



Implementation of Public Relations Management in Building the Image of Madrasah in Man 2 Pekanbaru

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Abstract

Public relations management (PR) is one of the strategic functions in educational institutions that plays a role in building a positive image, establishing communication with the community, and strengthening relationships with various stakeholders. The existence of public relations is increasingly important in the digital era because educational institutions are required to be able to convey information quickly, accurately, and transparently to the public. This study aims to analyze the implementation of public relations management in building the image of madrasah in MAN 2 Pekanbaru. The research uses a qualitative approach with a case study method. Data was obtained through observation, interviews, and documentation. The research informants consist of the head of public relations and parties involved in the implementation of public relations activities. Data analysis is carried out through data reduction, data presentation, and conclusion drawn. The results of the study show that the implementation of public relations management at MAN 2 Pekanbaru is carried out through internal and external communication, the use of publication media, marketing of educational services, the development of partnerships with stakeholders, and the implementation of electronic public relations (E-PR). The use of websites and social media is the main means of disseminating information to the public. In addition, cooperation with universities, government institutions, and the banking sector also supports the improvement of public image and trust in madrasahs. The findings of the study show that effective public relations management contributes to strengthening the reputation and competitiveness of educational institutions.

Keywords: *Public Relations Management, Madrasah Image, Stakeholders, Electronic Public Relations.*

Abstrak

Manajemen hubungan masyarakat (humas) merupakan salah satu fungsi strategis dalam lembaga pendidikan yang berperan dalam membangun citra positif, menjalin komunikasi dengan masyarakat, serta memperkuat hubungan dengan berbagai pemangku kepentingan. Keberadaan humas menjadi semakin penting di era digital karena lembaga pendidikan dituntut mampu menyampaikan informasi secara cepat, akurat, dan transparan kepada masyarakat. Penelitian ini bertujuan untuk menganalisis implementasi manajemen humas dalam membangun citra madrasah di MAN 2 Pekanbaru. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri atas kepala bidang humas dan pihak-pihak yang terlibat dalam pelaksanaan kegiatan kehumasan. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi manajemen humas di MAN 2 Pekanbaru dilakukan melalui komunikasi internal dan eksternal, pemanfaatan media publikasi, pemasaran jasa pendidikan, pembangunan kemitraan dengan stakeholder, serta penerapan electronic public relations (E-PR). Pemanfaatan website dan media sosial menjadi sarana utama dalam penyebaran informasi kepada masyarakat. Selain itu, kerja sama dengan perguruan tinggi, lembaga pemerintah, dan sektor perbankan turut

mendukung peningkatan citra dan kepercayaan masyarakat terhadap madrasah. Temuan penelitian menunjukkan bahwa pengelolaan humas yang efektif berkontribusi terhadap penguatan reputasi dan daya saing lembaga pendidikan.

Kata Kunci: Manajemen Humas, Citra Madrasah, Stakeholder, Electronic Public Relations.

Research Background

Education is one of the important aspects in human resource development. In an effort to improve the quality of education, educational institutions are not only required to be able to organize an effective learning process, but must also be able to build harmonious relationships with the community as users of educational services. A good relationship between educational institutions and the community is an important factor in gaining support, trust, and community participation in the implementation of education. Therefore, the existence of public relations (PR) is one of the strategic elements that cannot be separated from the management of educational institutions.

Public relations is a management function that plays a role in building communication and cooperation between organizations and the public. In the context of education, public relations functions as a liaison between schools or madrasahs and the community, parents of students, government institutions, the business world, and various parties who have interests in the sustainability of educational institutions. Through effective public relations management, educational institutions can build a positive image, increase public trust, and strengthen support for various educational programs held.

The development of information technology has changed the communication pattern of educational institutions with the public. The use of social media and digital platforms is an important strategy in building an image and expanding the information reach of educational institutions. This

condition requires educational institutions to be able to adapt to technological developments through the use of digital media as a means of communication and publication. Websites, social media, and various digital communication platforms are important instruments in supporting the implementation of public relations functions in educational institutions. The use of digital technology not only expands the reach of information, but also allows for faster, more effective, and interactive communication with the public. (Abdullah, 2024)

Various studies show that public relations management has an important role in building the image of educational institutions. Professionally managed public relations is able to improve the reputation of the institution, strengthen relationships with stakeholders, and increase public trust in the educational services provided. In addition, public relations activities that involve the publication of superior programs, the dissemination of information on student achievements, and the development of partnerships with various parties also contribute to increasing the competitiveness of educational institutions in the midst of increasingly competitive competition. In the midst of competition between educational institutions, the image and branding of schools are factors that affect public trust in the quality of educational services provided. (Zakaria, 2023)

However, the implementation of public relations management in each educational institution has different characteristics. These differences are influenced by environmental conditions, resources owned, and strategies implemented

by each institution. Therefore, it is important to study the implementation of public relations management in certain educational institutions in order to obtain a deeper picture of the public relations practices applied and their contribution to the development of the institution's image. Public Relations acts as a communication bridge between educational institutions and stakeholders so that it can strengthen the reputation and increase the competitiveness of educational institutions. (Fansori, 2024)

MAN 2 Pekanbaru is one of the state madrasahs that actively carry out various public relations activities in order to build relationships with the community and stakeholders. These activities are carried out through the use of social media, websites, publications of madrasah activities, marketing of educational services, and the development of cooperation with various educational institutions and other institutions. These various efforts show that public relations has an important role in supporting the improvement of public image and trust in madrasahs.

Research Methods

This study uses a qualitative approach with a case study method. A qualitative approach is used to understand phenomena in depth based on the perspective of participants in a natural context. The case study method was chosen because this study focuses on an in-depth study of the implementation of public relations management in building the image of madrasah in MAN 2 Pekanbaru. The research was carried out at MAN 2 Pekanbaru, Riau Province. The selection of the research location was based on the consideration that MAN 2 Pekanbaru is one of the madrasahs that actively carry out various public relations activities, both through direct communication and the use of

digital media in conveying information to the public. The data sources in this study consist of primary data and secondary data. Primary data was obtained through an interview with the Head of Public Relations of MAN 2 Pekanbaru as the main informant of the research. Meanwhile, secondary data was obtained through documents, archives, madrasah websites, social media, and various other supporting documents related to public relations activities. (Moleong, 2021)

Data collection techniques are carried out through observation, interviews, and documentation. According to , these three techniques are commonly used in qualitative research to obtain comprehensive and in-depth data. Observations were carried out to obtain an overview of the implementation of public relations activities in the madrasah environment. The interviews were conducted in depth to obtain information on public relations communication, publication media, marketing of educational services, partnerships with stakeholders, and the implementation of electronic public relations (E-PR). The documentation is used to complement and strengthen the data from observations and interviews. The validity of the data is carried out through source triangulation and technique triangulation. Triangulation is used to test the credibility of data by comparing information obtained from different sources and data collection techniques. (Sugiyono., 2023)

The data analysis in this study uses the Miles and Huberman model which includes three stages, namely data reduction, data presentation (data display), and conclusion drawing or verification. Data reduction is carried out by selecting and focusing data that is relevant to the research objectives. Furthermore, the data is presented in the form of a narrative so that it is easier

for researchers to understand the research findings. The final stage is carried out by drawing conclusions based on the patterns, relationships, and meanings found during the data analysis process.(Miles, 2014)

Results and Discussion

A. Public Relations Management

1. Definition of Public Relations Management

Management is the process of planning, organizing, implementing, and supervising various resources owned by the organization to achieve the goals that have been set effectively and efficiently. In the context of education, management is not only related to the management of human resources and infrastructure, but also includes the management of the relationship between educational institutions and the community. Through the implementation of good management functions, educational institutions can run their programs in a directed and sustainable manner. Public relations (PR) is a management function that aims to build and maintain a harmonious relationship between an organization and its public. Public relations plays a role as a liaison who conveys information, builds two-way communication, and creates understanding and cooperation between organizations and the community. According to , public relations is a management function that helps create and maintain mutually beneficial relationships between the organization and the public that affect the success of the organization. In the digital era, public relations management not only functions as a conveyor of information, but also as a reputation and branding manager of educational institutions through various digital communication media.(Ruslan, 2005) (Mahmud, 2024).

In educational institutions, public relations management is a series of activities designed to build effective communication between schools or madrasas with the community, parents of students, government

institutions, the business world, and various other stakeholders. Public relations management is important because the success of education delivery is not only determined by the quality of learning, but also by the level of trust and public support for educational institutions. The application of public relations management in educational institutions includes public relations program planning activities, communication implementation, information publication, partnership development, and evaluation of public relations activities. Through good public relations management, educational institutions can build a positive image and increase community participation in supporting educational programs.

Recent research shows that public relations management has a strategic role in supporting the success of educational institutions through the management of communication, publications, and relationships with stakeholders. Explains that effective PR management strategies include internal and external coordination, implementation of publication activities, involvement in community activities, and strengthening cooperation with various parties to improve the image of educational institutions.(Divina, 2023)

2. Functions and Objectives of Public Relations Management

Public relations has a strategic function in supporting the achievement of organizational goals. In the context of education, the function of public relations is not only oriented to the dissemination of information, but also includes the development of harmonious relationships with various parties interested in educational institutions. According to , the function of public relations in educational institutions includes delivering information to the community, developing cooperation with

students' parents, increasing community participation, and creating a positive image of educational institutions. This function aims to increase public understanding of educational institutions' programs and policies so that mutually supportive relationships are created.(M.Pd, 2008)

One of the main functions of public relations is to build harmonious relationships with stakeholders to support the achievement of educational organizational goals. In general, the function of public relations in educational institutions can be grouped into four main aspects. First, the communication function, which is to convey information from the institution to the public and vice versa. Second, the function of publication, which is to introduce various programs, activities, and achievements of institutions to the public. Third, the function of relationship building, namely establishing cooperation with various stakeholders who support the implementation of education. Fourth, the function of image building, namely building a positive public perception of educational institutions.(Wakhidah, 2024)

The main goal of public relations in education is to create a harmonious relationship between educational institutions and the community so as to create support for the implementation of educational programs. In addition, public relations also aims to increase public trust, strengthen the reputation of the institution, and expand the cooperation network that can support the development of educational institutions. According to , the scope of public relations management in educational institutions includes internal relations and external relations. Internal relationships aim to build harmonious communication between all school residents, while external relationships aim to strengthen cooperation with the

community, parents of students, the government, and various other educational stakeholders. The implementation of these two functions is an important factor in building public trust in educational institutions.(Oktafia, 2023)

3. Image of Educational Institutions

Image is an impression, perception, or assessment formed in people's minds towards an organization. In the world of education, the image of the institution is one of the important factors that affect the level of public trust in the quality of educational services provided. The image of educational institutions is formed through various aspects, such as service quality, student achievements, professionalism of educators, organizational culture, and the effectiveness of communication carried out by educational institutions. The more positive the image of an educational institution, the greater the chance for the institution to gain support and trust from the public. The image of an educational institution is the public's perception of the quality of services provided by an educational institution. It shows that good public relations management is able to improve the image of the institution through the publication of activities, the dissemination of information on student achievements, and the development of harmonious relationships with the community. Therefore, public relations is one of the important instruments in increasing the competitiveness of educational institutions in the midst of increasingly competitive competition.(Sirait, 2023)

According to , a good image is not formed instantly, but rather through a continuous process and supported by effective communication. Therefore, public relations has an important role in building

and maintaining a positive image of educational institutions through various communication and publication activities. In an era of increasingly competitive educational competition, the image of educational institutions is one of the advantages that can increase the competitiveness of institutions. Educational institutions that have a positive image tend to attract new students more easily, gain community support, and collaborate with various stakeholders. (Anggoro, 2001)

4. Electronic Public Relations (E-PR)

The development of information technology has brought significant changes to public relations practices. Public relations activities that were previously mostly carried out through conventional media are now switching to using digital media that is faster, broader, and interactive. The concept is known as Electronic Public Relations (E-PR). Electronic Public Relations is a public relations activity that utilizes internet technology and digital media as a means of communication with the public. Through E-PR, organizations can quickly convey information to the public while obtaining direct feedback. The use of digital media also allows organizations to reach a wider audience than conventional media.

In educational institutions, the implementation of E-PR can be carried out through official websites, social media, electronic mail, digital learning platforms, and various other online communication media. The use of digital media makes it easier for the public to obtain information about programs, activities, achievements, and various services provided by educational institutions. The implementation of E-PR also supports information transparency and strengthens the relationship between educational institutions and the community. Thus, the use of digital technology in public

relations activities not only functions as a medium for disseminating information, but also as a strategy to build a positive image and increase public trust in educational institutions.

The development of digital technology encourages the transformation of public relations practices towards the use of internet-based media or Electronic Public Relations (E-PR). The use of websites, social media, and digital communication platforms allows educational institutions to disseminate information quickly and reach a wider community. Research on public relations and social media shows that digital media not only functions as a means of delivering information, but also as a medium to build relationships and stakeholder engagement more effectively.

B. Research Findings

The results of the research that were found involving the use of observation, interview, and documentation methods for resource persons at MAN 2 Pekanbaru were described as follows:

1. Communication in Public Relations

Communication in public relations at MAN 2 Pekanbaru there are 2 forms of communication, namely, external and internal. Now here the discussion is external communication, there are several aspects in external communication at MAN 2 Pekanbaru as follows:

- a. Socialization of information, if in the form of information socialization the things that are informed come out, of course things that have been decided by the madrasah, so that one person is needed to speak out so that only one voice is not different. To socialize it globally madrasah uses social media, websites. For the community, the socialization is accessed by all circles of society, for example the BPDB organization. The madrasah also provides

banners and posters for people who do not use technology.

- b. Communication with other institutions, through the form of letters where the letters sent depend on the type of institution, some of which must be delivered and electronic for the institution that receives them electronically. Meanwhile, internal communication is communication within the madrasah to teachers, staff and others. All information is also through public relations, so whatever the madrasah decides, socializing there are activities conveyed through direct meetings, if not through direct meetings, it can be conveyed through whatsapp groups, letters and depending on the importance of the information.

2. Public Relations Publication Media

Publication Media at MAN 2 Pekanbaru are social media, websites, brochures and banners. MAN 2 Pekanbaru also has good relations with other media such as Riaupos and other online media and has good relations with media that support the smooth running of tasks at MAN 2 Pekanbaru.

3. Building Public Image

The public image that has been built by MAN 2 Pekanbaru is very good and has been proven by the many people and parents of students who want to register looking for information related to the school. Even with a lot of enthusiasm from the community and parents in the field of public relations, they continue to promote through existing publication media.

4. Marketing of Educational Services

There are many ways to market educational services, but for MAN 2 Pekanbaru, it continues to socialize through publication media and information is sent to the Ministry of Religion throughout Riau province so that the information reaches other schools/madrasahs. And usually people who ask the madrasah because of the web,

brochures, letters and social media have represented for this marketing.

5. Building Partnerships with Stakeholders

Partnerships with stakeholders at MAN 2 Pekanbaru are still ongoing, including partnerships with several universities, namely Lancang Kuning University, Caltex Riau Polytechnic, and there are also partnerships with several institutions that help distribute or guide students who want to connect abroad. Then with public institutions that pay attention to education, such as cooperation with Bank Syariah Indonesia and others.

6. Electronic Public Relations

Electronic public relations is one of the public relations approaches through the use of electronic media. At MAN 2 Pekanbaru itself, it is still adjusting to the development of the digital age. MAN 2 Pekanbaru also still uses general EP-R such as social media, and websites.

7. School/Madrasah Public Relations Program

The most important public relations program at MAN 2 Pekanbaru is everything related to information communication will be faced with public relations. Then other programs, facilitating third parties, such as universities that want to socialize, both domestically and abroad, and all depending on the context, cannot be accepted just like that. The school also facilitates parties who want to hold competitions that invite students to participate both academically and non-academically.

Conclusion

Based on the results of the research, the implementation of public relations management at MAN 2 Pekanbaru is carried out through various activities including internal and external communication, the use

of publication media, marketing of educational services, the development of partnerships with stakeholders, the implementation of electronic public relations (E-PR), and the implementation of public relations programs. Internal communication is carried out through coordination between leaders, teachers, and education staff, while external communication is carried out through the delivery of information to the public using various communication media and publications. The use of publication media is one of the main strategies in the implementation of public relations at MAN 2 Pekanbaru. Madrasah utilizes websites, social media, brochures, banners, and various other information media to convey information related to programs, activities, student achievements, and new student admissions. The use of digital media shows that MAN 2 Pekanbaru's public relations has adapted to the development of information technology in order to increase the effectiveness of communication with the community.

The results of the study also show that marketing educational services and building partnerships with stakeholders are an important part of public relations management. Cooperation with universities, government institutions, the banking sector, and other educational support institutions contributes to strengthening the image and increasing public trust in madrasahs. In addition, the implementation of electronic public relations through websites and social media helps to expand the reach of information and strengthen the existence of madrasahs in the digital era. Thus, public relations management at MAN 2 Pekanbaru has played a role in building a positive image of the madrasah through effective communication management, the use of digital media, and the development of good

relationships with various stakeholders. The findings of this study show that strengthening the function of technology-based public relations and strategic partnerships can be one of the efforts to increase the reputation, competitiveness, and trust of the public in Islamic educational institutions.

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