

**PUBLIC RELATIONS MANAGEMENT IN BUILDING STUDENTS'
TRUST IN MTS AL-AMIRIYYAH BLOKAGUNG****Nurfathatul Alfina**

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Abstract

Public relations management in educational institutions is one of the core and important components of efforts to achieve the goals of educational institutions. This study aims to determine public relations management to increase the trust of student guardians in MTs Al- amiriyyah Blokagung . This research method uses a qualitative case study with school public relations informants at MTs Al- amiriyyah . The results of this study indicate that the implementation of public relations management to increase the trust of student guardians in this MTs Al- amiriyyah Blokagung is through internal activities as well as external activities. For internal activities through: teacher meetings, ceremonies, and teacher recreation. For external activities through: parent meetings, social services, dissemination of school information through social media, active community engagement with residents around the school.

Keywords: Public Relations Management, Trust

A. Introduction

Basically institution education is organization social who have internal and external public. Educational institutions is agent change and place For channel knowledge to generation successor nation. Education does not only is obligation government, schools, and teachers only, but also a not quite enough answer family and society. Society is expected role as well in implement and organize education, especially in educate appropriate morals, norms and ethics with religion and agreement public. Student Study at school in time limited, meanwhile time the most is in the home and community.

Lately This problem education No free from manager education plays a role as driving systems and programs in the institution the . Manager education that has duties, authority, roles and responsibilities answer for sustainability and success of the educational process , no only overcome internal problems , especially those at school , apart from There are also many internal problems involved about problem external outside close- knit school connection with build trust public about school /madrasah will walk with fluent if get trust and support from guardian student .

Therefore Madrasas are necessary Keep going build good relationship between madrasah with guardian student nor public . So that There is bait Very useful feedback for development of the learning process teach nor desired goal achieved by madrasas and can inviting participation active and good response from guardian student nor public . Something institution education need exists intermediary For channel information, good information inside institution education nor information go out institution education, such as : channeling information to guardian student about the programs that will be run by the institution education in support the learning process teach teach . One of them with exists public relations, because public relations is included important element in something institution education in charge For convey information and convey ideas or idea to guardian students, the community and parties in need .

In the era of globalization public will more selective and careful in choose institution education . So institution education must endeavor For create image as good as maybe ahead public . But nowadays the more widespread cases that occurred at the institution education like phenomenon gang students in various regions and schools that do violence collective . Not again violence involving teachers and students ,

incl case abuse sex , cigarettes , drugs and alcohol that ebb and flow enliven circulation news in the mass media . Cases the can create bad image of the institution education .

As we know that No easy thing For restore a positive image . Return image become challenge important for institution education . In matter this is public relations or internal public relations institution education can help in return image something company or institution education . Caused Public relations or public relations functions include manage opinion public To use grow will kindness , participation , and involvement from public in frame create opinion good public (Zulkarnain , 2010). Its creation opinion public based each other trust exists awareness will need together , tasks public relations practitioners manage opinion public to make an impression public to institution education become positive . If impression public positive to institution education so create trust public especially parents as guardian student For enter sons and daughters in institutions education the .

Established relationships in a way harmonious This will give benefit for second split party, okay for growth organization nor for development and progress public . Benefit institution education with public according to Made Pidarta , first for Educational Institutions (1) enlarge encouragement introspective self ; (2) make it easier improve education; (3) zoom in business in increase professionalism teacher ; (4) concept public about becoming teachers in accordance with hope ; (5) got correct from group public ; (6) giving birth moral support from public ; (7) makes it easier request help from public ; (8) makes it easier using community education media ; (9) makes it easier utilization source person . Second , divide public established relationship in a way harmonious with institution education will give benefit (1) knowing related matters with schools and innovation , (2) needs public about

education more easy realized , (3) channeled need participation in education , (4) doing suggestions towards Educational Institutions.

So that the relationship public with institution education walk smoothly and well , then Made suggested that the existing program be implemented must be capable fulfil criteria following these : honest, noble, inclusive everything necessary , comprehensive, sensitive to society, and can understood by them (Made Pidarta , 2011). but in reality implementation connection school with public usually only intertwined in a way incidental or occasionally . Like a year very or once a semester , that is only carried out by the school at the time request help finances to parents or public . This is it why why parents always think that when called For come to school they always linked with money. As a result , they tend No attend or just represent someone else for attend invitation school . If this The problem is school will feel difficult For get support strong from all parents and society , (Arman Firmansyah , 2020)

Internal public relations institution education Still Not yet functioned in a way either by the institution education especially in institution Islamic education . This matter No regardless from lack of information and knowledge or executor in institution the except if Already There is staff or officer Alone public relations department . Whereas internal public relations function institution education very important . Because there is good public relations , institutions education can continue existence institution so Can use it as one of the effective way For make his institution to " exist " and have good image in society , (Murni , 2017).

Connection society (PR) is something activity For invest and acquire understanding , trust , and appreciation from the public. With broad meaning the relationship between school and community is something step concrete in disseminate information and provide

explanations For create best understanding among public wide about duties and functions carried out organization / institution (Sri Minarti , 2011).

For increase role as well as public in education is necessary container that can accommodate views , thoughts , aspirations , and exploring potency public For ensure democracy , transparency , and accountability , then be formed Committee School at level unit education , (Slameto , 2020) Participation society , especially parents students , in maintenance education during this is very minimal. During This is participation society in general more Lots nature financial support , not the educational process (Isjoni , 2006).

Activity main from internal public relations representing top management something institution or organization that, is form two ways communication activities are characteristic typical from function and role of public relations. That matter because of one the task of public relations is Act as source person information and constitute channel information , (Rosady Ruslan, 2007).

Study This related with internal public relations management build trust guardian students at Madrasah Tsanawiyah Al- amiriyah Blokagung . No denied Again that's it at the moment This competition in this world education very heavy, a lot institution education that offers interesting educational programs for guardians student Want to register son her daughter is in an educational institution the . Therefore that, researcher do study about public relations management used by Madrasah Tsanawiyah Al- amiriyah Blokagung For interesting attention as well as trust guardian students to be able register and give chance For teach son his daughter at the madrasa .

B. Method Study

Approach study qualitative descriptive is research effort describe and interpret object in accordance with What exist . Study descriptive in general done with objective main describe in a way systematic facts and characteristics object or the subject under study in a way right , (Sukardi , 2003). Therefore the , object study This is form object in the field where you can give information related with study This . In matter This is MTs Al- Amiriyyah Blokagung become object research focused on Public Relations Management for increase role as well as public in education at MTs Al- amiriyyah Blokagung . As for reasons researcher use method qualitative descriptive in study This Because researcher Alone or with help from others is tool or become data collector about implementation of public relations at MTs Al- amiriyyah Blokagung . Data collection techniques use observation , interviews and documentation . Whereas analysis the data with data reduction , data presentation and withdrawal conclusion .

C. Results and Discussion

Interview result to public relations department at MTs Al- amiriyyah show that the role and function of public relations in institution education is For guard harmony connection between school with public especially parents students and residents around school . This public relations activity There is internal activities and activities external . As for activities internal public relations management at MTs Al- amiriyyah Blokagung including : (1) meetings teacher, Yang held routine every end month , (2) the ceremony held on the day Monday, though One month very . Because MTs Al- amiriyyah is at under the Foundation that owns it a number of school curriculum (3) recreation, recreation specifically for teachers was held each One year very .

Activity external This always related or addressed to public or outside society inhabitant school , yes done in a way direct . As for activities external public relations at MTs Al- amiriyyah Blokagung including : (1) parent meetings , meetings This aim For deliberation bersawa guardian students and also inform them about development students at school , (2) social service (3) distribution information school through mass media, (4) active community and socializing with inhabitant around school .

In institution whatever No can free from problems , as well as in institutions education . In institution education at MTs Al- amiriyyah Blokagung this also has various problems experienced by public relations management , problems the among them is :

1. Management In-house Public Relations Management School Still Not yet maximum .

Management public relations management at MTs Al- amiriyyah Blokagung Not yet organized with neat , even Not yet formed appropriate management standard school public relations management . As public relations management in general already designing a definite vision and mission , as well as public relations programs that will held .

2. Lack of understanding public external about How should management connection public built . Level of education low society , will influence pattern think in see various matter or phenomena occurring around him .

Implementation Problem Solutions Public Relations Management at MTs Al- amiriyyah Blokagung among others:

1. Socialization knowledge about public relations towards teachers connector communication to guardian student . Less people

understand with public relations , then he not enough capable role Good as public relations for connect communicative relationships , as do teachers at MTs Al - amiriyyah Blokagung is lacking understand with public relations.

2. Increase liveliness community and social with inhabitant around . Connection between school with inhabitant around school need improved return . Interaction between party schools and residents intensive society will give benefit for second split party .

D. Conclusion

Based on results research conducted researcher about Contribution Internal Public Relations Management Increase Trust Guardian Student Against MTs Al- Amiriyyah Blokagung , then writer can take a number of conclusion as following :

1. Forms public relations activities carried out by MTs Al- Amiriyyah Blokagung Enough effective in build harmonious relationship Good to internal parties as well external .
2. Public relations efforts in increase trust guardian student to school done with step beginning strengthen internal school relations moreover first , then open opportunity For guardian shiva involved direct in various activity school , so guardian student more steady and confident to school Because can see direct or get description real about various programs and missions from school .
3. In implementation of public relations, MTs Al- Amiriyyah Blokagung experience various obstacles , fine existing obstacles caused by internal factors as well as factor external .

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