



Public Relations Management In Increasing Community Participation

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Abstracts

This research aims to explore the effectiveness of planning, implementation and evaluation of community relations management (PR) in increasing community participation in MTsN Batu City using a qualitative approach with a case study method. Data collection techniques include participant observation, in-depth interviews, and documentation studies, which are analyzed using the Miles and Huberman model through a process of data reduction, data presentation, and verification. The research results show that public relations planning at MTsN Batu City is carried out systematically, including identifying needs, formulating program strategies, ongoing evaluation, and efficient allocation of funds. Public Relations implementation involves active participation of all institutional members, targeted communication, use of social media, regular publications, monitoring public opinion, and intensive outreach. Program evaluation is carried out regularly using various techniques to ensure comprehensive feedback. This research confirms the importance of the strategic role of Public Relations in increasing community participation and building a positive image of educational institutions, as well as providing practical recommendations for developing effective Public Relations management models for educational institutions in Indonesia to increase community participation in school activities and support the achievement of better educational goals.

Keywords: Management, Public Relations, Community Participation, Institutional Image



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1. Introduction

In the increasingly complex world of education, the success of an institution is not only determined by academic quality, but the extent to which the community is involved and participates in school activities (Rahmat, 2021). High community participation not only supports students' academic achievement but also enriches their learning experiences and strengthens ties between school and community (Eden et al., 2024). In other words, public relations management (PR) plays an important role in increasing community participation through effective and inclusive communication strategies (Sa'dullah, 2023). A well-designed communication strategy that includes the use of various media, both traditional and digital, has proven to be effective in reaching a wide and diverse audience. Interactive two-way communication such as group discussions and workshops helps build a sense of community ownership and involvement in programs initiated by the organization. In an era where information is developing rapidly, structured communication strategies are the key to establishing close relationships between schools and the community through the use of social media, school websites, newsletters, and instant messaging applications. Schools can

convey information about student achievements, school activities, and programs. -new programs quickly and effectively to the community (Bahfiarti, 2021). However, the problem is, the existence and role of public relations in educational institutions in the country is still perceived as a part that only handles documentation, photographing, clipping and conveying information to the press (Daud, 2023).

The low understanding of educational institution leaders regarding the strategic function of public relations means that this role is not empowered optimally, public relations which should be the spearhead in establishing communication and cooperation with the community is often only seen as an additional part that is less important as a result of which many schools lose opportunities to build relationships. which is strong and positive with various stakeholders who can actually provide great support for educational programs (Mulyasa, 2022). In fact, the function of public relations includes developing effective communication strategies, building and maintaining good relationships with various stakeholders and gathering community support for school programs (Lee, 2019). When this function is not optimized, schools will lose opportunities to increase community participation which can actually be the main driver for improving the quality of education. The role of public relations that is not strategic also causes communication with the community to be less effective and less impactful (Kim, S, Ni, n.d.). The lack of empowerment of public relations means that their role is not placed in the strategic position it should be in the school organizational structure. The public relations function is often seen as a part that is not very important in the progress of an organization. In fact, a strong and strategic role of public relations is very necessary to establish good communication with the community, get their support and increase their involvement in various school programs (Valentini, C, Kruckeberg, 2020). This problem has a direct impact on the low level of community participation in school activities, which in turn hinders efforts to improve the quality of education. Low community participation makes schools lose the moral and material support that is really needed (Sheldon, S, B, Epstein, J, 2020). Apart from that, a lack of community involvement can also lead to a lack of sense of ownership and concern for school progress, which ultimately has a negative effect on student development (Smith, J, 2022).

By understanding and optimizing the strategic role of public relations, it is hoped that schools can build stronger relationships with the community, increase support and participation, and create a better educational environment for all parties involved. Through a more strategic and inclusive approach, the role of public relations can be changed from just an administrative function to become a vital driving force in achieving holistic and sustainable educational success. This approach requires close collaboration between various stakeholders, including teachers, parents, students and the wider community. Through this research, it is hoped that an effective and applicable public relations management model can be created for educational institutions in Indonesia. This model will include communication strategies, public relations empowerment programs, as well as practical steps to overcome various existing obstacles. By implementing this model, it is hoped that community participation in school activities can increase, thus supporting the achievement of better educational goals.

Several studies have examined public relations management in increasing community participation. Research conducted by (Rahmawati, L, Surya, 2021) with the

title "Public Relations Communication Strategies in Increasing Community Participation in Junior High Schools" which explains the communication strategies used by public relations in junior high schools to increase community participation. The use of social media, newsletters, and direct engagement activities such as parent meetings and open houses are effective in building positive relationships and increasing community participation. Research also emphasizes the importance of training for public relations staff to maximize communication effectiveness. Further research (Putri, A, Nugroho, 2020) with the title "The Role of Public Relations in Developing Partnerships with the Community to Improve the Quality of Education" this research explores the role of public relations in developing partnerships with the community and how these partnerships can improve the quality of education in schools. Using qualitative methods, this research shows that strong partnerships between schools and communities, facilitated by public relations, can help in raising funds, providing facilities, and increasing extracurricular activities, all of which contribute to improving the quality of education. further research was conducted by (Kurniawan, H, Sari, 2019) with the title "Implementation of Public Relations Programs in Elementary Schools to Increase Parental Participation". This research focuses on the implementation of public relations programs in elementary schools and its impact on parent participation. Through surveys and interviews with parents, teachers and public relations staff, this research found that programs such as workshops for parents, discussion forums and regular communication via digital media were effective in increasing parent involvement in various school activities. This research also highlights the importance of an inclusive and responsive approach to parents' needs. Next is research (Yusuf, E, Amelia, 2021) with the title "Optimizing the Public Relations Function to Increase Community Involvement in School Programs." This research examines how optimizing the public relations function can increase community involvement in school programs. This study uses a mixed-method approach and finds that good communication strategy planning, use of information technology, and collaboration with various stakeholders are key factors in increasing community involvement. This research also offers a public relations management model that can be implemented by schools to increase the effectiveness of their communications. Furthermore, research from (Widodo, S, Hartono, 2018) with the research title "The Influence of Public Relations Management on Increasing Community Participation in High Schools." This research analyzes the influence of public relations management on increasing community participation in high school. Through analysis of quantitative data from surveys conducted with students, parents, and teachers, this research found that good public relations management, including information transparency, involvement in decision making, and effective two-way communication, significantly increases community participation in various activities. school. This research also provides practical recommendations for improving the role of public relations in schools.

Thus, this research will not only provide a comprehensive overview of effective strategies, but will also provide practical recommendations for increasing community participation in other educational institutions. Therefore, this research aims to explore how effective public relations management planning is in increasing community participation in schools and the implementation of public relations in increasing community participation as well as evaluating what public relations has carried out in increasing community participation in MTsN Batu City. This research will explore

various communication strategies that can be used by public relations to build stronger relationships with the community.

2. Research methods

The approach used in this research is a qualitative approach with a case study type. Research subject of Batu City MTsN Public Relations. Data collection techniques used participatory observation, interviews and documentation studies. Participatory observation in which the researcher observes what the object of research does. Observations were carried out in several stages, including initial observations, carried out before this research was carried out. Interviews to reveal information regarding the efforts of public relations to increase community participation. Documentation is in the form of data taken from books, scientific journals and articles spread on websites so that it can support this research. The data analysis technique used in this research is the Miles and Huberman model. This data analysis is carried out interactively through data reduction, display and verification processes.

3. Results and Discussion

3.1 Public Relations Planning

Research findings show that public relations program planning at MTsN Batu City includes several activities including identifying, formulating goals, setting strategies, developing programs, setting budgets and determining evaluation standards. Institutions identify problems by analyzing general behavior in society by looking at public responses directly or through social media. Members of the public relations team are given the widest possible opportunity to provide opinions and views on the problems that occur. Apart from that, the institution also analyzes the relationship between madrasas and the community through several visits carried out by the institution and vice versa. These findings support the study conducted by Ariyanti and Prasetyo (Ariyanti & Prasetyo, 2021) that in planning community relations programs it is necessary to identify problems that occur to support good public relations management.

The deputy head of the madrasa for community relations at MTsN Batu City is responsible for maintaining good relations with student parents, committees, government institutions and other communities. For this reason, it is necessary to embody this in the objectives of the public relations program. Community relations programs are formulated to support the madrasah vision, the goals of each well-written program are an extension of the madrasah mission. One of the objectives is to increase community participation in making madrasah policy decisions. In public relations planning activities, it is necessary to involve all stakeholders because the more complex the parties involved in the planning, the more ideas for innovation will be obtained. Community participation in madrasa activities is very important, this is in line with the results of Hidayat's (2021) study which shows that community participation has a big role in realizing the relationship between madrasas and the community.

So that planning is in accordance with the goals that have been set, a strategy is needed to make it happen. The strategy carried out by Batu City MTsN is to analyze needs, pay attention and consider the resources they have. The research results also show that public relations planning to increase community participation has been carried out systematically and structured. Planning includes identifying needs through

team collaboration by analyzing responses to public opinion, developing program strategies, ongoing evaluation and efficient allocation of funds. This is in line with the results of Feryanda and Wijaya's (2024) study which shows that team collaboration in public relations planning increases the effectiveness of communication and program implementation. Allocating costs for public relations activities is carried out efficiently in accordance with applicable regulations with costs coming from committees. This efficiency in using the budget reflects the madrasah's ability to manage costs well. This supports the research of Agustine et al (2024) which shows that good cost management is very important in an effective PR strategy.

Batu City MTsN Public Relations has various programs aimed at increasing community participation, such as social activities during the month of Ramadan, namely zakat, sharing takjil, halal bi halal, and commemoration of Islamic holidays (PHBI). Apart from that, the Achievement Degree program which displays student achievements on social media also increases the pride and participation of student parents. This supports research conducted by Masrufa (2024) where schools that run social programs and publish student achievements have succeeded in strengthening relationships with the community and increasing participation through relevant and meaningful activities. Regular evaluation of PR programs is carried out through management team meetings to ensure their relevance and effectiveness. Adjustments based on this evaluation show the madrasah's flexibility in adapting programs according to changing community needs and conditions. In line with the study of Aryani et al (2024) which emphasizes the importance of continuous evaluation and responsiveness to public input to maintain a positive image of the institution.

The results of this research show that the Batu City MTsN Public Relations program planning always seeks to receive and respond to community responses regarding educational development through madrasa committees as well as social media and websites. The rapid response and program adjustments based on this feedback demonstrate the madrasah's commitment to meeting the information needs and desires of the community. An effective, collaborative and adaptive madrasah public relations planning strategy has been proven to be able to increase community participation and strengthen the positive image of educational institutions.

3.2 Implementation of Public Relations

The implementation of Batu City MTsN Public Relations in increasing community participation is carried out through various structured and effective strategies. One of the main strategies is the involvement of all institutional members in madrasa promotion. Teachers and education staff work together to update the content of madrasa activities and the achievements of teachers and students on social media. This shows that madrasa promotion is not only the responsibility of Public Relations, but also involves active participation from all members of the institution. This finding is in accordance with research conducted by Firdaus and Utama (2021) which states that the participation of all school members in promotional activities increases the effectiveness of PR campaigns.

Directed and effective communication is also the focus in implementing Public Relations at MTsN Batu City. Madrasahs make every effort to communicate through meetings and group discussions to ensure information is conveyed clearly and precisely. These findings support the research of Iswati et al. (2023) which shows that

good communication between management and all members of the organization is the key to increasing participation and involvement. Madrasas use various communication tools to reach internal and external parties. Social media has become an effective modern communication tool, while open meetings and briefings have become manual means of communication. The use of social media allows madrasas to disseminate information quickly and widely. This is in accordance with the findings of Qarlina et al. (2023) that social media plays an important role in building relationships with the community.

Monitoring internal and external public opinion is also an important part of implementing the Batu City MTsN Public Relations program. Madrasas always monitor public opinion through meetings and briefings to understand community perceptions and responses to the policies and programs implemented. This response to public opinion shows the madrasah's commitment to listening and adapting programs according to community needs. These findings support research conducted by Taryana (2023) which states that responsiveness to public feedback is key in maintaining positive relationships with the community.

Publication of Batu City MTsN activities is carried out regularly through social media and websites. The Public Relations Team always tries to update news about madrasa activities to ensure community involvement and participation. This is in line with research by Rivaldy et al. (2023) which states that regular and transparent publication of school activities increases community trust and participation. Madrasas also socialize policies related to academics and finances through parent meetings and parenting activities. This intensive outreach ensures that the community, especially parents, receive accurate and unmistakable information about the madrasa program. This supports the study of Jafar et al. (2023) which shows that good socialization increases community understanding and participation in school activities.

The results of this research show that the implementation of Public Relations at MTsN Batu City is carried out effectively by involving active participation of all members of the institution, targeted communication, use of social media, regular publications, monitoring public opinion, and intensive outreach. This has proven to be able to increase community participation in madrasa activities. These strategies not only strengthen relationships with the community but also build a positive image of educational institutions.

3.3 Public Relations Evaluation

Evaluation of the Public Relations program at MTsN Batu City involved various parties, including madrasa heads, committees, teachers, staff and the community. The evaluation process includes discussions about improving the quality and quantity of students, fostering community relations, as well as supervision carried out by the school principal. Routine evaluations are carried out at the middle and end of the semester and at the end of the academic year. Incidental evaluations are carried out for urgent matters. The time for carrying out the evaluation is divided based on a priority scale, namely important urgent, important not urgent, not important urgent, and not important not urgent. This strategy allows schools to restructure programs better and more effectively. This is in accordance with the findings of Fahrudin and Halwati (2023) who emphasize the importance of optimal communication and regular evaluation in Public Relations management.

The various evaluation techniques used include observation, recording, research through questionnaires, checklists, opinion polls, and rating scales. These diverse evaluation techniques allow schools to get comprehensive and proportional feedback, as stated by Sholeh (2023) who found that responsiveness to feedback increases community trust and participation. There are several obstacles in the implementation of Public Relations that can be identified, such as the busy workload of teachers and the lack of time for parents who are busy with their personal affairs. The majority of parents who do not have higher educational qualifications also become an obstacle in developing children's intellectual development. However, strong support from teaching staff and school personnel, as well as the involvement of alumni in publicizing and making school programs a success, helps overcome this obstacle. This commitment and collaboration creates a cooperative and enjoyable work climate. These findings support Prayetno's (2022) study regarding the importance of internal and external support in PR programs.

The results of this research show that the evaluation of Public Relations at MTsN Batu City shows that optimal communication and continuous evaluation are the keys to increasing community participation. These findings confirm previous research which emphasizes the importance of collaboration, comprehensive evaluation techniques, and responsiveness to feedback in Public Relations management. With an effective evaluation strategy, madrasas can improve the quality of their Public Relations programs and strengthen relationships with the community.

4. Conclusion

This research revealed that public relations planning at MTsN Batu City was carried out carefully through management team meetings involving various parties. Identification of needs is carried out by analyzing general behavior and the organization's relationship with society, as well as by listening to public opinion via social media. The Public Relations program is designed to improve the school's image with various social activities and publicizing student achievements. This plan is tailored to the needs of the madrasah, which is evaluated periodically through management team meetings to ensure the relevance and effectiveness of the program. This shows the importance of strategic planning in Public Relations management to increase community participation.

The implementation of Public Relations shows that targeted and effective communication in the madrasa environment is very important. All teachers and education staff play an active role in promoting madrasas, both through social media and direct communication. Information about school activities and policies is conveyed clearly to the public through various communication channels including information boards, social media and websites. Effective communication strategies and involvement of all school members are the keys to implementing Public Relations to increase community participation.

Public Relations evaluations in madrasas are carried out routinely and incidentally based on a priority scale. Evaluation involves various parties, including the madrasa head, committee, teachers, staff, and community, to ensure the program runs well and meets the needs of the madrasa. The evaluation techniques used are varied, including observation, recording, research through questionnaires, checklists, opinion polls and rating scales. Obstacles faced in the evaluation included teacher workload and

limited time for parents, but support from teaching staff, responsive school principals, and involvement of alumni helped overcome these obstacles. Effective evaluation allows madrasas to obtain comprehensive feedback and make continuous program improvements which ultimately increase community participation

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