

IMPLEMENTATION OF PUBLIC RELATIONS MANAGEMENT IN BUILDING PUBLIC TRUST AT LUQMAN AL-HAKIM PRIMARY SCHOOL IN JEMBER

Shibghatalllah Mujaahid Al Islaam

UIN KH. Ahmad Siddiq Jember

Shibghah91@gmail.com

Riayatul Husnan

UIN Kiai Haji Achmad Siddiq Jember

riayatulhusnan@uinkhas.ac.id

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Abstract

Public Relations Management (PR) in educational institutions has an important role and function in building and maintaining relations between institutions and the community, so as to provide public trust and influence the success of these institutions. SD Luqman Al Hakim Jember was chosen because of the many public relations programs that other schools do not have. This study aims to describe the Planning, Implementation and Evaluation of Public Relations Management Implementation in Building Public Trust at SD Luqman Al Hakim Jember. The research method uses a descriptive qualitative approach with a phenomenological research type using interview techniques, observation and documentation. Data analysis in this study was carried out by collecting data, condensing data, presenting data, drawing conclusions and verifying. To ensure the validity of the data using data and source triangulation techniques. The results of the research are: 1) HUMAS

management planning is carried out during a work meeting at the beginning of the year which takes into account the results of the HUMAS work evaluation in the previous year. 2) the implementation of Public Relations Management is carried out online by maximizing the school website and then also carried out offline in the form of holding routine activities which are attended by student parents. 3) Evaluation of HUMAS management is carried out through year-end meetings or incidental HUMAS activity evaluation meetings.

Manajemen Hubungan Masyarakat (HUMAS) pada Lembaga Pendidikan memiliki peranan dan fungsi penting dalam membangun dan mempertahankan hubungan antara lembaga dan masyarakat, sehingga dapat memberikan kepercayaan public dan pengaruh kesuksesan terhadap lembaga tersebut. SD Luqman Al Hakim Jember dipilih karena banyaknya program humas yang tidak dimiliki pada sekolah lain. Penelitian ini bertujuan untuk mendeksripsikan Perencanaan, Pelaksanaan dan Evaluasi Implementasi Manajemen HUMAS dalam Membangun Kepercayaan Publik di SD Luqman Al Hakim Jember. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian fenomenologis menggunakan teknik wawancara, observasi dan dokumentasi. Analisis data pada penelitian ini dengan melakukan pengumpulan data, kondensasi data, penyajian data, penarikan kesimpulan dan verifikasi. Untuk menjamin keabsahan data menggunakan teknik triangulasi data dan sumber. Hasil Penelitian menyimpulkan bahwa: 1) perencanaan manajemen HUMAS dilakukan pada saat rapat kerja awal tahun yang mempertimbangkan hasil evaluasi kerja HUMAS di tahun sebelumnya. 2) pelaksanaan Manajemen HUMAS dilakukan secara online dengan memaksimalkan website sekolah kemudian juga dilakukan secara offline dalam bentuk mengadakan kegiatan rutin yang diikuti wali murid. 3) Evaluasi manajemen HUMAS dilakukan melalui rapat akhir tahun ataupun rapat evaluasi kegiatan Humas yang berupa insidental.

Keywords: Public Relations Management, Public Trust.

Introduction

Communication in the field of education is an important activity carried out to build the trust of educational institutions

with the community or other institutions. Currently, the existence of public relations (HUMAS) has become a management trend in Indonesia. Especially in Educational Institutions with the establishment of a public relations division is a separate part because it has an important role as a liaison between Educational Institutions / Schools and the community. Public relations (HUMAS) plays a role in communicating the work program of an institution to the public.¹ Such as, introducing the institution its manages to the general public both in terms of school achievement and students, delivering school programs to school promotion.

In a case study conducted at SD Muhammadiyah Manyar, it was revealed that the public relations strategy in an effort to attract community interest was planned in scheduled work meetings, and the school synergized with school residents in publicizing the school. As well as conducting periodic evaluations using the questionnaire method.² In the research conducted by Hermawati, it can be concluded that the role of Public Relations (HUMAS) for schools also has an important influence on realizing quality madrasah that can meet the needs of surrounding education. It was also mentioned that the quality of education also improved and made this school a religious center. Public trust in the existence of schools is becoming stronger and stronger.³

In Permendiknas No. 24 of 2008 concerning the Standards of School / Madrasah Administration Personnel in the dimensions of

¹ Fifin priandono, *Manajemen Humas pendidikan dalam upaya pencitraan sekolah di Sekolah menengah Kejuruan*. (At-Ta'lim: Media informasi islam. IAIN Bengkulu) Vol.18 No. 2 (2019), 2. <http://dx.doi.org/10.29300/attalim.v18i2.1740>

² Musfiroh Hidayati dan Rivo Nugroho, "Strategi Hubungan Masyarakat dalam Upaya Menarik Minat Masyarakat di Sekolah Fullday (SD Muhammadiyah Surabaya)," *Jurnal Manajemen Pendidikan* Vol. 4 No. 1 (2016),1-2 <https://ejournal.unesa.ac.id/index.php/inspirasi-manajemen-pendidikan/article/view/17236>

³ Hermawati, "*Strategi* Manajemen Humas dalam Membangun Citra Madrasah di Madrasah Tsanawiyah Negeri Lubuk Pakam Kab Deli Serdang", (Repositori SkripsiUINSU, 2017), 92 <http://repository.uinsu.ac.id/id/eprint/3450>

Implementing School Relations Administration Affairs with the Community are as follows: Facilitating the smooth running of school committee activities, Helping to plan stakeholder engagement programs, Fostering cooperation with government and community institutions, Promoting schools, Coordinating the search for graduates (alumni, Serving school guests, Creating information system services and reporting school relations with the community, Utilizing information and communication technology (ICT) to administer school relations with the community.⁴ One of the methods used to gain community trust is to strengthen the internal system through good relations between school residents and all school staff.⁵ School Public Relations (HUMAS) management focuses on activities that assist schools in identifying and solving problems related to Public Relations (HUMAS) such as how the cooperation has an impact on the school and the community.⁶ Here it is illustrated that PR (HUMAS) managers have roles as consultants, communication facilitators, and problem solving facilitators. As a consultant, school public relations (HUMAS) carries a huge mandate in supporting school sustainability, maintaining school quality, and participating in finding solutions to various problems faced so as to gain public trust from the community. Luqman Al Hakim Elementary School is one of the private elementary schools located in Summersari District, Jember regency which is based on Islam. Community interest in this school is very high as seen from the cooperation built by the school through approaches with parents, the surrounding community and also the local government. The increase in the number of students each year at school can be said

⁴ Uraian Tugas *Pokok* Tenaga Administrasi (Berdasarkan Permendiknas RINo. 24 Tahun 2008 Tentang Standar Tenaga Administrasi Sekolah)

⁵ Siti Aminatun Akhyar, "Kontribusi Manajemen Humas dalam Meningkatkan Kepercayaan Wali Siswa kepada SDIT Bias Giwangan Yogyakarta," *Jurnal Manajemen Pendidikan Islam "Al-Fahim"* Vol. 1 No. 1 (2019), 46.

⁶ Juhji, Bernadheta Nadeak, dkk, *Manajemen Humas pada Lembaga Pendidikan* (Bandung: Widina Bhakti Persada, 2020), 2

to be an indicator of the success of the implementation of public relations (HUMAS) management at Luqman Al Hakim Jember Elementary School in building public trust.

Based on the preliminary study conducted, information was obtained by looking at the managerial success of Public Relations (HUMAS) in the school, the author is interested in examining how the implementation of public relations management (HUMAS) is used so that public interest and trust in the institution increases. Based on the explanation above, this study is entitled Implementation of Public Relations Management in Building Public Trust in Luqman Al Hakim Jember Elementary School.

Method

The approach used in research is descriptive qualitative, with a phenomenological type of research, where researchers try to understand the meaning of events and their relation to ordinary people in certain situations.⁷ The research was conducted at SD Luqman Al Hakim Jember which is located at Jalan Kaliurang No. 05 Sumbersari Village, Sumbersari District, Jember Regency. This research focuses on the process of planning, implementing and evaluating public relations (HUMAS) management in building public trust at SD Luqman Al Hakim Jember. The data collection techniques used are observation, interviews, and documentation. The observation was carried out by direct observation and review at SD Luqman Al Hakim Jember. The interviews in this study used structured interviews conducted with the principal of Luqman Al Hakim Elementary School, Waka for student affairs/public relations (HUMAS) and the head of the school committee. The documentation technique was used to obtain document data in the form of archives, reports and other records from SD Luqman Al

⁷ Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, (Bandung: PT Rosdakarya, 2007), 14

Hakim Jember. Such as an overview of SD Luqman Al Hakim, archives regarding the planning, implementation and evaluation of PR (HUMAS) management activities, or other data that can support this research.

The data analysis techniques used are data collection, data condensation, data presentation, conclusion drawing and verification.⁸ The validity test in this study used triangulation techniques and source triangulation. Triangulation techniques are carried out after obtaining data from interviews, then checking through conservation and documentation.⁹ If different data are obtained from the three testing techniques, further research will be carried out to be able to ensure the tested data is correct. Source triangulation is performed using different techniques with the same source. The results of triangulation or cross-examination of the data obtained were carried out by comparing interview data with observational data and data from the review of documents related to Public Relations Management at Lukman Al Hakim Jember Elementary School which has been going on so far. The stages of this research consist of several stages, the first of which is the pre-research stage including preparing research plans, exploratory studies, taking care of research permits, and compiling research instruments. Furthermore, the stage of research implementation and the final stage of research are carried out.

⁸ Suharsimi Arikunto, *Dasar-Dasar Evaluasi Pendidikan* (Jakarta: Bumi Aksara, 2018), 274-275

Results and Discussion

Public Relations (HUMAS) Management Planning in Building Public Trust in Luqman Al Hakim Jember Elementary School.

Public relations (HUMAS) management planning is a strategic process to manage harmonious relationships between schools and their communities both internally and externally to achieve goals starting from planning, organizing, implementing and evaluating. Planning has a reference for building towards and moving forward.¹⁰ The goals to be achieved by the School include disseminating information, instilling trust with the community, and fostering a positive image. According to Denny Griswold quoted by Suryosubroto stated that, "Public relations is the management functions with evaluates public attitude identifies the policies and procedures of an individual or organization with the public interest and executes a program of action to earn public understanding and acceptance". Public relations (HUMAS) is a management function held to assess and conclude public attitudes, adjust the behavior and procedures of agencies or organizations to the public interest, run a program to gain public understanding and support.¹¹

Planning is the process of setting goals or actions in achieving the goals to be achieved. Planning is the most important thing in a management process, because in planning efforts are made to achieve goals and actions in a coordinated manner. The planning of Public Relations (HUMAS) programs at Luqman Al Hakim Jember Elementary School refers to the Evaluation of Public Relations Programs in previous years, the planning of the Public Relations (HUMAS) program is carried out through working meetings both internally and within the foundation and school as

¹⁰ Slamet Mulyadi, *Perencanaan HUMAS dan Usaha membangaun Citra Lembaga yang Unggul*, (Tadbir: Jurnal Studi Manajemen Pendidikan. STAIN Curup Bengkulu) Vol. 2 No. 2 (2018) <http://dx.doi.org/10.29240/jsmp.v2i2.566>

¹¹ Suryosubroto, *Manajemen Pendidikan Di Sekolah* (Jakarta: Rineka Cipta, 2010), 154

well as externally with school residents who are members of the parents' association. These working meetings take place at Luqman Al Hakim Elementary School Jember and are generally held before the new school year but are sometimes also planned at school meeting forums. Regarding the Public Relations (HUMAS) Management Planning carried out, planning as the first step of management activities carried out in accordance with the objectives of the work program planning process to manage various Public Relations (HUMAS) management activities can be realized if well-organized through Public Relations (HUMAS) management that is managed professionally and can be accounted for the results or targets. This aims to create a harmonious relationship with the community, both internal school residents and external communities. This can be realized if both get clear information, and are easily understood by both.

Implementation of Public Relations (HUMAS) Management in Building Public Trust in Luqman Al Hakim Jember Elementary School.

The implementation of Public Relations (HUMAS) management is the most important stage because at this stage it is an effort or action to achieve the goals that have been set in the PR program planning process. Therefore, in the process of its implementation, people who are experts in verbal communication in public are needed. The cohesiveness that occurs is due to the activities of Public Relations (HUMAS) activities that have been planned and carried out regularly for teachers / educators, and education staff, as well as for parents. The implementation of Public Relations (HUMAS) activities is the stage of realizing a predetermined Public Relations (HUMAS) activity plan and mobilizing all resources owned, both human and non-human resources. While the steps in implementing the program are generally divided into two, namely acting and communicating. Act

to complete the stages of work performed for one activity. Communicate to convey information to those involved and also to the public about what is being done.¹²

This is in accordance with the results of research that researchers found about the implementation of public relations in building public trust in Luqman Al Hakim Jember Elementary School, namely the school realizing public relations (HUMAS) programs that have been planned in the form of internal and external activities. Internal activities include: Meeting every Thursday for coordination with the foundation, every Friday for coordination of the school core team and principal and every Saturday for teacher coordination, GIS activities, ceremonies and rihlah. While external activities include: home visit activities, parents' associations, social services, friendship (silaturahmi) visits, Eid al-Adha activities, activities in collaboration with other agencies and publication activities using offline media such as banners, brochures, notice boards and online such as the use of social media whatsapp, facebook, website, youtube.

Evaluation of Public Relations Management (HUMAS) in Building Public Trust in Luqman Al Hakim Elementary School

Evaluation in Public Relations (HUMAS) Management has an important role because evaluation is carried out to determine the level of effectiveness and success of implementing a program. The success of a program or activity, be it large programs or small activities that cannot be seen directly by the senses, requires an evaluation to determine the level of success. Evaluation also has a function to find out whether the objectives of the implementation of the program that have been set are achieved or not. Evaluation is

¹² Yosai Iriantara, *Manajemen Humas Sekolah* (Bandung: Simbiosis Rekatama Media, 2013), 154

also used to find out feedback in determining the strategy to be planned next. Therefore, PR (HUMAS) management should be managed in accordance with overall management functions so that predetermined goals can be achieved. In this case, it is to build public trust which can be seen from several indications that there is a lot of public interest in sending their children to school because of the stories, impressions, or feedback conveyed by parents who sent their children to school first, and also the support from the community for school programs. Evaluation is a process of critically reviewing the Public Relations (HUMAS) program so that what is done does not deviate from the objectives and assessing the effectiveness of planning, implementing the implementation of the Public Relations program in realizing the vision and mission of educational institutions. This is in accordance with the Public Relations (HUMAS) Evaluation activities carried out by SD Luqman Al Hakim Jember by considering and assessing conformity with the planned program, the implementation process, assessing obstacles, the impact of Public Relations (HUMAS) activities and the response of the school environment, school residents and the community in meeting activities every month, every semester and every year and after incidental Public Relations (HUMAS) activities.

Public relations (HUMAS) evaluation at SD Luqman Al Hakim Jember is in the form of evaluation meetings carried out incidentally after the implementation of the program or routinely both by internal school public relations (HUMAS), internal meetings with school residents, meetings with foundations and committees, community forums and structured meetings every month, end of semester or end of school year. At the time of evaluation it is known about the appropriateness of planning and execution, knowing the obstacles, and their influence in society.

Conclusion

Based on the results of research on the implementation of public relations management in building public trust in Luqman Al Hakim Jember Elementary School, conclusions can be drawn:

1. Planning is carried out in a structured and systematic manner both through meeting forums held at the beginning of the school year and meetings held before incidental public relations activities. Planning also refers to the evaluation of previous public relations work programs.
2. The implementation is carried out through public relations programs that involve all internal school residents so that it has an impact on increasing public trust in the school through various internal activities and external activities. Meanwhile, the media used in the implementation of Public Relations (HUMAS) is carried out both online and offline.
3. The evaluation is carried out by analyzing the process of Public Relations (HUMAS) activities as well as receiving criticism, suggestions and feedback from the Public Relations program that has been implemented. Evaluation is held through year-end meetings or incidental public relations activity evaluation meetings.

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