

Community Relations Management in Developing an Educational Institution at Junior High School State 2 Tondano, Minahasa District

Henny N Tambingon¹, Jeffry JS Lengkong¹, Joulanda AM Rawis¹, Kornelius Kambu¹, Olviane I Rattu¹,
Wensi Paat¹

¹Doctoral Study Program in Educational Management, Postgraduate Program Universitas Negeri
Manado, Indonesia

*Corresponding author: olvianerattu@gmail.com

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ABSTRACT

Society and schools are an inseparable unit to educate the nation's children. Both are part of the center of the tricenter of education. This research aims to describe public relations management (PR) in developing educational institutions. The background of this research is Middle School in Minahasa Regency. This study uses a approach qualitative with descriptive study methods. Data collection was carried out through interview techniques, observation, and document study. Furthermore, data analyzed use technique reduction, presentation data, And withdrawal conclusion. Testing the validity of the data was obtained through triangulation techniques. The results of this research show that public relations management at SMP Negeri 2 Tondano is carried out well, this is seen from the implementation of management functions in developing the school. Furthermore, public relations performance is carried out well, in the form of direct involvement with student guardians, government and related agencies, committees, and the community general, added Again with involvement field public relations in socialization on line school the on various social media.

Keywords: Institution Education, Management Connection Public, Minahasa District

INTRODUCTION

Education is a process to change a child's soul by directing and guiding his potential optimally. The task of education is also to prepare students to easily interact with their surrounding environment, such as family, school, community, and even the nation and country where they live and carry out all their activities (Syarifudin, 2011). In this era, it is very easy for people to see the development of an educational institution. It is whether the educational institution is of good quality or not. The progress of educational institutions is also determined by society. The progress of educational institutions can be seen in how far the public can trust them to carry out their duties and mandates. Thus, educational institutions or policymakers and educational actors, in particular, must create strategies that can create an institutional climate that is dynamic and responsive to the needs of the surrounding community. If studied continuously, every educational institution is required to be able to synergize and involve the community in managing and developing managerial processes in its institution. This statement is referred to as education with the community, namely that the institution tries to include the community in every government program. This is because the real needs faced by society are the main purpose of the educational institution's existence (Winarni, 2006).

However, looking at the current reality, there is often a less-than-harmonious relationship between educational institutions and society and vice versa. This is caused by many factors, and ideally, educational institutions and society must have a harmonious relationship. If the organization does not intertwine a connection that is good with society, then there is a flavor reluctant To give aspirations from the community to the institution. So, there is a gap in the relationship between schools and the community as educational customers. As a result, communication within the institution does not run well (Mundiri, 2016). The lack of synergy between institutions and internal and external communities is the less-than-optimal role of public relations in a company organization. Another factor is that the public relations function is not properly placed within educational institutions (Zubair, 2018). This gap affects people's perception of the image of educational institutions and their bad image. Public relations activities in educational institutions can convey good public awareness and opinions about the establishment of schools and educational institutions.

Bad management can also be the reason why the public relations sector of a school organization does not run well and affects the school's image. Several things cause the Indonesian people's participation in education to remain low, including (1) the social, cultural, and geographical conditions of the Indonesian people, (2) the financial helplessness of the people in terms of financing, and (3) policy making that pay little attention to field conditions (Roskina, 2011). Community participation and relationships with educational institutions as a contribution to the progress of Islamic institutions must be considered by the government. The public needs to realize that they play a very important role, and public trust in Islamic institutions is one of the keys to the progress of these institutions. Not to mention, if the relationship between the school, the parents, and the community is well established

in the future, it can provide a better and more significant contribution to the development of education and learning so that we can together create quality education in schools (Roskina, 2011). The role of public relations in educational institutions is one of the central and important elements in educational management. Here, the public relations management process for education is the process of planning, implementing, controlling, And evaluating programs That focus on interaction social institutions by maximizing resource utilization. This level of management cannot be transferred independently without any other features. Because every time we carry out a certain leadership function, other leadership functions progress to the next level.

Relevant research on public relations management (public relations) and efforts to develop educational institutions has been studied from various points of view. These include discussing aspects of the basic concepts of public relations management in education (Umar, 2016), public relations management and the level of school credibility (Deddiliawan & Arafat, 2019, Ismail et al., 2018), public relations management and the quality of educational institutions (Dhuhani, 2017), and public relations management in building the brand image of educational institutions (Sholihah, 2018, Priandono, 2019, Suardi, 2017). Looking at the literature review above, it is understood that the various relevant studies above still leave "empty" space in efforts to analyze public relations management in developing educational institutions with a research background at SMP Negeri 2 Tondano. In this way, the researcher seeks to deepen the study, which is summarized in the research title, "Public Relations Management in Developing Educational Institutions (Case Study at SMP Negeri 2 Tondano)".

METHOD

This research uses a qualitative approach with descriptive study methods. This means that narrative words and efforts to describe the actual situation being studied become a systemic presentation of data in research, not based on numbers. The research setting took place at SMP Negeri 2 Tondano. Data collection techniques through interviews, observation, and document study (Assingkily, 2021). In practice, the researcher observed student activities (programs) at the school, then interviewed informants consisting of the school principal, teachers, school public relations, the surrounding community, and also students. To see the suitability of the data, the researcher checked the study of school documents and archives. The data analysis techniques are reduction, data presentation, and verification. The validity of the analysis results is then tested through the triangulation technique. The use of this triangulation technique is intended to check the validity of the data based on a minimum of 3 (three) methods (observation, interviews, documentation), as well as referring to data sources, a minimum of 3 (three) data sources (school principal, teachers, school public relations, community, and student).

RESULTS AND DISCUSSION

Management Public Relations in Develop Institution Education

Leaders, as managers or vice versa, in an educational institution have an important function, namely facilitating the process of achieving goals comparatively among members and, at the same time, providing opportunities for their personal growth and development. According to Hakim (2016), leadership is a management concept in organizational life, has a strategic position, and is a social phenomenon that is always needed in group life.

Looking at the findings at SMP Negeri 2 Tondano, we can see that leadership in the institution is also the focus of all activities. The headmaster as a leader is a manager and the main manager to achieve the desired goals, and in the development of an institution, the leader is also the determinant of the success of the institution's development. In this school, the principal also provides space for travel, but it remains a defined process to develop the individuality of each party responsible and interested in managing and managing institutional relations with the community. This problem follows other findings that suggest that public relations parties should have the ability to intertwine communication and cooperation that is Good And harmonious with the community to create a positive view from the community regarding the condition of the institution and its education (Harini & Karwanto, 2014). Thus, both principals and deputy principals in the field of public relations in educational institutions cannot be separated from the principles of effective communication concerning the community so that it is easy to resolve problems faced together (Nasution, 2010):

First, the principle of relationships in communicating with other people. Through communication activities, humans cannot be separated from interactions with other people. Therefore, the principle of relationships plays an important role, especially at SMP Negeri 2 Tondano. This can be seen from the fact that school administrators and their educational staff often hold coordinated discussions to further develop the institution in all its components, including community relations. According to Risdiyok & Aprison (2021), communication is very much needed in the educational process. Through communication, harmonious relations between the school, community, and student guardians will be well established. Various collaborations in the children's education process also take place effectively through good communication. In this way, the coordination process in efforts to develop educational institutions can be carried out effectively and efficiently.

Second, the principles of interpersonal communication. The communication created is reciprocal and interactive. This communication is one of the principles of public support to form people and communities as users and parties representing the organization. Public relations activities at SMP Negeri 2 Tondano realize that good communication is needed to resolve all related educational problems with students, families, and schools, so always communicate effectively, directly, and not directly. In connection with the above principle, Widodo et al. (2021) stated that interpersonal communication is very important for schools to carry out with students. Of course, this is through an interactive relationship between teachers and student guardians to obtain information regarding how to learn and strengthen teaching materials for students, both at home and at school. This effort can also

be implemented through the provision of guidance and counseling services, which have a significant impact on students' interpersonal communication.

Third, the principle of participatory style is used to explore aspirations. Results of research at SMP Negeri 2 Tondano show that educators, educational staff, students, old people, and the community all give donation thinking and efforts to smoothness and effective implementation policy schools, especially when selecting and deciding on the necessary guidelines. Fourth the principle of persuasion. Leaders must have the ability to influence other people (Jubaedah et al., 2021). To persuade others, be honest and objective, think about others, pay attention to service, and show professionalism, foresight, and friendliness so that managers can influence subordinates and coworkers. You need to trust the manager and the workforce. Fifth is the informative principle. Public Relations: as the principal who is responsible for public relations at SMP Negeri 2, Tondano must be able to manage strategic information and communicate it to the general public within the facility and the general public/outside the facility. This is proven by frequent visits from parents, the general public, and even other Tondano 2 State Middle Schools. Sixth, the principle of building relationships. In this case, managers need to bring out creativity and innovation to foster community relations. The Principal and Public Relations of SMP Negeri 2 Tondano is committed to maintaining good relationships with educators, staff, and students, as well as providing encouragement and motivation by prioritizing mutually beneficial cooperation for parents and external institutions.

Public Relations of SMP Negeri 2 Tondano uses several approaches to build communication with the public wide. This involves election time, which is appropriate for them to gather and involve the community in school activities, and then selecting several influential people in the community or institution to invite them to collaborate. The public relations principles and approach of SMP Negeri 2 Tondano make it easy to determine ways to solve problems and obstacles in the development of an educational institution, depending on the needs, time, and conditions of the institution and society. Having public relations in an educational institution is very necessary to maintain institutional existence because most people view all educational institutions as competent institutions in the field of education for their future generations (Umar, 2016). To ensure this, the Deputy for Public Relations of SMP Negeri 2 Tondano views the community as the main target of public relations for organizations, businesses, or educational institutions. Public Relations of SMP Negeri 2 Tondano assumes that the community will also maintain and determine the quality of institutional development, bearing in mind the ever-diverse needs and interests of individuals so that the principle of community participation is truly held. And the more Lots participation You have, the more Lots are not quite enough, the responsibilities and responsibilities you have for the institution, and ultimately, your loyalty to the institution.

This is in line with the explanation of Fauziyati (2018), who explained the need to apply principles to increase community involvement in the education sector. So, we hope that educational institutions can communicate actively with the community. The existence of internal and external public participation in creating quality educational institutions needs to be maximized. Meanwhile, there are several active strategies used by public relations at SMP Negeri 2 Tondano to attract

community participation to take part in developing education, which is considered quite important in determining its success. Public relations efforts to increase community participation in the success of educational development in schools include: First, establishing good communication relationships with parents and the community. Parents and the community will participate if they also feel the benefits of their participation in developing education at school. This benefit can be interpreted as concern and satisfaction because they can contribute their abilities for the benefit of the school. This is an important thing in building relationships with parents and the community in establishing effective communication (Fauziyati, 2018:173). Second, at SMP Negeri 2, Tondano seeks community participation through direct communication, like a meeting teacher at every program that will be enforced in school. And usually followed up via social media groups.

Third, carry out socialization. Public relations indeed has the task of being a problem solver in communicating with society, institutions, and the public. And indeed, public relations should intensively socialize its institutions openly and thoroughly (Zubair, 76). Like Public Relations at SMP Negeri 2 Tondano, they carry out outreach using different methods and approaches. This includes sending letters to many Primary Schools with a school profile each year and then visiting the Primary schools. Usually, there are about 15 elementary schools that need to be socialized every year, and students participate in all competitions in rural areas, nationally, and in many other ways. An approach used for objective socialization. Fourth, work the same with agency other. Likewise, at Tondano 2 Middle School, cooperation is also implemented as a school program. This is supported by most programs from other organizations and agencies. Schools as institutions/organizations that produce high-level talent must be able to guide all their students to a high level of competency in their fields. Meanwhile, the community determines goals, strategies, and representatives in implementing policies as community participation in all processes and community development, depending on the meaning of development itself. Therefore, public relations needs to be carried out in harmony. Institutions and the community need to work together and work hand in hand to help achieve the school's vision, mission, and goals effectively and efficiently. Improving public relations performance in the implementation of all public relations programs certainly requires observation, modification, evaluation, and implementation of public relations programs during the management process. Allows you to see which programs are being implemented well or not optimally. The evaluation focuses on the process of the program and the evaluation of the results after the program is implemented.

In this way, the assessment can easily be used as a benchmark when deciding on program improvements and when deciding on follow-up programs such as It is more effective and efficient than the previous program. Public Relations activities of SMP Negeri 2 Tondano always carry out self-assessments of various programs carried out, because it is deemed necessary to carry out assessments. Public relations evaluations at SMP Negeri 2 Tondano are usually carried out by public relations when the program is finished. At the end of the lesson, the principal will evaluate it. This evaluation model is carried out to improve public relations performance during implementation programs, and evaluation is done on the end-of-year teachings to increase evaluation results from Public Relations by the school management. Because the activity of public relations is done by several people and

evaluation is done by several people, then constructive criticism, suggestions, and opinions can be easily obtained for further development of public relations activities. The results of the evaluation of all schools make it easier for public relations activities at SMP Negeri 2 Tondano to observe and evaluate all programs implemented as well as determine and change programs that will be implemented in the following academic year. Assessment is used to be able to review the implementation of a planned program, which consists of programs whose preparation is supported by the results of investigations, and the assessment is carried out carefully in the evaluation of the course, an investigation and assessment of the obstacles that exist in the process and results of a program are carried out (Harini & Karwanto, 2014). With this kind of evaluation model implemented by Public Relations of SMP Negeri 2 Tondano, it will certainly support and make education at SMP Negeri 2 Tondano more developed and of better quality. Due to comprehensive improvement and development efforts carried out on all components, existing ones have been implemented regularly and seriously.

CONCLUSION

Based on the description above, it can be concluded that public relations management at SMP Negeri 2 Tondano is carried out well, this is seen from the implementation of management functions in developing the school. Furthermore, public relations performance was carried out well, in the form of direct involvement with student guardians, the government and related agencies, committees, and the general public, plus the involvement of the public relations sector in online socialization of the school on various social media.

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