

**PUBLIC RELATIONS STRATEGY MANAGEMENT IN INCREASING
STUDENTS' INTEREST IN STUDYING AT MTSN 2 HULU SUNGAI UTARA
SOUTH KALIMANTAN**

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Abstract

The research aims to explain the public relations management strategy implemented by MTSN 2 HSU and identify the supporting and inhibiting factors. Using a qualitative approach with a case study method, data was collected through in-depth interviews with school leaders, teachers, staff, students, and parents. The findings reveal that the strategy involves planning, communication, implementation, and evaluation. Collaboration between the Public Relations and Administration units is evident, utilizing various communication channels to engage stakeholders. Evaluation is conducted to measure effectiveness and obtain feedback. While stakeholders' responses vary, there is a need to improve the execution of the strategy to meet their expectations. Supporting factors include the commitment of school leaders, collaboration with teachers and staff, and active participation from students and parents. However, inhibiting factors such as limited resources, changing communication trends, and a lack of internal understanding and support need to be addressed.

Keywords: Public Relations Strategic Management, Student Interests, MTsN 2 HSU South Kalimantan.

Abstrak

Penelitian ini bertujuan untuk menjelaskan strategi manajemen hubungan masyarakat yang diterapkan oleh MTSN 2 HSU dan mengidentifikasi faktor pendukung dan penghambat. Dengan menggunakan pendekatan kualitatif dan metode studi kasus, data dikumpulkan melalui wawancara mendalam dengan pimpinan sekolah, guru, staf, siswa, dan orang tua. Temuan penelitian menunjukkan bahwa strategi ini melibatkan perencanaan, komunikasi, pelaksanaan, dan evaluasi. Terjadi kolaborasi antara unit Hubungan Masyarakat dan Tata Usaha dengan memanfaatkan berbagai saluran komunikasi untuk melibatkan para pemangku kepentingan. Evaluasi dilakukan untuk mengukur efektivitas dan mendapatkan umpan balik. Meskipun tanggapan pemangku kepentingan bervariasi, diperlukan perbaikan dalam pelaksanaan strategi ini untuk memenuhi harapan mereka. Faktor pendukung meliputi komitmen pimpinan sekolah, kerjasama dengan guru dan staf, serta partisipasi aktif siswa dan orang tua. Namun, terdapat faktor penghambat

seperti sumber daya yang terbatas, perubahan tren komunikasi, dan kurangnya pemahaman dan dukungan internal yang perlu diatasi.

Kata Kunci: Manajemen Strategi Hubungan Masyarakat, Minat Siswa, MTsN 2 HSU Kalimantan Selatan

INTRODUCTION

National education is an education system that instills values related to religion, culture and Indonesian national values, and is always responsive to changing times based on Pancasila and the 1945 Constitution. The purpose of education is to increase, improve and shape human beings. in order to develop skills through the process of teaching and learning and training. School is a form of formal educational institution that aims to improve the quality of education. All elements and facilities available in educational institutions are expected to satisfy the needs of students in gaining knowledge.¹

Students are a very important part in the world of education, in addition to supporting facilities and infrastructure. Student interest is an important determining factor in choosing a school. In order for the school to remain in demand by students, proper strategic management is needed from the school. In terms of public relations management, there are still many educational institutions that do not yet have a directed and effective function. This is caused by a lack of information and knowledge that is not conveyed properly to managers or public relations staff at these educational institutions.²

The role of public relations in educational institutions is very important, both in organizations, companies and schools. The aim is to become a forum for disseminating information, creating, maintaining and building good relations with the community so as to create harmonious relationships and a positive image for the school and the community. To achieve this goal, strategic management of public relations must be well-directed and planned.³

Barney states that strategic management is the process of selecting and implementing an overall strategy related to the use of resources to create a profitable position. Strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable a company to achieve its goals, develop policies and plans to achieve goals, and allocate resources to implement policies and plans to achieve organizational goals.⁴

¹ Achmad Saefudin, "Pelaksanaan Pendidikan Akhlak Di SMP Islam Terpadu Daarut Tahfidz Karangasem Sayung Demak" (undergraduate, Fakultas Agama Islam UNISSULA, 2017), <http://repository.unissula.ac.id/8927/>.

² Mika Julianti, "Manajemen Strategi Hubungan Masyarakat Dalam Meningkatkan Minat Calon Siswa Bersekolah Di Yayasan Surban MTs Pacet Mojokerto," *Continuous Education: Journal of Science and Research* 2, no. 2 (2021): 46–58.

³ Imam Basofi, "Manajemen Humas IAIN Madura Dalam Menarik Minat Masyarakat," *Kabilah: Journal of Social Community* 5, no. 1 (2020): 74–82.

⁴ *The Management of Organizations: Strategy, Structure, Behavior* (Houghton Mifflin College Division, 1992).

Strategic management consists of three processes which include: 1) Formulation of strategy, which includes developing long-term missions and goals, identifying opportunities and threats from the external environment, and evaluating internal strengths and weaknesses of educational institutions. 2) Implementation of strategy, which includes setting annual operational targets, organizational policies, member motivation, and resource allocation. 3) Evaluation and control of strategy, which includes efforts to motivate the creation and implementation of strategies, including measuring individual and corporate performance and taking necessary corrective actions.⁵

Public Relations is a social science discipline that covers various aspects such as management, communication, and research functions used in analyzing a system of trends and predicting the consequences that may occur. Public Relations also plays a role in providing direction to the leadership of an institution/institution in carrying out planned programs to fulfill the interests of both the institution/institution and the related community.⁶

School/Madrasah Administrative Staff Standards regulated in Permendiknas No. 24 of 2008 covers the task of implementing the administration of school relations with the community. This task includes several things, namely (a) managing school relations with parents, (b) maintaining good relations and facilitating the smooth running of activities with the school committee, (c) assisting in planning a program that involves the stakeholders in it, (d) establishing good cooperation between institutions and the government as well as institutions within the community, (e) promoting schools/madrasahs which are the goals of the institution, (f) coordinating the search for graduates (alumni) who have graduated from the institution, (g) providing the best service to the school/madrasah guests, (h) making the best information system services and always providing reports on how the school's relationship with the community is, (i) making the most of ICT in its administration process to maintain good relations with the school community, and (j) using systematic communication techniques such as magazines, newspapers and other sources so that the information conveyed can be received and properly conveyed to the community.

The main objectives of *Public Relations* mentioned above are the goals to be achieved, and include evaluation of public attitudes and opinions, formulation and implementation of organizational procedures in communicating with the public, coordination of communication programs, and development of two-way communication relationships to creating a positive relationship between the organization and the public. This main goal shows that *Public Relations*

⁵ Moh Amin, "Impelemntasi Manajemen Strategis Kepala Sekolah Menengah Pertama Di Kabupaten Serang," *Tarbawi: Jurnal Keilmuan Manajemen Pendidikan* 2, no. 02 (2017): 41–57.

⁶ Abdul Rahmat, *Manajemen Humas Sekolah* (Yogyakarta: Media Akademi, 2016).

is not just creating a positive image, but also pays attention to various other aspects such as coordination and evaluation. For example, an organization must consider its public image and opinions when making decisions.

The duties and responsibilities of Public Relations can be explained as follows: First, convey messages or information from institutions to the public or the public by means of oral, written or visual. This is intended so that the public understands correctly and precisely about the condition of the institution, objectives and activities carried out. Second, conducting studies and analysis of reactions and public responses to institutional policies and actions, including public opinion that influences institutions. Public Relations also provides information to officials about the public's acceptance or rejection of the ways of service carried out by the institution. Finally, Public Relations is responsible for conveying facts and opinions to executors so that they can provide services that impress and satisfy the public.⁷

Public relations strategy management is a process that involves planning, organizing, communicating, coordinating, implementing, and evaluating communication activities to achieve common goals within an institution or organization.⁸ According to Hunger and Wheelen, strategic management is a series of decisions and actions taken to determine the long-term performance of an organization, including in terms of environmental scanning, strategy formulation, implementation, control, and evaluation.⁹ Meanwhile, according to Brown and Mark, strategic management of public relations includes research, planning, communication, implementation and evaluation of communication activities, ranging from small group meetings to international press conferences via satellite, making brochures to national campaigns via multimedia, as well as public service announcements to handling case of crisis management.¹⁰

According to experts, interest is a person's tendency towards an object or activity that creates a desire to choose or carry out that activity. Barbirin¹¹ revealed that interest is a person's self-awareness of objects or situations that are important to him and consists of cognitive and affective aspects. The cognitive aspect relates to the positive concept of an object and the benefits obtained, while the affective aspect relates to likes or dislikes and personal satisfaction. Factors that influence the emergence of interest include the individual and the environment (internal and

⁷ Julianti, "Manajemen Strategi Hubungan Masyarakat Dalam Meningkatkan Minat Calon Siswa Bersekolah Di Yayasan Surban MTs Pacet Mojokerto."

⁸ Ira Nur Harini, "Manajemen Hubungan Masyarakat Dalam Upaya Peningkatan Pencitraan Sekolah (Studi Kasus Di SMP Al-Hikmah Surabaya)," *Jurnal Inspirasi Manajemen Pendidikan* 4, no. 4 (2014).

⁹ Akdon, *Strategic Management For Educational Management (Manajemen Strategis Untuk Manajemen Pendidikan)* (Bandung: Alfabeta, 2006).

¹⁰ Yosali Iriantara, *Manajemen Strategis Public Relations* (Jakarta: Ghalia Indonesia, 2004).

¹¹ *Teori Dan Apresiasi Puisi* (Semarang: IKIP Semarang Press, 1990).

external) .¹² Based on these definitions, the researcher concludes that interest is an awareness of being attracted to a certain object that has value, so that a person will choose that object as a form of desire that appears.

The results of a preliminary study conducted by researchers regarding the management of public relations strategy show that the formation of public relations at MTsN 2 Hulu Sungai Utara has functioned well. This was found through interviews with school principals who stated that public relations at schools played an important role in conveying information to prospective students and the surrounding community. Based on the researchers' assumptions, the high interest of prospective students in this school indicates that the public relations structure established by the Surban MTs Pacet foundation is going well. In fact, the number of students enrolling in MTsN 2 Hulu Sungai Utara continues to increase from year to year, making it the madrasah with the largest number of students in Hulu Sungai Utara District. This shows that public relations in schools function well in attracting the interest of prospective students. Therefore, this research was conducted to find out more about the strategic management of community relations implemented at MTsN 2 Hulu Sungai Utara and how it can increase students' interest in attending school. Thus, the title of the research taken is "Management of Public Relations Strategy in Increasing Students' Interest in Studying at MTSN 2 Hulu Sungai Utara, South Kalimantan".

RESEARCH METHOD

This research uses a case study approach. The research location is at MTSN 2 Hulu Sungai Utara, South Kalimantan. The research method used is descriptive qualitative. Data is collected through observation techniques, which involve direct observation of various things that happen in the research environment. Furthermore, researchers conducted interviews with research objects using questions that had been prepared beforehand. The answers from the respondents were recorded or recorded by the researcher. Informant data in this study were school principals, deputy public relations representatives, parents, and students. The researcher obtained the desired data through interviews with the informant. In addition, documentation techniques are used to complement and support data obtained from observations and interviews. After the data was collected, the researchers analyzed it using data analysis techniques based on the Miles and Hubberman model. The analysis techniques used include data reduction, data presentation, and conclusion/verification. To ensure the validity of the data, researchers used a triangulation technique.

¹² Abdul Rahman Shaleh and Muhibbi Abdul Wahab, *Psikologi Suatu Pengantar (Dalam Prespektif Islam)* (Jakarta: Prenada Media, 2004).

RESULTS AND DISCUSSION

MTsN 2 Hulu Sungai Utara is a madrasa which is located on Jl. Empu Jatmika No. 214, Sungai Malang Village, Amuntai Tengah District, Hulu Sungai Utara District, South Kalimantan Province. This Madrasah is a junior high level educational institution (MTs) which has the status of a public school. This madrasah has a National School Identification Number (NPSN) 30315392. The land area owned by this madrasa is 21,900 M², with the status of freehold land. The madrasa building has a building level of 2 (two) floors, with a building area of 19,580 M². MTsN 2 Hulu Sungai Utara was established by the Ministry of Religion and is under the auspices of the Regional Government. This Madrasah received an Operational Decree (SK) with number 601 of 2016, which was issued on August 29, 2016. This madrasah has been accredited with accreditation A.

Based on the findings, it can be concluded that the PR management strategy in this school involves planning, communication, implementation, and evaluation as basic principles. Public Relations plans a public relations strategy by setting goals, target audiences, messages to be conveyed, and effective communication methods. They also develop community relations plans, goals, and strategies.

In the communication stage, Public Relations communicates relevant messages and information to stakeholders through various communication channels, including mass media, social media, school newspapers, meetings with parents of students, class announcements, and digital communication groups. Apart from Public Relations, the role of Administration is also involved in communicating by providing data and information and supporting coordination and collaboration between Public Relations and related parties.

In implementing the strategy, Public Relations carries out planned activities, such as promotional events, management of school social media, direct interaction with the community, and collaboration with sponsors or external agencies. Public Relations also receives support from Administration in managing the necessary facilities and infrastructure as well as in financial management related to public relations activities.

In the evaluation, Public Relations evaluates the effectiveness of the strategy by looking at the responses and responses from stakeholders, as well as measuring its impact on students' interest in attending madrasah. They also review the results of community relations activities and integrate feedback from the community. Responses from students' parents and students themselves became an important factor in evaluating the strategy.

There are variations in the responses from parents and students to the Public Relations management strategy at MTsN 2 HSU. Some felt that PR had been successful in informing school

activities and achievements, while others hoped for improvements in the implementation of the strategy, such as more up-to-date information, greater transparency, and more active participation.

Overall, the Public Relations management strategy at MTsN 2 HSU involves careful planning, using various communication channels, implementing planned activities, and evaluating based on responses and feedback from stakeholders. To increase the effectiveness of this strategy, it is necessary to increase the use of social media, transparency of information, and active interaction with parents and students.

The findings from the analysis can be analyzed from various management theory perspectives that are relevant to the strategic management of public relations in the educational environment.

From a strategic management perspective, it can be seen that MTsN 2 HSU has a clear goal in implementing a public relations strategy, which is to increase the interest of prospective new students. They involve the principles of planning, communication, implementation, and evaluation in designing and executing the strategy. This is in accordance with strategic management theory which emphasizes the importance of directed planning, effective communication, and continuous evaluation to achieve organizational goals.¹³

From an organizational communication perspective, the Public Relations management strategy at MTsN 2 HSU involves various communication channels to convey messages and information to stakeholders, including mass media, social media, school newspapers, and meetings with students' parents. This is in line with organizational communication theory which emphasizes the importance of using various effective and relevant communication channels to achieve organizational communication goals.¹⁴

In the perspective of human resource management, the role of Public Relations and Administration in implementing the public relations strategy can be seen from the good cooperation between them. Public Relations is responsible for planning, communication and evaluation, while Administration supports coordination, collaboration and management of the necessary resources. This reflects the importance of synergy between organizational functions and the effective utilization of human resources in achieving strategic goals.¹⁵

From a consumer decision perspective, it can be seen that factors such as school reputation, quality of education, good learning environment, and safety are considered by students and parents in choosing MTsN 2 HSU. This is consistent with research showing that factors such

¹³ Ahmad Khori, "Manajemen Strategik Dan Mutu Pendidikan Islam," *Manageria: Jurnal Manajemen Pendidikan Islam* 1, no. 1 (2016): 75–99.

¹⁴ Irene Silviani, *Komunikasi Organisasi* (Scopindo Media Pustaka, 2020).

¹⁵ Astri Dwi Andriani et al., *Manajemen Sumber Daya Manusia*, vol. 1 (TOHAR MEDIA, 2022).

as reputation, quality, and school safety have a significant influence on consumer decisions in choosing educational institutions.¹⁶

Based on the data findings in the previous sub-chapter, several analyzes and conclusions can be drawn regarding the supporting and inhibiting factors in the implementation of the Public Relations management strategy:

Supporting factors:

1. Commitment and support from school leaders, such as the Head of Madrasah and the Head of Administration, is very important in supporting the implementation of the community relations strategy. This shows awareness of the importance of the Public Relations function and recognition of its role in building good relationships with stakeholders.
2. Good cooperation between Public Relations with teachers and school staff is another supporting factor. Effective collaboration between Public Relations and school internal parties can strengthen communication and ensure that the information conveyed is in accordance with the desired goals and messages.
3. The active participation of students and parents in school activities is also a significant supporting factor. With their involvement, the implementation of the community relations strategy can be more effective and responsive to their needs and expectations.

Obstacle factor:

1. Limited resources, such as budget and manpower, are one of the inhibiting factors in implementing the public relations strategy. These limitations can limit the ability of Public Relations to provide optimal information and involve stakeholders properly.
2. Challenges in dealing with changes in communication trends and developments in information technology are also constraining factors. Public Relations needs to keep abreast of technological developments and developing communication trends in order to remain relevant and effective in conveying messages and information to stakeholders.
3. Lack of understanding and support from internal parties as well as communication barriers between the school and the community can also hinder the implementation of the community relations strategy. Poor coordination and cooperation between Public Relations and other parties in schools can hinder the effectiveness of communication and sending the right messages to stakeholders.

Based on this analysis, it can be concluded that the implementation of the Public Relations management strategy at MTsN 2 HSU is supported by the commitment and support of

¹⁶ Ni Putu Dyah Krimawintari, "Faktor-Faktor Yang Dipertimbangkan Orang Tua Dalam Memilih Sekolah," 2011.

school leaders, collaboration with teachers and school staff, as well as the active participation of students and parents. However, there are several inhibiting factors such as limited resources, changes in communication and technology trends, lack of understanding and internal school support, and communication barriers with the community. To increase the effectiveness of the public relations strategy, it is necessary to make efforts to overcome these obstacles, including allocating adequate resources, increasing internal understanding and support, and adapting to new trends in communication and technology.

CONCLUSION

Based on the results and discussion above, it can be concluded that the Public Relations management strategy to increase students' interest in attending MTsN 2 Hulu Sungai Utara is that the Public Relations management strategy at MTsN 2 HSU involves planning, communication, implementation, and evaluation as basic principles. Public Relations and Administration work together in preparing and implementing the strategy. Various communication channels are used to convey messages and information to stakeholders. Evaluation is carried out to measure the effectiveness of the strategy and obtain feedback from parents and students themselves. There are variations in the response of stakeholders to the strategy, so there is a need for improvement in the implementation of the Public Relations management strategy to meet their expectations and needs.

Based on the supporting and inhibiting factors found, it can be concluded that the community relations strategy in schools is highly dependent on the commitment and support of school leaders, cooperation with teachers and school staff, as well as the active participation of students and parents. However, limited resources, changes in communication and technology trends, and a lack of understanding and internal school support are obstacles to implementing this strategy. Therefore, it is necessary to make efforts to overcome these obstacles and increase the effectiveness of public relations strategies, including the allocation of adequate resources, adaptation to technological developments, and improvement of internal coordination and cooperation.

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