

Implementation and Application of Public Relations Management at SMA Negeri 1 Batu

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ABSTRACT: *This study aims to analyze the implementation of public relations management in schools, specifically at SMA Negeri 1 Batu, motivated by the importance of the public relations role in establishing effective communication between the school and both internal and external parties. This study uses a qualitative approach with interview techniques, where data were obtained from teachers and the vice principal for public relations affairs. The results show that the implementation of public relations management at SMA Negeri 1 Batu has adapted to technological developments and the demands of the times, particularly in communication strategies and information dissemination. Public relations activities are carried out through various media, including digital media, in order to maintain good relationships with parents and other external parties. In addition, the school also implements a systematic and adaptive strategy in managing public relations to support the institution's goals. In conclusion, the implementation of public relations management at SMA Negeri 1 Batu can be considered quite effective and relevant to current educational needs, although further development is still needed so that its role becomes increasingly optimal.*

Keywords: *Public Relations Management, School.*

I. INTRODUCTION

Public relations management is management that regulates the relationship between an institution and the community. Public relations management plays a major role in the development of an institution, because no matter how you look at it, an institution cannot develop well without having a good relationship with the surrounding community (Dhuhani, 2017). Public relations management is an important matter that has a value that must not be underestimated in the management of an institution or organization, especially a school. This is not without reason, because if we look at the term "public relations" itself, which refers to community relations, it is clear that its role is very important in establishing communication between the institution and the wider community.

The community referred to here includes both the school community and the community outside the school. Looking at the term "public relations" itself, we can understand that its primary focus in the school management process relates to the social relationships established with various parties. In general, this encompasses how to communicate and socialize well with these various elements, whether the internal or external school community. In modern society, the relationship between school and community is becoming increasingly complex. As an open system, the school exists in a reciprocal relationship with the community and various other organizations (Satria et al., 2019).

However, beyond that, the tasks and workload of the school's public relations department are not limited to communication alone. There are many roles and functions of public relations in the process of managing daily activities at school. It must be understood that public relations does not solely deal with communication, but also encompasses a broader and deeper domain. There are many interesting aspects of public relations management that can be studied and used as lessons about its true function within the school environment. Therefore, the author attempts to articulate this in the present article in order to understand the various aspects that constitute the scope of public relations in managing activities in the school environment.

The general problem is how public relations, internal parties, and external parties can work together. The lack of synergy between the institution and internal or external communities indicates the less-than-optimal role of public relations in an organization (Hakim, 2019). The public relations management at SMA Negeri 1 Batu serves as an example that the implementation carried out by the school's public relations can run well and in a variety of ways, because there are ideas and initiatives that, although they seem simple, are able to come to life. From students, teachers, to the school's external

parties, they can all work in synergy through the work programs promoted by the public relations of SMA Negeri 1 Batu. With this, public relations becomes easier in controlling and managing all existing processes, as well as helping in carrying out its duties and functions.

II. METHOD

This study uses a qualitative approach conducted under natural conditions to obtain information directly from the real environment, with an emphasis on meaning in explaining the phenomenon of the implementation and application of public relations management at SMA Negeri 1 Batu (Creswell, 2019). The type of research used is a case study, namely to deeply understand the processes, strategies, and dynamics of public relations management at the school, in accordance with the research objective of describing the implementation of public relations management (Sugiyono, 2017). Data collection techniques were carried out through observation, interviews, and documentation, where observation was carried out by directly observing public relations activities at the school, while interviews were conducted with teachers and the vice principal for public relations in order to obtain valid data, both directly and through other media (Creswell, 2019). The data obtained were then analyzed using content analysis techniques through three stages, namely data reduction, data display, and conclusion drawing/verification, resulting in a comprehensive picture of the implementation and application of public relations management at SMA Negeri 1 Batu (Sugiyono, 2017).

III. RESULT AND DISCUSSION

The results and discussion in this article constitute the answers to the questions posed by the author to the informants, namely the teacher and vice principal for public relations affairs at SMA Negeri 1 Batu. The questions asked covered the management process, the duties of the school's public relations, and how public relations plans and implements its work programs. The author began by asking about the planning conducted by the public relations department at the school, then continued with questions about the implementation of public relations programs at SMA Negeri 1 Batu, as well as how public relations carries out controlling, monitoring, and evaluation.

After these questions were answered, the author continued by asking how the school's public relations department conducts organizing, both with internal and external parties. To close the interview, the author posed a question about the promotional strategies employed by the public relations of SMA Negeri 1 Batu toward external parties. This is important given that we have now entered the era of digitalization,

where promotional activities through social media have become something important that needs to be considered.

Based on this series of questions, the following will explain and elaborate on the process of implementing and applying public relations management at SMA Negeri 1 Batu in greater depth.

Public Relations Planning Activities at SMA Negeri 1 Batu

Regarding the planning carried out by the public relations department of SMA Negeri 1 Batu, the informant explained that planning activities are the first step taken by the school's public relations. In initiating planning, public relations invites all involved elements, both teachers and parents, to participate in a joint meeting. This approach is considered effective because in formulating plans, public relations should not work alone in determining future programs. Therefore, the joint meeting serves as a forum for discussing various matters that need to be addressed and implemented, both in the short and long term. These meetings are conducted on a regular basis, for example at the beginning of the new school year, coordinated by the public relations of SMA Negeri 1 Batu. In addition, the meetings also aim to collect criticism and suggestions, as well as to identify the needs of teachers and parents who are part of the responsibilities of public relations. Thus, the planning activities of the public relations department of SMA Negeri 1 Batu begin through a joint meeting forum involving teachers and parents.

Implementation of Public Relations Programs at SMA Negeri 1 Batu

Program implementation is the core part of the duties and functions of public relations itself, starting from the planning stage through to the program implementation stage. Program implementation is also a determinant at the final stage, namely the evaluation activity. Therefore, program implementation is the urgency of the existence of public relations in the school environment. If programs are not implemented well, it can be certain that the school's public relations is not running optimally. Thus, this activity forms the main core of the school's public relations itself.

At SMA Negeri 1 Batu, in implementing its programs, the school's public relations operate flexibly and efficiently. The implementation of programs is tailored to the needs of teachers and students. The school's public relations implement programs after first discussing them with the relevant parties. For example, when teachers and students want to organize an Islamic holy day event, public relations will serve as a bridge and coordinate on what needs to be prepared and falls within the scope of public relations' responsibilities. In this case, public relations will also inform parents that an Islamic holy day commemoration will be held at SMA Negeri 1 Batu. Thus, the

flow of public relations program implementation at SMA Negeri 1 Batu always begins with coordination with relevant parties to identify the necessary needs. This is how public relations implements its programs, namely by prioritizing flexibility and efficiency in every activity carried out.

Controlling, Monitoring, and Evaluation Activities of Public Relations at SMA Negeri 1 Batu

Speaking of controlling, monitoring, and evaluation, these are activities that must be carried out on a regular basis. This is because if these activities are not intensified, they will become less effective. Controlling, for instance, must be carried out continuously at all times to find out what has already proceeded according to plan and which parts still need attention, so that the existence of controlling, monitoring, and evaluation becomes very important. At SMA Negeri 1 Batu, the school's public relations carry out controlling activities by implementing an attendance system for students and teachers. Through this attendance system, public relations can identify and control various aspects, especially related to the attendance and discipline of teachers and students. In practice, teacher attendance already uses fingerprint technology. This shows that the school's public relations always adapt to the development of the times, so that the control system used becomes more effective and efficient, where teachers only need to place their finger for attendance.

Regarding monitoring and evaluation, the school's public relations carries them out through mid-period and end-of-period evaluations. These activities are conducted in the form of meetings and gatherings with relevant parties to discuss shortcomings during one academic year period and to evaluate matters that need to be improved and enhanced in the following academic year. Thus, controlling, monitoring, and evaluation activities at SMA Negeri 1 Batu are implemented in a structured and continuous manner.

Organizing of the Public Relations of SMA Negeri 1 Batu with Internal and External Parties

As we know, organizing is something that must be considered in the implementation of management. For public relations specifically, organizing activities are steps that determine whether the public relations programs will run well and smoothly in the future.

At SMA Negeri 1 Batu, in conducting organizing, public relations arranges and separates different elements, namely the internal and external components of the school. From both of them, public relations have the same activity pattern in organizing, namely by holding separate meetings. For example, on certain occasions public relations holds a meeting with the school's internal parties, and on other

occasions public relations meets with the school's external parties. Thus, organizing activities can run well and smoothly, because if all activities are carried out simultaneously the results will not be effective. This is because both internal and external parties have their own respective domains and needs when coordinating with the public relations department of SMA Negeri 1 Batu. Therefore, meetings are held intensively, both with the school's internal and external parties.

School Promotion by the Public Relations of SMA Negeri 1 Batu

On this matter, we can understand that the tasks of public relations are not limited to activities that are commonly known. As the times progress, public relations is also required to innovate activities and be creative in attracting the interest of external parties, such as attracting new students to register and become part of SMA Negeri 1 Batu. School promotion is one of the public relations tasks in helping the school develop more quickly in recruiting new students in the new academic year.

Regarding promotion, the public relations of SMA Negeri 1 Batu has its own approach. By carrying out various attractive activities, such as regularly participating in various competitions, and obtaining many achievements and awards, external parties will more easily get to know SMA Negeri 1 Batu. This can then attract the interest of parents to enroll their children at SMA Negeri 1 Batu in the following academic year. In terms of achievement, the many awards obtained from various competitions also serve as one of the effective forms of promotion for the school.

Along with technological developments, the public relations of SMA Negeri 1 Batu also utilizes online media platforms in digital promotional activities, such as YouTube, Instagram, websites, and various other applications that support school promotion. Thus, promotional activities are carried out in an integrated and massive manner through social media that can reach a wider community.

IV. CONCLUSION

Public relations management is management that regulates the relationship between an institution and the community. Public relations management plays a major role in the development of an institution because an institution cannot develop well without having a good relationship with the surrounding community. The duties and workload of the school's public relations are not limited to communication alone, but also encompass various roles and functions in the management of daily activities at school. Public relations does not solely focus on communication, but has a broader scope of work. The implementation and application of public relations management at SMA Negeri 1 Batu has been quite good by leveraging the latest technology, especially in promotional and controlling activities through social media that have a major influence

on its implementation, so it can be said that public relations management at the school is already running well.

At SMA Negeri 1 Batu, the school's public relations carries out controlling activities by implementing an attendance system for students and teachers, so as to be able to control attendance and discipline. In implementing its programs, public relations also works flexibly and efficiently by adapting to the needs of teachers and students, and always first discussing with the relevant parties. At the planning stage, public relations involves all elements such as teachers and parents through a joint meeting as the initial step in formulating programs. In addition, public relations also utilize online media such as YouTube, Instagram, websites, and various other platforms to conduct massive digital promotion. In terms of organizing, the public relations of SMA Negeri 1 Batu arranges and separates the school's internal and external elements by holding meetings separately according to the needs of each party so that activities run more effectively.

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