations management in increasing community participation at MAN 1 Ciamis refers to the work program that has been determined in the annual work program. This program is divided into two parts, namely routine activities and incidental activities, 3) Evaluation of public relations management in increasing community participation at MAN 1 Ciamis. The Deputy Head of Madrasah for Public Relations also always evaluates each activity, then the results of the evaluation are used as a reference for future activities so that they can be better.

References

- Abdul, Rahmat. 2016. *Manajemen Humas Sekolah*, Yogyakarta: Media Akademi
- Ana Novitasari, Ahmad Fauzi dan Muhammad Barkah. (2021). *Strategi Dan Manajemen Hubungan Masyarakat Dalam Mengembangkan Pendidikan Islam*, Jurnal Pendidikan Indonesia (Jupendi), Volume 2, 8 Agustus 2021.
- Anggoro, Linggar. 2002. *Teori dan Profesi Kehumasan Serta Aplikasinya di Indonesia*. Jakarta: PT. Bumi Aksara
- Darajar, Zakiyah. 2002. *Pendidikan Islam dalam Keluarga dan Sekolah*. Jakarta: Rauahama

- E, Mulyasa. 2007. *Menjadi Kepala Sekolah Profesional*. Bandung: PT. Rosyada Karya.
- Fatah, Nanang. 2006. *Landasan manajemen Pendidikan*. Bandung: Remaja Rosda Karya
- Henyat. 2006. *Administrasi Pendidikan*. Malang: IKIP Malang.
- Jefkins, Frank. 2002. *Public Relation*. Jakarta: Erlangga.
- Moleong, Lexy. 2002. *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosda Karya.
- Rahmadi, F. 2006. *Public Relation dalam Teori dan Praktek*. Jakarta: PT. Geamedia
- Rahmatulloh. (2020). *Peran Manajemen Humas Dalam Meningkatkan Partisipasi Masyarakat di MTsN 2 Lamongan*, Jurnal API: Administrasi Pendidikan Islam, Volume 2, 2 September 2020.
- Ruslan, Rosady. 2007. *Manajemen Public Relation dan Media Komunikasi*. Jakarta: Raja Grafindo Persada
- Siti Aimah dan Ulfa Dwi Yanti. (2020). *Pengaruh Manajemen Hubungan Masyarakat Terhadap Kualitas Pelayanan Akademik SMAN Darussolah Singojuruh Banyuwangi*, Jurnal JMPID (Jurnal manajemen Pendidikan Islam Darussalam), Volume 2, 1 April 2020.
- Soyomukti, Nurani. 2010. *Teori-teori Pendidikan Klasik Hingga Post Modern*, Yogyakarta: Arrsuzzmedia.
- Sugiyono. 2021. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sulistyorini. (2021). *Kontribusi Masyarakat Terhadap Lingkungan Pendidikan Islam*, Jurnal Dinamika Penelitian: Media Komunikasi Sosial Keagamaan, Volume 21, 1 Juli 2021.
- Wilis Werdiningsih. (2020). *Manajemen Humas Dalam Peningkatan Peran Komite Sekolah di PAUD Sabila Ponorogo*, Jurnal Al-Idaroh, Volume 4, 1 Maret 2020.