



Public Relations in Improving the Quality of Education

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui hubungan masyarakat dalam meningkatkan kualitas pendidikan. Metodologi penelitian ini adalah Penelitian kepustakaan. Mendapatkan informasi atau data dari perpustakaan dan menggunakannya sebagai landasan kajian adalah tujuan dari penelitian kepustakaan. Hasil penelitian ini menunjukkan bahwa hubungan masyarakat adalah strategi manajemen reputasi suatu organisasi untuk menentukan pandangan publik dan menginformasikan kepada publik tentang seberapa baik hubungan masyarakat dalam meningkatkan kualitas pendidikan. Sejalan dengan kemajuan pendidikan terkini, para profesional hubungan masyarakat pendidikan yang bekerja dengan masyarakat mempertimbangkan dan berupaya meningkatkan kualitas kegiatan pendidikan. Lingkungan sekolah yang menyenangkan selalu tercipta agar siswa dapat memperoleh pendidikan sesuai dengan kemampuannya, dan peningkatan keterampilan atau keahlian guru dalam mengelola sekolah dapat membantu meningkatkan kualitas pendidikan dan menjamin pengajaran yang diberikan kepada siswa dapat terserap dengan baik.

Kata Kunci: Humas, Kualitas Pendidikan

Abstract

The aim of this research is to determine community relationships in improving the quality of education. The methodology of this research is library research. Obtaining information or data from the library and using it as a basis for study is the goal of library research. The results of this research show that public relations is an organization's reputation management strategy to determine public views and inform the public about how good public relations are in improving the quality of education. In line with recent educational advances, educational public relations professionals working with communities consider and seek to improve the quality of educational activities. A pleasant school environment is always created so that students can receive education according to their abilities, and improving teachers' skills or

expertise in managing schools can help improve the quality of education and ensure that the teaching given to students can be well absorbed.

Keywords: Public Relations, Quality of Education

Introduction

Currently, society determines how far educational institutions can develop. This is because the level of public trust in educational institutions is an indicator of their success in carrying out their responsibilities. To create an institutional atmosphere that is dynamic and sensitive to the demands of local society, educational institutions and especially educational leaders must design methods. Every educational institution must be able to collaborate and involve the community in managing and improving management processes within its institution if it wants to continue to be studied. This statement that the institution seeks to involve the community in all government programs is known as "education with the community". This is because the main goal of educational institutions is to meet the actual needs faced by society. One of the fundamental and crucial elements in educational administration is the function of public relations in educational institutions. The process of organizing, implementing, monitoring, and evaluating educational public relations initiatives that focus on an institution's social interactions while utilizing available resources is known as public relations management. Without the involvement of other departments, this management stage cannot run independently. Because performing one managerial task will lead to the completion of other managerial tasks such as the next step. From the perspective of preparing Indonesia's human resources, improving educational standards at all levels is a must. The aim is for graduates to be able to compete and be able to overcome obstacles in the future. a life characterized by fierce competition in all aspects of one's existence. Only human resources have "quality" in a

situation like this so they are able to compete. In this context, improving the quality of human resources is one of the issues that needs to be worried about in the second stage of long-term growth.

Society will basically benefit from the results of education. Therefore, community involvement in educational progress is very important to improve its quality. As an institution that will involve the community in all activities to improve the level of education, public relations is very important. In other words, public relations can function as a channel for their involvement in improving the quality of education. Society finds it difficult to contribute to educational progress. The existence of educational public relations. According to Ekeowa, (2017) public relations functions as a tool to assess community opinions, attitudes and behavior, develop policies, and gain community understanding and support. As a social science and arts discipline, public relations analyzes and forecasts trends, estimates possibilities arising from certain activities, provides advice to organizational leaders, and implements action plans to meet organizational needs or goals (Yusri, 2015).

Public relations in education is required to be able to build a positive image of the institution as it enters the future era (globalization, the era of educational autonomy), foster synergistic communication between educational institutions and society, and create institutions that are responsive to the dynamics of society are the goals of public relations in education. To project a good picture of public relations in an educational institution, you must always manage information professionally. Education officials must manage communications, or public relations, to meet these needs. A strong understanding of the public relations

problems faced by education is the foundation for any effective public relations work program.

Method

This research is library research, where according to Raihan (2017) Obtaining information or data from the library and using it as a basis for study is the aim of library research. The main sources in this research are books, journal articles, articles and internet articles as well as other writings that are still related to the influence of work motivation on teacher performance. The data analysis technique in this research is the content technique. Meanwhile, the results of this research will be presented descriptively regarding Community Relations in Improving the Quality of Education.

Results and Discussion

Public Relations

Public relations is defined as activities that foster and gain understanding, support, trust and respect from the community of an agency in particular as well as from the wider community, called public relations (Abdurahman, 1993). This point of view leads to the conclusion that public relations is an activity carried out by organizations and society together in order to build mutual respect, understanding and harmonious relationships as well as conscious and voluntary support..

A common misconception is that public relations is only limited to visible efforts. In fact, the operations on display are only part of a broader public relations effort. The type of public relations for this article is instructional public relations. The motivation behind educational PR, or more specifically defined as school-community interactions, is identical to public relations initiatives in general. In educational organizations, public relations must be seen as a series of actions aimed at fostering

goodwill with society or certain external parties (Suryobroto, B., 2001).

This is done to ensure that those working together are supported and can complete their tasks consciously and voluntarily with efficiency and effectiveness. These are the following characteristics of harmonious relationships that emerge from public relations work: (1) The organization or institution and outside parties have a mutual understanding; (2) They carry out activities to support each other because they are aware of the strengths, importance and role of each party; (3) They work closely together and share accountability for the welfare of their respective companies.

Because public relations is related to administrative tasks and the main goals of educational institutions, public relations plays a role in institutions, especially in the education sector. The process of achieving the main goals of an organization, which is usually related to the exploitation of various types of resources owned and available in the institution, is the most basic function of the organization. Because external influence from other parties will prevent an educational institution from developing into a superior institution. Then, in an effort to advance public relations both internally and externally, public relations functions as a media bridge between institutional leaders and the general public. According to V. A. Intanny and N. A. Putra (2019), the main function of public relations in representing the management leadership of an educational institution is a type of two-way communication activity that is typical of the roles and responsibilities of the profession.

One of the keys to understanding the role of public relations and institutional communication towards its public is the growth of public relations in relation to its role, both practical and professional, in educational institutions (Annisafitri, W., & Toni, A., 2022). There are four categories of public relations roles in an institution, namely:

- a) Member advisor
A public relations expert with extensive knowledge and talents can help find answers to challenges related to relations with the general public. Similar to the relationship between educators and their students, public relations expert practitioners and the management of their institutions have a passive relationship where the management accepts or even trusts the suggestions submitted by the public relations expert in an effort to resolve and overcome the public relations problem.
- b) Communication fasilitator
Public relations practitioners act as intermediaries or communicators to help institutional management understand public needs. However, he must also be able to communicate to the general public the aims, objectives and aspirations of the business. So that both parties can develop good mutual understanding, trust, respect, support and tolerance through reciprocal communication.
- c) Problem solving process fasilitator
In the public relations industry, public relations practitioners play a role in the management team's problem-solving process. This is intended to support leaders of educational institutions in their role as advisors and decision makers in resolving problems or crises in a professional and reasonable manner.
- d) Communication technician
The public relations role becomes a journalist through the work of a communications technician, who then provides technical communications services. Technical communication is the foundation of an institution's communication system. The media and communication channels used at the leadership and subordinate levels are different from those used at the subordinate and superior levels. Because

the function and responsibility of public relations cannot be denied, almost all educational institutions need to use it as a tool for self-development.

In line with recent curricular advances, educational community relations working with the community consider and strive to improve the quality of educational activities. Developing the knowledge and abilities of educators and school administrators can help improve teaching standards by facilitating better absorption of material by students and fostering a positive learning environment where students can continue their education according to their talents (Mustafa, W., 2010). Since public relations aligns with the idea of raising educational standards, the following social impacts will occur:

- a) School personnel, especially teachers, must have a thorough understanding of the state of society and children's living environment because these aspects of education are very important for the success of the curriculum. Examples include the child's living environment and various educational problems that may occur in society;
- b) Whenever possible, school principals and educators should collaborate and utilize community resources to improve the curriculum;
- c) Schools and institutions and other groups in society who have the same responsibility and interest in children's education must be able to work together;
- d) Apart from always following changes in society, educators also need to be ready to understand and research community resources that can be incorporated into lesson ideas.

Education quality

Considering that education is a joint duty and responsibility between family, community and government, education is a conscious and planned effort to create a learning atmosphere and learning process

so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble morals and skills needed by himself, society, nation and state. As educational institutions that have direct contact with students, schools must continue to improve the standards of teaching they provide as a means of encouraging planned, organized and sustainable growth (Kasuwi, 2016).

Education is an integral part of the life of the nation and state. One of the factors undertaken to improve the quality of life of the Indonesian people is by improving the quality of education. This shows that community relations have a significant impact on the quality of the education system as a whole, especially when it comes to the relevance of education to the demands of society and the workplace.

The quality of education, both internal and external, can meet expressed and implied demands, including those related to educational intake, processes and outputs, reflected in the picture and characteristics of quality education as a whole. In addition, the ability of the basic education system to successfully manage and implement the educational process, with a focus on increasing input elements and added value to provide the maximum possible output, is what determines the quality of education (Sagala, 2009).

According to Fattah (2003), there are a number of factors that contribute to a great education, including input, curriculum, human resources, and the creation of a positive learning environment.

The role of classroom management, which is under the control of teachers, and school management, which is under the direction of the principal, is to coordinate different inputs or work together to optimize every aspect of the teaching and learning process.

Experts describe the following obstacles that are commonly encountered when attempting to improve the quality of education:

- a. According to Soedijarto (2008) inadequate system design, implementation and administration, as well as giving schools a disproportionate role, are other factors that contribute to increasing educational standards. low quality of education. Another factor that contributes to the curriculum and the use of cognitive learning outcomes as the sole measure of academic achievement is the lack of integration of assessment systems into the curriculum and its position as a learning instrument.;
- b. According to Total Quality Management in Education, inadequate curriculum design, inappropriate building management, unfavorable work environment, mismatch between systems and management, lack of resources, insufficient class hours, and staff recruitment are some of the factors that can cause low quality of education (Syafaruddin, 2002).

Religious activities are one type of activity that can be used to improve the quality of education and prepare and equip students for their academic careers. Through religious activities, it is hoped that students can grow and become accustomed to attitudes and behavior that represent the character of the Indonesian nation, including being devout, honest, tolerant, diligent, imaginative, democratic, curious, and independent. reliable, and patriotic. They are also expected to learn to appreciate achievement, love peace, communication, environmental conservation, social responsibility and care for the environment.

According to Supranta, J., (1997) quality is a word that for service providers is something that must be done well. Continuous assessment and efforts to improve learning materials and procedures are needed to improve the level of education. Apart from that, the moral and social aspects of society are closely related to the quality of education, so that everyone has an interest in fostering a conducive

learning atmosphere for children (Syukri et al., 2019).

Overall, the theory and definition of educational quality shows that there are several aspects of educational quality and these must be evaluated based on the results achieved by students. In addition, quality education must support the growth of students' potential in various fields, including cognitive, psychomotor and emotional (Noviandi et al., 2020).

The following are several factors that influence educational standards:

1. Learning Process: The techniques and strategies used throughout the learning process have a significant impact on teaching standards. Effective teaching strategies can improve students' understanding and academic performance.
2. Curriculum: It is important to have a strong curriculum that prepares students for the demands of the future. Labor market demands and technological advances must be considered when designing curricula.
3. Human Resources: Knowledgeable and committed educators play an important role in the educational process. Apart from having a wealth of information, teachers also need to be skilled educators.
4. Infrastructure and Facilities: To support the learning process, adequate laboratories, books, libraries and information technology must be available..
5. Academic Atmosphere: To improve learning, an atmosphere that supports learning is very important. A friendly and safe atmosphere can increase students' enthusiasm for learning.
6. Home Factors: Students' learning attitudes and behavior are greatly influenced by their home environment and the education they receive there.

Conclusion

Public relations is an important component in management, especially in educational institutions. The main objective is to determine public views and inform the public about how well community relations are improving the quality of education. In the role of public relations as an intermediary between educational institutions and the recipients of educational services.

Public relations management that informs and connects educational institutions with clients or consumers of educational services is needed by educational institutions as a forum for educational services. Fostering synergistic communication between educational institutions and society, as well as creating institutions that are responsive to societal dynamics are the goals of public relations in education. Therefore, public relations is appropriate and frequently applied in real educational settings.

The purpose of public relations is to help an organization achieve its stated goals. For this reason, organizations must have work plans that are easy to understand, seek real information, plan, communicate, and ultimately assess the results that the organization has achieved. Every educational institution and business world uses public relations or what is often called public relations. Because public relations plays an important role in the image of a company or institution, public relations has a prominent place in every institution.

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