

Jurnal Manajemen Pendidikan Islam Darussalam (JMPID)

Vol. 8, No. 1: Page 49-64, April 2026

ISSN: 2722-7146 (Online Media)

OPTIMIZING PUBLIC RELATIONS MANAGEMENT TO STRENGTHEN THE ROLE OF ALUMNI AND COMMUNITY LEADERS

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Hartinah⁴, Khatipah⁵

Email Address: arifmardhutillah@gmail.com¹, kurmanurfaifatur@gmail.com²,
sumarsi.sastra@gmail.com³, hartinah@iainsorong.ac.id⁴, khatipah76@gmail.com⁵

Affiliation: Stai Ahmad Sibawayhie Situbondo^{1,2},
Institut Agama Islam Negeri Sorong^{3,4,5}

DOI: : <https://doi.org/10.30739/jmpid.v8i1.4433>

Received: November 20, 2025

Accepted: February 28, 2026

Published: April 3, 2026

Abstract

This study aims to analyze public relations management strategies in building and strengthening synergistic relationships between MTs Nurul Wafa Besuki Situbondo with alumni and community leaders. The study used a qualitative approach with a case study design to gain an in-depth understanding of public relations practices in the context of Islamic education. Data were collected through field observations, in-depth interviews with the madrasah principal, public relations manager, alumni, and community leaders, and documentation of public relations activities. Data validity was ensured through triangulation of sources and methods to ensure the consistency and validity of the findings. Data analysis was conducted interactively through the stages of data reduction, data presentation, and conclusion drawing. The results show that the public relations strategy at MTs Nurul Wafa focuses on two-way communication based on Islamic values, such as ukhuwah Islamiyah (Islamic brotherhood), openness, and honesty. Implementation of the strategy through social activities, digital publications, and socio-religious activities can increase public trust and strengthen the positive image of the madrasah. Alumni act as communication agents and sources of support, while community leaders become strategic partners in expanding institutional legitimacy. The integration of Islamic boarding school values with communication professionalism makes public relations management effective and adaptive to current developments.

Keywords : Optimizing, Public Relations Management, the Role of Alumni, Community Leaders

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 49

Abstrak

Penelitian ini bertujuan menganalisis strategi manajemen hubungan masyarakat dalam membangun dan memperkuat hubungan sinergis antara MTs Nurul Wafa Besuki Situbondo dengan alumni dan pemimpin masyarakat. Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus untuk memperoleh pemahaman mendalam mengenai praktik hubungan masyarakat dalam konteks pendidikan Islam. Data dikumpulkan melalui observasi lapangan, wawancara mendalam dengan kepala madrasah, pengelola hubungan masyarakat, alumni, dan tokoh masyarakat, serta dokumentasi kegiatan kehumasan. Validitas data dijamin melalui triangulasi sumber dan metode guna memastikan konsistensi dan keabsahan temuan. Analisis data dilakukan secara interaktif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi hubungan masyarakat di MTs Nurul Wafa berfokus pada komunikasi dua arah yang berlandaskan nilai-nilai Islam, seperti ukhuwah islamiyah, keterbukaan, dan kejujuran. Implementasi strategi melalui kegiatan sosial, publikasi digital, serta aktivitas sosial-keagamaan mampu meningkatkan kepercayaan publik dan memperkuat citra positif madrasah. Alumni berperan sebagai agen komunikasi dan sumber dukungan, sementara pemimpin masyarakat menjadi mitra strategis dalam memperluas legitimasi kelembagaan. Integrasi nilai pesantren dengan profesionalisme komunikasi menjadikan manajemen hubungan masyarakat efektif dan adaptif terhadap perkembangan zaman.

Kata Kunci: Optimalisasi, Manajemen Hubungan Masyarakat, Peran Alumni, Tokoh Masyarakat

A. Introduction

Madrasah function not only as Islamic educational institutions but also as institutions that play a strategic role in character formation and strengthening social relations. Social and technological changes require madrasahs to manage external relations adaptively. Optimizing public relations (PR) management is a crucial instrument in strengthening the role of alumni and community leaders as strategic partners of the institution. PR serves as a managerial mechanism that manages two-way communication to build trust and sustainable participation (Suryadi, 2022). Using a qualitative approach with a case study design, this research examines in-depth public relations management practices and strategies for engaging alumni and community leaders in supporting madrasah quality improvement and development.

Previous research confirms that public relations (PR) management in educational institutions plays a strategic role as a liaison between madrasahs and the community. Kotler and Fox (1995) view PR as a two-way communication process aimed at building understanding, trust, and a positive image of the institution in the public eye. Consistent with this view, several studies have shown that the implementation of community-oriented PR management significantly increases social partnerships and alumni participation compared to closed institutions (Manshur & Amin, 2023). However, these

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 50

studies generally focus on the general function of PR and its impact on the institution's image. In-depth studies of PR management strategies to optimize the role of alumni and community leaders in madrasas, particularly through a qualitative case study approach, are relatively limited. Therefore, this research aims to fill this gap by contextually examining PR management practices and the dynamics of alumni and community leaders' involvement in madrasah development.

Alumni hold a strategic position in supporting the sustainability and development of educational institutions, as their presence reflects the success of madrasas in producing quality human resources and shaping the institution's image within the community (Manshur & Amin, 2023). In addition to serving as agents of positive information dissemination, alumni also have the potential to contribute significantly through ideas, professional experience, social networks, and resource support. Various studies have shown that well-managed relationships between institutions and alumni have a positive impact on improving reputation and expanding institutional networks (Sholehuddin, 2023). However, optimizing the alumni's role is highly dependent on the effectiveness of public relations management in building sustainable and structured communication through systematic programs (Aini & Izzah, 2024). Based on these conditions, this study was conducted to examine how public relations management can be optimized to strengthen the role of alumni, while also identifying strategies and challenges faced by madrasas in building long-term partnerships that contribute to institutional development.

In addition to alumni, community leaders play a strategic role in strengthening the legitimacy and position of madrasas within the community. Various studies confirm that community leaders function as social liaisons, providing moral, social, and material support to Islamic educational institutions, particularly in Islamic boarding school-based madrasas, which have strong emotional and spiritual ties to their surrounding communities (Prasitiya & Darmawan, 2024; Ahmad Hadi Setiawan, 2025). However, previous studies tend to position the role of community leaders in a normative manner and have not examined in depth how collaboration between community leaders, alumni, and internal madrasah parties is managed through a planned public relations system. Furthermore, public relations practices in many madrasas remain administrative and incidental, limited to disseminating information through social media or print media without a long-term communication strategy (Candira, 2025). These limitations are exacerbated by weak strategic planning, a lack of competent public relations managers, and the lack of an integrated database of alumni and community leaders (Mardiah & Sardaniati, 2025). Therefore, this study was conducted to fill this gap by comprehensively examining how optimizing public relations management can strengthen the role of alumni and community leaders through a qualitative approach that emphasizes the dynamics, strategies, and challenges of public relations management in madrasas.

Optimizing public relations management requires systematic and professional management in building external relations for educational institutions (Isnaini, 2025). The contemporary educational public relations approach emphasizes the synergistic

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 51

integration of communication, coordination, participation, and evaluation functions to create productive collaboration between the madrasah and the community. This approach is considered relevant for research at MTs Nurul Wafa, given that the madrasah has an active alumni network and strong social ties with the surrounding community. These characteristics make MTs Nurul Wafa an appropriate context for examining real-world and sustainable public relations management practices, particularly in mobilizing support for educational programs, scholarships, and socio-religious activities. Unlike other institutions that tend to have formal and administrative public relations, MTs Nurul Wafa demonstrates a collaborative dynamic that directly involves alumni and community leaders, allowing for in-depth exploration of strategies, interpersonal communication, and the use of digital media. Furthermore, the combination of communication based on local Islamic boarding school wisdom and the use of online media at this madrasah provides academic added value that is difficult to find comprehensively in other research locations (Dhuhani, 2016; Supriani, 2022). Therefore, the selection of this research object is based on contextual considerations, the uniqueness of public relations practices, and its relevance in answering research gaps related to optimizing public relations management in Islamic educational institutions.

MTs Nurul Wafa Besuki Situbondo, as a boarding-based Islamic educational institution, possesses strong social and spiritual capital in developing a community-oriented public relations strategy. This study uses the theory of community-based public relations management, which emphasizes the importance of reciprocal relationships between institutions and the community through participatory, collaborative, and sustainable communication. This theory views public relations not only as a means of institutional promotion but also as a strategic mechanism for building trust, social engagement, and moral legitimacy within the community. The application of this theory is relevant to the character of Islamic schools, which are based on Islamic values, because it is able to integrate managerial professionalism with the internalization of spiritual values in public relations practices. The involvement of alumni and community leaders is understood as a form of social participation that strengthens the institution's image, supports the development of facilities and funding, and affirms the values of togetherness and collective responsibility. The rationale for selecting this theory is based on its ability to comprehensively explain the dynamics of the relationship between Islamic educational institutions and their communities, while simultaneously bridging moral-religious aspects and modern management approaches in building a positive image of the school in a sustainable manner.

Based on the theoretical framework used, this study focuses on the analysis of the optimization of public relations management in enhancing the role and contribution of alumni and community leaders at MTs Nurul Wafa Besuki Situbondo. Conceptually, the theory of social participation-based public relations emphasizes that public relations is a managerial process that manages two-way communication between institutions and communities on an ongoing basis. The basic concepts of this theory include active

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 52

stakeholder involvement, trust-building, and mutually beneficial partnerships. The main elements studied include the function of strategic communication, institutional coordination, participation of alumni and community leaders, and evaluation of established relationships. This study is expected to provide theoretical contributions in strengthening the development of participatory Islamic education public relations concepts, as well as practical contributions in the form of a sustainable partnership model that can be implemented by madrasas. The research findings are also expected to serve as a strategic reference for other Islamic educational institutions in building synergy with alumni and the community to strengthen the institution's existence and competitiveness amidst the dynamics of global change.

B. Methods

This study employs a qualitative, descriptive approach, aiming to gain an in-depth understanding of public relations management optimization practices to enhance the contributions of alumni and community leaders. This approach was chosen because it allows researchers to examine meanings, values, and social dynamics that develop in a natural context and cannot be reduced to statistics (Creswell, 2018). The research was conducted as a field study at Madrasah Tsanawiyah Nurul Wafa Besuki Situbondo over a specific period of time, adjusted to meet data collection needs, until information saturation was achieved. This location was chosen because it has strong relationships between the madrasah, alumni, and community leaders, making it relevant for examining public relations strategies based on Islamic values.

The research data sources consisted of primary and secondary data. Primary data was obtained through in-depth interviews with the madrasah principal, teachers, dormitory managers, alumni, and community leaders who served as research subjects. Meanwhile, secondary data was collected through direct observation of public relations activities and documentation in the form of activity archives, madrasah reports, and media publications (Sugiyono, 2019).

Data analysis was conducted using the interactive model of Miles, Huberman, and Saldaña, which includes data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). The analysis process took place simultaneously from data collection to interpretation to obtain a comprehensive understanding. To ensure data validity, this study used triangulation of sources and methods, namely by comparing the results of interviews, observations, and documentation to obtain consistent and reliable data (Moleong, 2017). Through these methodological procedures, this research is expected to be able to provide a conceptual contribution in the development of Islamic education public relations management that is oriented towards social collaboration and strengthening spiritual values.

C. Results And Discussion

Public Relations Management Strategy To Build And Strengthen Synergistic Relationships With Alumni And Community Leaders

The public relations management strategy at MTs Nurul Wafa Besuki Situbondo focuses on a participatory communication approach between the institution, alumni, and community leaders. The madrasah has established a two-way communication pattern that emphasizes the values of *ukhuwah islamiyah* (Islamic brotherhood) and mutual respect. This approach makes alumni and community leaders not only external supporters, but also part of the social system that helps determine the direction of the institution's development. This is in line with the opinion of Cutlip, Center, and Broom, who state that the function of public relations is not only to convey information, but also to build mutually beneficial relationships between the institution and its public (Faifatur, 2024). . Public relations activities at MTs Nurul Wafa involve various forms of programs, such as gatherings with alumni, visits from community leaders, joint religious social activities, and publication of activities through the pesantren's social media. These activities are designed to strengthen the emotional and spiritual closeness between the madrasah and the surrounding community. As stated by Effendy, communication strategies in Islamic educational institutions must contain elements of values, ethics, and morals in order to build public trust. Thus, public relations activities are not only informative but also educational and inspirational (Ariyani et al., 2024).

The public relations department at MTs Nurul Wafa also applies the principles of transparency and openness of information, particularly in terms of program and financial management involving donations from alumni and community leaders. This transparency is key to building public trust and loyalty to the institution. According to Ruslan, honesty and openness are the main foundations for building a positive image of educational institutions. Through clear and accountable reporting, the relationship between the madrasah and its social partners has become stronger and more productive. The public relations strategy is also directed at forming an active alumni community (Basith et al., 2025). Madrasahs regularly hold reunions, alumni recitations, and online communication forums to strengthen the sense of belonging to their alma mater. These activities build a broad social network and have a direct impact on moral and material support for the institution. In line with Mulyana's opinion, continuous interpersonal communication can foster a sense of social attachment and loyalty to the institution (Mulyana, 2017).

In terms of external relations, MTs Nurul Wafa also collaborates with community leaders in various social and religious activities. Community leaders are positioned as strategic partners in expanding influence and strengthening public trust in madrasahs. According to Grunig and Hunt, an effective public relations strategy is one that is able to create mutual understanding between the organization and the community. By involving community leaders, the madrasah not only strengthens its social legitimacy but also fosters a sense of shared responsibility for the advancement of Islamic education.

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur², Sumarsi³, Khatipah⁴, Hartina⁵ 54

The application of Islamic boarding school values such as sincerity, simplicity, and togetherness forms the moral foundation for the implementation of public relations strategies. These values guide all public relations activities to remain within the framework of Islamic ethics. This is in line with the view (Dewi, 2023). that Islamic education emphasizes not only academic aspects but also the formation of moral and spiritual character. Thus, public relations management at MTs Nurul Wafa not only pursues image building but also builds a reputation based on religious values.

Table 1. Public Relations Management Strategy at MTs Nurul Wafa Besuki Situbondo

| No | Aspect | Findings | Impact |
|----|---------------------------------|--|--|
| 1 | Participatory Communication | The madrasah applies two-way and participatory communication between the institution, alumni, and community leaders. | Strengthens collaboration and mutual understanding. |
| 2 | Transparency and Accountability | Program and financial management are carried out openly with alumni and community involvement. | Builds public trust and institutional credibility. |
| 3 | Alumni and Community Engagement | Regular gatherings, reunions, and joint activities are conducted to maintain close relationships. | Enhances loyalty and long-term commitment. |
| 4 | Digital Public Relations | Social media platforms are used to share information, achievements, and religious activities. | Expands visibility and promotes a positive image. |
| 5 | Values-Based Management | All PR activities are guided by sincerity, simplicity, and togetherness as pesantren values. | Creates a spiritually rooted and ethically strong institution. |

Explanation of the Table The public relations management strategy at MTs Nurul Wafa Besuki Situbondo reflects a holistic and participatory approach that integrates communication, transparency, engagement, and modern digital practices. The institution adopts a two-way communication model that promotes dialogue between the madrasah, alumni, and community leaders, allowing open feedback and shared decision-making in institutional development. This participatory communication reduces gaps, builds mutual trust, and transforms external stakeholders into active collaborators in advancing the school's vision. Transparency and accountability are also key components, as the madrasah maintains openness in both program and financial management, especially regarding alumni and community contributions. This practice fosters public confidence,

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

enhances institutional credibility, and establishes the madrasah as a trustworthy and responsible educational body.

Furthermore, MTs Nurul Wafa consistently strengthens its relationship with alumni and community leaders through social, educational, and religious activities that encourage continuous engagement and moral support. The integration of digital public relations, utilizing platforms such as Facebook, Instagram, and WhatsApp Groups, enables the madrasah to expand its communication reach and project a positive image to a wider audience. These efforts are reinforced by values-based management grounded in pesantren principles of sincerity, simplicity, and togetherness, ensuring that every PR activity embodies ethical and spiritual dimensions. As a result, the public relations strategy of MTs Nurul Wafa not only enhances institutional visibility but also cultivates a spiritually rooted reputation built on trust, collaboration, and shared values among alumni, community leaders, and the broader public.

The public relations strategy also focuses on strengthening the institution's image through digital media. Madrasahs utilize social media such as Facebook, Instagram, and WhatsApp Groups to disseminate information about activities, student achievements, and religious activities. This digitization of public relations helps madrasahs reach a wider audience and accelerate the dissemination of positive information. In line with Ardianto's opinion, the use of digital media in educational public relations can increase the effectiveness of communication and expand the reach of social interaction (Putri et al., 2025). Public relations activities at MTs Nurul Wafa are also aimed at building long-term emotional relationships. These relationships are not merely formal, but create a sense of belonging between the madrasah, alumni, and the community. According to Lattimore, the success of public relations depends on the organization's ability to create consistent and sustainable public trust (Syafitri et al., 2024). This can be seen from the increased community participation in madrasah activities and the support of alumni in various development programs. However, this study also found several challenges, such as limited public relations human resources and suboptimal training in the field of public communication. Therefore, it is necessary to improve competence through training, workshops, and mentoring from Islamic boarding schools and other Islamic educational institutions. According to Robbins and Coulter, improving human resource competencies is a key factor in the effectiveness of modern management, including in the field of educational public relations (Meliana, Lutfi Mu'min, 2022). The public relations management strategy of MTs Nurul Wafa Besuki Situbondo can be said to be quite effective in building synergistic relationships between madrasahs, alumni, and community leaders. This success is supported by the integration of religious values and professionalism in every public relations activity. This approach shows that public relations based on pesantren values is not only capable of building a positive image, but also strengthening the spiritual and social foundations of the institution (Tamam, 2025). Thus, this type of public relations model can be an example for other Islamic educational institutions in developing productive and sustainable social collaboration.

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 56

The Role And Support Of Alumni And Community Leaders In Helping Madrasahs Develop And Build A Good Image In The Community

Alumni and community leaders have a strategic position in the development of Islamic educational institutions such as MTs Nurul Wafa Besuki Situbondo. As part of the madrasah's extended family, alumni represent the institution's success in producing a generation that is knowledgeable, moral, and useful in society. The involvement of alumni in madrasah activities is not limited to nostalgia, but is a form of moral responsibility towards their alma mater. In the context of educational public relations management, alumni act as communication agents who bridge the relationship between the madrasah and the wider community, including the government and the world of work (Lubis, 2024). The moral and social support of alumni is a force in maintaining the existence of madrasahs amid dynamic social changes.

The involvement of alumni at MTs Nurul Wafa can be seen in various activities, such as support for infrastructure development, provision of scholarships, and implementation of religious and social activities. Their presence is an external resource that helps the madrasah achieve its vision and mission in a sustainable manner. Collaboration between educational institutions and alumni can strengthen the competitiveness of the institution because alumni have extensive social and professional networks (Rizal, 2019). This also strengthens the legitimacy of the madrasah in the eyes of the community, as successful alumni are concrete evidence of the quality of education provided by the institution. Community leaders, including religious scholars, businesspeople, and public officials, also have a major influence on strengthening the positive image of madrasahs. They often act as mediators in conveying the aspirations of the community while supporting various madrasah programs. Their contributions show that the relationship between madrasahs and the community is symbiotic—both need and strengthen each other (Annisa et al., 2023). When community leaders feel an emotional and spiritual connection with madrasahs, their support will grow naturally in various forms, such as material assistance, advocacy, and social promotion.

The role of alumni and community leaders is also evident in the increase in public trust in MTs Nurul Wafa. This trust has grown because the community views the madrasah as an open, communicative institution that cares about its social environment. (Abdi Ari Sandi, Afiful Ikhwan, 2025). The reputation of an educational institution is built on consistency in establishing relationships with external parties and maintaining professional communication. MTs Nurul Wafa applies this principle by optimizing the role of public relations in facilitating social interactions based on Islamic values and professionalism.

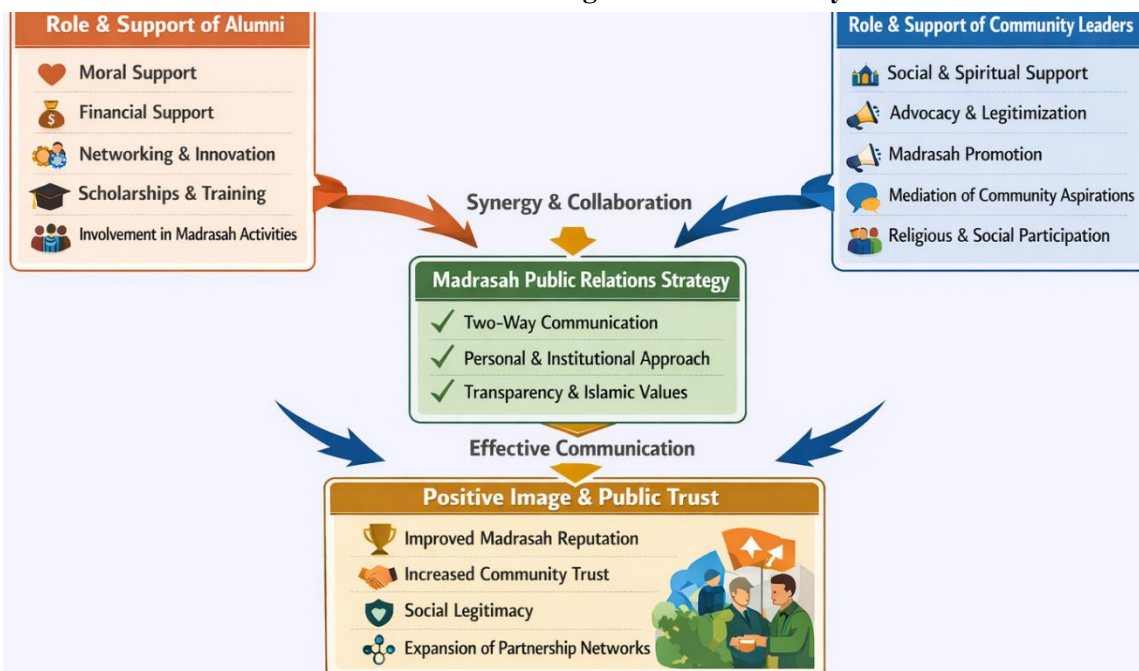
The madrasah's public relations strategy in involving alumni and community leaders includes personal and institutional approaches. Through social gatherings, grand reunions, and collaboration in socio-religious activities, the madrasah strives to maintain

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 57

ongoing emotional closeness. These activities not only strengthen relationships but also provide a platform for madrasahs to communicate their developments, needs, and strategic plans (Rohiat, 2020). This two-way communication approach is effective in building a sense of ownership and shared responsibility for the advancement of madrasahs. In addition to financial support, alumni and community leaders also play a role in expanding the madrasah's partnership network with the outside world. This network covers the education, business, and government sectors, which can provide opportunities for students to develop. According to Nasution, social networks are an important asset in the development of educational institutions because they open up access to broader resources (Nasution, 2022). MTs Nurul Wafa utilizes this network potential by inviting alumni figures who are educators, professionals, and officials to share their experiences with students and teachers. This synergistic relationship also helps the madrasah in facing the challenges of modernization and digitalization. Alumni with technological competencies can provide training for teachers and students in the field of digital literacy, so that the madrasah remains relevant to the times. This is in line with the view (Suyanto, 2020) that alumni can be catalysts for change in educational innovation at their alma maters. Through this collaboration, MTs Nurul Wafa not only maintains its Islamic identity but also broadens its horizons in technology-based education management.

The Role and Support of Alumni and Community Leaders in Helping Madrasahs Develop and Build a Good Image in the Community



of moral support, financial assistance, professional networks, advocacy, and socio-religious participation. These contributions are synergized through the madrasah's public relations strategy, which emphasizes two-way communication, personal and institutional approaches, and transparency grounded in Islamic values. The process flows toward effective communication as the central bridge in fostering harmonious relationships with

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

the wider community. The ultimate outcome is the formation of a positive institutional image and increased public trust in the madrasah. The institution's reputation is strengthened through social legitimacy and the expansion of partnership networks. Conceptually, the image highlights that external support is not incidental but systematically managed through professional public relations practices. Thus, the collaboration established becomes a strategic force in reinforcing the madrasah's sustainability and competitiveness in society.

Support from community leaders in the form of moral and social support also strengthens the position of madrasahs as trusted institutions. Community leaders often serve as role models and have widespread influence among residents, so their support has a direct impact on community acceptance of madrasah programs (Zahrah, 2023). The involvement of community leaders in activities such as educational deliberations, Islamic holidays, and large-scale religious lectures is a tangible manifestation of the synergy between religious values and social responsibility (Zahrah, 2023).

The role of alumni and community leaders in building a positive image of the institution is inseparable from the effectiveness of the madrasah's public communication. When the madrasah is able to convey inspiring and transparent messages, public trust will grow naturally. As emphasized by (Effendy, 2021), effective communication in educational organizations must reflect the values of integrity, openness, and consistency. MTs Nurul Wafa applies these principles by making public relations activities not just a formality, but a means of social da'wah that strengthens the values of ukhuwah and solidarity. Thus, the role of alumni and community leaders at MTs Nurul Wafa Besuki Situbondo is not merely complementary but an integral part of the institution's development system. This relationship is built on the values of sincerity, togetherness, and social responsibility that characterize pesantren education. Through strong synergy, the madrasah is able to develop a positive image, expand its social network, and strengthen its competitiveness within the community. This collaboration is proof that Islamic education rooted in spiritual values can synergize with modern management principles to achieve sustainable progress.

D. Conclusion

The public relations management strategy at MTs Nurul Wafa Besuki Situbondo has succeeded in building synergistic relationships between the madrasah, alumni, and community leaders through participatory communication based on Islamic values. The two-way approach that emphasizes ukhuwah (brotherhood), openness, and transparency has made them strategic partners in the development of the institution. Through social gatherings, digital publications, and socio-religious programs, the madrasah has strengthened public trust and its positive image based on sincerity and togetherness. The integration of professionalism and spirituality has become the main strength of public relations in maintaining the madrasah's existence amid social dynamics.

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 59

Alumni and community leaders play an important role in strengthening the social legitimacy and progress of MTs Nurul Wafa. Alumni become agents of communication and moral support, while community leaders strengthen the institution's image in the public eye. The synergy between the two forms a mutually beneficial relationship and expands the madrasah's social and spiritual influence. Their support also encourages technology-based educational innovation without abandoning Islamic values. The success of public relations lies in its ability to build public trust through continuous collaboration between the institution, alumni, and community leaders.

Bibliography

- Abdi Ari Sandi, Afiful Ikhwan, A. R. S. (2025). 1 , 2 , 3. *AT TA'LIM: Jurnal Madrasah Ibtidaiyah*, 4(04–05).
- Ahmad Hadi Setiawan, W. W. (2025). Jurnal at-taghyir. *Dakwah, Jurnal Desa, Pengembangan Masyarakat*, 7, 401–426.
- Ardianto, E. (2020). *Public Relations: Strategi dan Praktik Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Ahmad Hadi Setiawan, W. W. (2025). Jurnal at-taghyir. *Dakwah, Jurnal Desa, Pengembangan Masyarakat*, 7, 401–426.
- Aini, A. N., & Izzah, I. (2024). *Manajemen Hubungan Masyarakat Dalam Meningkatkan Peran Masyarakat Terhadap MA Model Zainul Hasan Genggong*. 8(1), 1290–1303.
- Arifin, S. (2022). *Manajemen Partisipasi Alumni dalam Pengembangan Lembaga Pendidikan Islam*. Jurnal Tarbawi.
- Arifin, S. (2023). *Manajemen Hubungan Masyarakat di Lembaga Pendidikan Islam*. Malang: UIN Press.
- Aini, A. N., & Izzah, I. (2024). *Manajemen Hubungan Masyarakat Dalam Meningkatkan Peran Masyarakat Terhadap MA Model Zainul Hasan Genggong*. 8(1), 1290–1303.
- Annisa, F., Kamal, M., Yenti, E., Sjech, & Djambek, M. D. (2023). Peran Alumni Madrasah Aliyah Negeri 3 Agam di Masyarakat. *Jurnal Inspirasi Pendidikan (ALFIHRIS)*, 1(4), 195–220.
- Ariyani, R., Munip, A., Nasril, N., Hadi, S., Darni, D., & Nurlinda, N. (2024). Manajemen Humas dalam Meningkatkan Partisipasi Masyarakat di Madrasah Aliyah Negeri 1 Merangin. *Al-Aulia*, 10(2), 154–162.
- Basith, A., Nur, M. A., Negeri, I., Malik, M., & Malang, I. (2025). Strategi Humas dalam Muwujudkan Transparansi Publik Menuju Madrasah Zona Integritas. *JIIP Jurnal Ilmiah Ilmu Pendidikan*, 8(7), 7301–7307.
- Briliana Afidah. “Optimization of Public Relations Management in Increasing Branding and Attractiveness of Islamic Education Institutions” *Managere: Indonesian Journal of Educational Management*, Vol 6 No 1. Link: <https://serambi.org/index.php/managere/article/view/411>

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 60

- Effendy, O. U. (2021). *Ilmu Komunikasi: Teori dan Praktek*. Bandung: Remaja Rosdakarya.
- Eka Diana & Khofifah. “Strategies and Challenges of Public Relations Management in Facing the Era of Society 5.0” *Managere: Indonesian Journal of Educational Management*, Vol 5 No 2. Link: <https://serambi.org/index.php/managere/article/view/340>
- Candira, D. (2025). TADBIR : Jurnal Manajemen Pendidikan Islam TADBIR : Jurnal Manajemen Pendidikan Islam. *TADBIR: Jurnal Manajemen Pendidikan Islam*, 13(01), 207–220.
- Creswell. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). *Effective Public Relations* (11th ed.). New Jersey: Pearson Education.
- Dewi, E. (2023). EL-DARISA : Jurnal Pendidikan Islam. *EL-DARISA: Jurnal Pendidikan Islam*, 2(1), 154–167.
- Dhuhani, E. M. (2016). a l - i l t i z a m , Vol.1, No.1, Juni 2016. *Al - i l t i z a M*, 1(1), 31–54.
- Faifatur, M. K. N. (2024). PUBLIC RELATION DALAM MEMELIHARA CITRA. *I H T I R O M: Jurnal Manajemen Pendidikan Islam*, 3(2), 206–227.
- Grunig, J. E., & Hunt, T. (1984). *Managing Public Relations*. New York: Holt, Rinehart & Winston.
- Grunig, J. E. & Hunt, T. (1984). *Managing Public Relations* — model PR fungsional.
- Fathan Zaini. “Public Relations Management Strategy to Increase Community Participation in Educational Institutions” *Managere: Indonesian Journal of Educational Management*, Vol 6 No 1. Link: <https://serambi.org/index.php/managere/article/view/410>
- Grunig, J. E., & Hunt, T. (1984). *Managing Public Relations*. New York: Holt, Rinehart & Winston.
- Hamdani, F. (2023). *Alumni Engagement Program Sebagai Upaya Untuk Meningkatkan Kualitas Akademik Program Studi Ilmu Perpustakaan*. Shaut: Jurnal Perpustakaan, Arsip dan Dokumentasi. URL tersedia. [RJFahuinib+1](#)
- Haryanto, A. (2019). *Tokoh Masyarakat dan Pengaruh Sosial terhadap Lembaga Pendidikan Islam*. Jakarta: Kencana.
- Hasan, N. (2021). *Manajemen Komunikasi dan Humas Pendidikan Islam*. Yogyakarta: Deepublish.
- Hasanah, N. (2020). *Keterlibatan Tokoh Masyarakat dalam Pengembangan Madrasah Berbasis Pesantren*. Jurnal Pendidikan Islam Nusantara.
- Heryanto, D. (2023). *Komunikasi Efektif dalam Meningkatkan Partisipasi Stakeholder Pendidikan*. Jurnal Ilmu Komunikasi Pendidikan.
- Isnaini. (2025). Urgensi Pengelolaan Humas bagi Keberlangsungan Lembaga Pendidikan

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 61

- Islam. *Journal of Islam and Muslim Society*, 7(2), 146–160.
<https://doi.org/10.20884/1.matan.2025.7.2.16727>
- Jamal, N., & Sholehuddin, M. (2023). Al-allam jurnal pendidikan. *Al-Allam Jurnal Pendidikan, Vol. 4*(1), 83–93.
- Karmilah, L. (2024). *Public Relations Management in Improving the Image and Participation of Stakeholders in Educational Institutions*. JIRPE Journal.
- Kotler, P., & Fox, K. (1995). *Strategic Marketing for Educational Institutions*. Prentice Hall.
- Lubis, K. (2024). MANAJEMEN HUBUNGAN MASYARAKAT (HUMAS) DALAM MENINGKATKAN CITRA PONDOK PESANTREN DI MADRASAH MUTAWASHSHITHOH AL-ULA (MMU) ATS- TSAQOFIY TANJUNG MORAWA. *Jurnal Review Pendidikan Dan Pengajaran*, 7(4), 16871–16876.
- Lattimore, D., Baskin, O., Heiman, S., & Toth, E. (2017). *Public Relations: The Profession and the Practice*. New York: McGraw-Hill.
- Prasitiya, A., & Darmawan, C. (2024). Peran Tokoh Agama Dalam Meningkatkan Kerukunan Umat Beragama di Desa Metro Rejo Kecamatan Buay Madang Timur Kabupaten Oku Timur. *Pubmedia Social Sciences and Humanities*, 1(3), 1–16.
- Manshur, U., & Amin, M. F. (2023). *Building Alumni Relations in Islamic Education Institutions*. Journal of Islamic Education Studies.
- Masrufa, B. “Strategi Manajemen Hubungan Masyarakat Sebagai Upaya Meningkatkan Mutu Pendidikan” At Tadbir: Islamic Education Management Journal, Vol 2 No 1 (2024). Link: <https://jurnal.stituwjombang.ac.id/index.php/attadbir/article/view/1585>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Thousand Oaks, CA: SAGE Publications.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mulyana, D. (2017). *Ilmu Komunikasi: Suatu Pengantar*. — teori komunikasi interpersonal.
- Mulyana, D. (2017). *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya.
- Mulyasa, E. (2019). *Manajemen Berbasis Sekolah*. Bandung: Remaja Rosdakarya
- Manshur & Amin. (2023). Analisis Sejarah Kepemimpinan setelah Wafatnya Nabi Muhammad SAW. *Jurnal Hunafa: Studi Islamika*, 20(2), 208–228.
- Mardiah, A., & Sardaniati, N. (2025). *Strategi dan Kendala Kepala Madrasah Dalam Peningkatan Peran Hubungan Masyarakat di MAN 4 Aceh Besar*. 14(1), 70–87.
- Meliana, Lutfi Mu'min, F. (2022). Tantangan Manajemen Humas dalam Meningkatkan Mutu Pendidikan Di. *Jurnal Mappesona: Manajemen Pendidikan Islam*, 5(1), 1–10.

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 62

- Mulyana, D. (2017). I. K. S. P. B. R. R. (2017). *Ilmu Komunikasi: Suatu Pengantar*. (pp. 1–16).
- Nasution, S. (2022). *Jaringan Sosial dalam Pendidikan Islam Modern*. Yogyakarta: Deepublish.
- Nata, A. (2019). *Manajemen Pendidikan Islam*. — teori pendidikan Islam/pesantren.
- Nata, A. (2019). *Manajemen Pendidikan Islam*. Jakarta: Rajawali Pers.
- Rahman, A., & Lestari, W. (2022). *Analisis Sistem Manajemen Humas di Lembaga Pendidikan Islam*. *Jurnal Manajemen Pendidikan Islam*.
- Ramdani, D. A. (2023). *The Role of Public Relations in Increasing Community Participation in Education*. *Jurnal Maspul*.
- Robbins, S. P., & Coulter, M. (2019). *Management* (15th ed.). New York: Pearson.
- Robbins, S. P., & Coulter, M. (2019). *Management*. — teori manajemen SDM & organisasi.
- Rohiat, S. (2020). *Manajemen Sekolah: Teori dan Praktik*. Bandung: Refika Aditama.
- Rohman, F. (2021). *Tokoh Masyarakat dan Partisipasi Sosial dalam Penguatan Lembaga Pendidikan Islam*. *Jurnal Pendidikan dan Kebudayaan*.
- Ruslan, R. (2019). *Manajemen Public Relations dan Media Komunikasi*. Jakarta: Rajawali Pers.
- Prasitiya, A., & Darmawan, C. (2024). Peran Tokoh Agama Dalam Meningkatkan Kerukunan Umat Beragama di Desa Metro Rejo Kecamatan Buay Madang Timur Kabupaten Oku Timur. *Pubmedia Social Sciences and Humanities*, 1(3), 1–16.
- Putri, I. M., Rasyid, A., & Yazid, T. P. (2025). Digital public relations sebagai media publikasi dalam dunia pendidikan. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian*, 11(1), 1–19.
- Rizal, S. (2019). Humas dalam Perspektif Manajemen Pendidikan Islam. *Pendidikan Dan Kependidikan*, 3(1), 16–36.
- Sholehuddin, J. &. (2023). Strategi Humas Dalam Upaya Meningkatkan Citra Perguruan Tinggi. *Tadribuna: Journal of Islamic Management Education*, 5(2), 82–93.
- Supriani, Y. (2022). Implementasi Manajemen Humas dalam Meningkatkan Mutu Madrasah. *JIP-Jurnal Ilmiah Ilmu Pendidikan*, 5(2).
- Suryadi. (2022). *No Title*. 16.
- Syafitri, L. A., Margrety, B., & Fathurrochman, I. (2024). Cendikia Cendikia. *Cendekia : Jurnal Pendidikan Dan Pengajaran*, 2(12), 510–517.
- Sa'diyah, H. (2022). *Nilai Silaturahmi dalam Komunikasi Pendidikan Islam*. *Jurnal Al-Munir*.
- Setiawan, B. (2021). *Evaluasi Fungsi Humas di Madrasah: Studi Kasus di Jawa Timur*. *Jurnal Manajemen Pendidikan*.
- Sugiyono. (2019). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.

- Sukardi, D. (2021). *Citra Lembaga dan Strategi Humas Pendidikan di Era Digital*. Jurnal Komunikasi Islam.
- Suryadi, A. (2022). *Manajemen Hubungan Masyarakat sebagai Pilar Penguatan Citra Madrasah*. Jurnal Administrasi Pendidikan.
- Suyanto, S. (2020). *Transformasi Pendidikan di Era Digital*. Yogyakarta: UGM Press.
- Syamsuddin, A. (2020). *Hubungan Masyarakat dalam Perspektif Pendidikan Islam*. Jakarta: Rajawali Pers.
- Tamam, B. (2025). STRATEGI MANAJEMEN HUMAS DALAM MEMBANGUN CITRA PONDOK PESANTREN MELALUI KEGIATAN JAM'İYATUL MUTHI'IN WAL MUKHLISHIN DI PONDOK PESANTREN GEDANGAN. *Kabilah: Journal of Social Community Terakreditasi*, 10(14), 52–66.
- Tilaar, H. A. R. (2019). *Manajemen Pendidikan Nasional*. Jakarta: Rineka Cipta.
- Wahyudi, A. (2021). *Citra dan Reputasi Lembaga Pendidikan*. Bandung: Alfabeta.
- Zainuddin, A. (2022). *Integrasi Nilai Keislaman dalam Manajemen Humas Pendidikan Islam*. Jurnal Tarbiyah dan Dakwah.
- Zahrah, H. (2023). Jurnal pendidikan islam. *Jurnal Pendidikan Islam*, 3(4), 149–164.

Jurnal Manajemen Pendidikan Islam Darussalam (JMPID)

Available online at: <https://ejournal.uimsya.ac.id/index.php/jmpid/>



This journal is an open-access article under a CC BY-NC-SA 4.0 license. © 2026, the author(s)

Optimizing Public Relations Management To Strengthen The Role Of Alumni And Community Leaders

Samsul Arifin¹, M. Kurma Nur Faifatur R², Sumarsi³, Khatipah⁴, Hartina⁵ 64