

PUBLIC RELATION MANAGEMENT OF ISLAMIC BOARDING SCHOOLS IN MINORITY AREAS

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Abstract.

Islamic boarding schools have a very important role especially in the region that's still a few Islamic educational institutions, the existence of Islamic boarding schools must be able to adapt to society and meet the demands of the community by utilizing the potential that exists in an area. This study discusses, 1) Definition of public relations management in Islamic boarding schools, 2) Objectives of public relations management in Islamic boarding schools and 3) Implementation of public relations in Islamic boarding schools. The results of the study show that, 1) Public relations in Islamic boarding schools must also touch the community structure, so that people can understand the importance of Islamic boarding schools and participate in them for the improvement of Islamic boarding schools. 2) The purpose of public relations in Islamic boarding schools is to increase people's aspirations, provide awareness of the importance of having good morals and seek support from the community on how Islamic boarding schools can develop properly. 3) The implementation of Islamic boarding schools cannot be separated from the important role of caregivers, the community, and alumni in participating in developing the quality of Darussalam Manokwari Islamic boarding schools.

Keywords: Management; Public Relations; Islamic Boarding School

A. Introduction

Islamic boarding schools have a very important function in society, namely as educational institutions, da'wah institutions and community empowerment institutions (Law number 18 of 2019 concerning Islamic Boarding Schools), therefore Islamic boarding schools are very closely related to the existence of society. Therefore, the existence of Islamic boarding schools should be able to fulfill or demonstrate their existence to the demands of society. The existence of this community can be a supporting factor or a potential for the progress of the Islamic boarding school itself, but it can also be an inhibiting factor in its development. For the sake of giving something contribution to cottage boarding school

, boarding school boarding school must capable utilise opportunity or potency supporter For progress and development . Effective program about connection Work The same between institutions and society encourage parents and the community wide Lots involved in the educational process something boarding school through Work The same between public relations and institutions education (Wahjosumidjo , 2013).

Involved management public in the implementation program education aims to be able to understand empowerment public and private in increase quality education . All aspirations expressed by the community must can utilized with OK , because boarding school No will experience progress fast If No capable responsive to response or demands from public That Alone . If aspiration That No responded or No managed with OK , then That can be one factor inhibitor that creates boarding school That not enough proceed . Ability boarding school in respond , will make intelligence social from boarding school That become looks . As good partner , Islamic boarding school must can utilise opportunities in the middle public . Because , you have to understood that boarding school There is For community and managed by the community .

In cottage Islamic boarding schools , the role of public relations is of course very important For Can make cottage become more capable reach Lots public . Importance involve all needs with utilise role as well as public broad , will make existence cottage become more superior in public . Because , besides keep Lots very teachings religion , inside the cottage will too make We the more Can find teak self with Islamic shade . With there is public relations within cottage boarding school , then goals that have been formulated will the more easy achieved . However , public relations does not No will can obtain the program , if public

relations is lacking proactive to need public . The role of public relations will be even more important when the Islamic boarding school is in an area with a Muslim minority. Public relations must be able to play a more important role in the progress of the Islamic boarding school in communities with different religions and beliefs from the Islamic boarding school. This requires public relations to be more creative and innovative as well as careful in efforts to advance Islamic boarding schools while maintaining good relations with people of different religions and beliefs.

B. Method Study

Study This use approach qualitative , that is produces data in the form of written words obtained from natural situation . Type study This is descriptive , so researcher describe in a way more complete and detailed what you get from results study . Study This done with interviews and observations in a way direct For get the data as needed . Interview in progress done with leader cottage boarding school . As for the method analyzing data passes several processes, namely : data reduction , data modeling, withdrawal conclusion . Deep data analysis study This implemented at the time deep data collection period certain . When interview , researcher Already do analysis to interviewee 's answers . If answers given by the informant after analyzed felt not enough satisfying , then researcher will continue question again , arrived stage certain so that obtained data or more information credible .

C. Results and Discussion

1. Essence Islamic Boarding School Public Relations Management
Darussalam Manokwari

Public relations in Islamic boarding schools must touch life community and Islamic boarding schools own role and color for public so that important perhaps There is structured structure as good as Possible For How give effect to public with exists boarding school . This The same like position given students title as an agent of change. Boarding school in people living in the middle public built by the community and owned public . Boarding school That Actually No belongs to Pak Kyai personally , will but owned by public Because if belongs to Pak Kyai personally so automatic shutter h its people No There is so appear then it's called connection public with meaning boarding school give contribution full to public Good in a way mark education or even value educational and valuable morally with exists boarding school expected exists change to pattern life and traditions that exist in society .

2. Goals of Public Relations Management at the Darussalam Manokwari Islamic Boarding School
 - a. Producing a generation with moral character is the principle and vision and mission.

In general, maximizing the performance of Islamic boarding schools towards society and the trust that arises in society exists and is proven when there are students, which means there is public trust. If not There is students and although There is order t ren or his students only little , mean trust to boarding school That Still A little from public . When somewhat lots of students even from outside regency means trust to boarding school That Already spread to community and proven in Islamic boarding schools Darussalam There is students who come from from other districts such as South Manokwari , Bintuni, Wasior and Nabire districts

and there are also those from from districts in Manokwari district such as Warmare, Masni and Sidey and so on . This proof that boarding school That Already trusted by the public .

- b. Forming alumni who are useful in society, tafaquh fiddin and tawadhu', at the Darussalam Manokwari Islamic boarding school through HSDM (Hipunan Santi Darussalam Manokwari).

The size Islamic boarding schools anywhere That usually Because There is follow mix and there contribution clear from alumni . Those alumni initially Possible everywhere in the end formed with receptacle Existing HSDM walk 13 year in frame welcome boarding school that , increasingly big alumni aim to build and maintain boarding school Maaka will the more Good the result Because as great whatever management in Islamic boarding schools No Can know in a way real and real that exists in life public . And it is the alumni who feel it in life public in a way direct and knowing about condition boarding school moment This so that 's a lot provide suggestions & criticism are alumni, and on the side it was at the boarding school

- c. Give awareness for public will importance cottage boarding school , boarding school boarding school Darussalam Manokwari

Often holding festival events, echoing dhikr and prayers as well as public recitations , none other than objective For introduce cottage Darussalam Islamic boarding school , Manokwari . Who do n't know after organizing community events later will become know with itself after take part in the event . Here the role of boarding school alumni boarding school Darussalam Manokwari is very necessary , which is accommodated with HSDM (Manokwari Darussalam Santri Association). Later public know

that cottage boarding school Darussalam Manokwari That Can said big with exists alumni in the HSDM This clear give great contribution to the lodge boarding school Darussalam Manokwari . Proven when the caretaker's deputy go to city Then meet with his friends so they know will Islamic boarding school Darussalam Manokwari . How technique management cottage boarding school Darussalam Manokwari Can seen famous among public or in areas in Manokwari and its surroundings especially in the area alone , if Already using planning, organizing, actuating and controlling it later will seen clear the result like what , however on the other hand for support extra good success that is with method do evaluation , with evaluation I as deputy caregiver later Can to cover or something minimize error or disadvantages and also can look for solution .

3. Implementation of Public Relations Management at Darussalam Islamic Boarding School, Manokwari

special policies from the caregivers to carry out good performance for the Islamic boarding school to be brought to the community, if we talk about technical issues and how it is supervised. . Caregiver himself directly supervise with the deputy chairman Because if No supervised sometimes some do n't Work . At boarding school Darussalam Manokwari regularly once every 6 months inviting all guardian Students For convey rules Islamic boarding school , conditions boarding school and the achievements of the students and hopes boarding school forward .

4. Connection cottage boarding school with existence public

Form communication between cottage boarding school with society to be able to increase understanding from public on all need or everything that is done cottage boarding school For Can push interest or cooperation . So , later cottage Islamic boarding school and society Can each other Work The same For develop cottage boarding school . More further , Kindred, Bagin and Gallagher define that connection cottage boarding school with public the as something business cooperative in maintain and develop channel information two efficient direction as well as each other understanding between cottage Islamic boarding school , personnel boarding school boarding school with public . Key main from connection Islamic boarding school and society is aim For increase role as well as from society , fine That caring , support system, or involvement For boarding school . Both of them own reciprocal relationship for each other advance or develop One each other.

There is something institution of course For fulfil need society , as business mutual cooperation guard or develop from all information between two direction That become efficient . Values positive public will awake with Good If institution or boarding school inherited it to participant educate or his students . That's reason Why both of them must Can each other maintain and promote (Rohiat , 2012). Definition That load essence important that connection cottage boarding school with public happen Because something similarity interest Good That boarding school or public . To be able fulfil ambition or hope that , it is very important that society follow participate in progress or development boarding school . As for can increase its role is very necessary something good cooperation between public or boarding school in matter communication two direction with more effective and efficient .

In connection with the above , then connection cottage boarding school with public can defined as all effort For plan , develop and make effective business cooperative between cottage boarding school with society so they can created harmonious and efficient reciprocal relations for progress cottage Islamic boarding school (Sulthon , 2006). Moreover , cottage boarding school is hope public in rule development religious knowledge for generations capable compete with strong spiritual foundation . Connection between cottage boarding school with public is as means in build or develop Students or participant educated at boarding school .

School is One unity from system social . matter That happen Because between cottage boarding school or school and community If each other cooperate so will form positive relationship in reach objective education (Mulyasa , 2003). Development knowledge No can separated from actuality connection man with God, each other , and the world Raya (Basri , 2020). In matter This is a boarding school Can fulfil objective society , especially concerning objective education . So, got it understood that management connection boarding school with public is the entire communication process between cottage boarding school with public For interesting sympathy community to support the educational process at the cottage Islamic boarding school (Barnawi , 2012).

As for advance it Can through empowerment , development of students , and also parental involvement (Andang , 2020). With a collaborative process that's what it will be can support quality good at boarding school nor public . As found in research previously (Maulana, 2019) related Public Relations Management at Islamic Boarding Schools , in it that public relations is connection every human so does inter work , relationships between man with tool or

object about as much as you can communicate One with others . As for key success , leader is the key . Pay attention to students and parents as well as public others (Wahyudi , 2015).

The essence of public relations at the cottage boarding school is a communication process between cottage boarding school with public in increase understanding public about needs and activities education at the cottage boarding school as well as push interest and cooperation between cottage boarding school with public in frame improvement and development cottage boarding school . If connected with understanding from nanny cottage boarding school Darussalam Manokwari , then can understood that the public relations at the cottage Islamic boarding schools should too touch order society , so that society can understand will importance cottage boarding school and participate inside it For enhancement cottage boarding school .

As for goals from connection between cottage boarding school with society , namely : Improving something understanding public related desired goals and objectives reached by the cottage Islamic boarding school , improve understanding cottage boarding school related situation or circumstances , and a response or aspirations public to Islamic boarding school , gathering efforts of parents and teachers in fulfil need child educate , as well increase amount quantity and quality parental help inner disciple maintenance activity education at the cottage Islamic boarding school , developing awareness public about role education at the cottage boarding school in the era of development , build and maintain trust public to cottage boarding school as well as cottage programs boarding school , tell public about about responsibility answer cottage boarding school on imposed expectations public to cottage boarding school , looking for

support as well as help from public in obtain necessary resources For continue and improve the cottage program boarding school .

So, engagement public to doc boarding school aimed at society can empowering himself in education and Islamic boarding schools get participation full from public For increase quality cottage boarding school or quality from public wide (Aziz, 2017). Development potency must dug up and used For reach educated and moral person noble (Hambali , 2020). With exists attitude each other help that encourage progress cottage boarding school or public That yourself , then That can makes it easier all plan or existing activities planned . The aim of public relations at the cottage boarding school is increase aspirations society , giving awareness will importance have morals charisma and search support from public How perhaps cottage boarding school can develop as it should be .

Goals achieved from Theory and reality are closely related tightly , where both of them You're welcome make formation morals karimah , place enhancement aspirations and support public as objective from the public relations officer . For students , for knowledge they Can beneficial must Can disseminated . Useful knowledge is enjoyment outside normal for they . If you have knowledge But No useful , considered as something in vain . On the contrary , it's simple or A little just But capable beneficial for fellow , that is Far more meaningful . Potency that's what it should be revealed by the cottage boarding school as part from effort For development cottage boarding school That Alone .

In carrying out programs/ activities , which is important done is do continuous communication executed without stop or Keep going sustainable with its implementers . With good communication , then will intertwined coordination in carry out activity with

effective and efficient . Mechanism in operate communication is very necessary maintained with Good . This aims to ensure that every information can delivered without constraints , whether formal or not fixed must walk from every member or team (Iriantara , 2013). As meaning management is seen systematic For why and how people work the same (Barudin , 2014). With each other Work the same , then objective can achieved with precise and fast . This is also appropriate with results study previously written by Abdullah that all implementation form system it's very important indeed implemented in the cottage boarding school . Discipline in operate any agenda or activities performed in a way routine will give handle strong towards the students and the community . Implementation cottage boarding school No can separated from its importance role caregivers , community , and alumni within join in as well as develop quality cottage boarding school Darussalam Manokwari .

D. Conclusion

Understanding public relations at the cottage boarding school is a communication process between cottage boarding school with public in increase understanding public about needs and activities education at the cottage boarding school as well as push interest and cooperation between cottage boarding school with public in frame improvement and development cottage boarding school .

The desired goal achieved in stage connection between cottage boarding school with society , among others is as following : Increase understanding public about objective as well as desired target realized cottage Islamic boarding school , improve understanding cottage boarding school about circumstances as well as aspirations public to cottage Islamic boarding school , gathering efforts of

parents and teachers in fulfil need child educate , develop awareness public about importance role education at the cottage boarding school in the era of development , build and maintain trust public to cottage boarding school , tell public about about responsibility answer cottage boarding school on imposed expectations public to cottage boarding school , looking for support as well as help from public in obtain necessary resources For continue and improve the cottage program boarding school .

Student alumni is factor complete and capable strength for development cottage boarding school . From p That can understood about alumni who must monitored place or his activities . Cottage alumni boarding school usually own bond quite emotional tall with his alma mater .

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