

## PUBLIC RELATIONS MANAGEMENT IN SENIOR HIGH SCHOOL NEGERI 2 TAMBANG

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**Abstrak:** Penelitian ini bertujuan untuk mengetahui bagaimana manajemen humas di Sekolah Menengah Atas Negeri 2 Tambang. Jenis penelitian ini menggunakan analisis kualitatif. Teknik pengumpulan data diperoleh melalui observasi berpartisipasi, wawancara individu mendalam dan studi dokumentasi. Peneliti melakukan analisis data dengan cara mereduksi data yang telah diperoleh sebelumnya, data kemudian disajikan dan dilakukan sebuah penarikan kesimpulan. Penelitian ini menemukan bahwa 1) komunikasi Humas dilakukan oleh team baik secara online maupun offline untuk sekolah, 2) Humas SMA Negeri 2 Tambang memiliki budaya organisasi yang beretika demi terciptanya suasana belajar yang kondusif, 3) opini publik dalam humas SMA Negeri 2 Tambang dalam bentuk berita dikemas dengan menarik dan mudah dipahami, melakukan two way trafic communication, 4) teknik-teknik dasar humas dengan menyampaikan pesan atau informasi secara tertulis maupun lisan, 5) media publikasi humas yang digunakan SMA Negeri 2 Tambang menggunakan surel, sosial media ataupun langsung kepada pihak humas sekolah, 6) membangun pencitraan publik, 7) pemasaran jasa pendidikan, 8) membangun kemitraan dengan stakeholder, 9) electronic public relationship E-PR, 10) program humas sekolah

Kata Kunci : Manajemen, Hubungan Masyarakat, Sekolah

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**Abstract:** This study aims to determine how public relations management is at State Senior High School 2 Tambang. This type of research uses qualitative analysis. Data collection techniques are obtained through participant observation, in-depth individual interviews and documentation studies. Researchers conduct data analysis by reducing previously obtained data, then presenting the data and drawing conclusions. This study found that 1) Public relations communication is carried out by a team both online and offline for schools, 2) Public Relations of State Senior High School 2 Tambang has an ethical organizational culture in order to create a conducive learning atmosphere, 3) public opinion in public relations of State Senior High School 2 Tambang in the form of news is packaged attractively and easily understood, conducting two-way traffic communication, 4) basic public relations techniques by conveying messages or information in writing or verbally, 5) public relations publication media used by State Senior High School 2 Tambang using email, social media or directly to the school's public relations, 6) building a public image, 7) marketing educational services, 8) building partnerships with stakeholders, 9) electronic public relations E-PR, 10) school public relations programs

Keywords : Management, Public Relations, School

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### Introduction

Public relations management plays an important role as a provider of information through publishing activities and as a bridge between educational institutions and the local community. Public relations management must be able to carry out appropriate and meaningful public relations activities by utilizing various media such as print media, electronic media, and social media. The level of community participation in the development of an educational institution is one of the factors that measure the success of education. Without community

participation, educational institutions will be difficult to develop and operate statically.

It is also not easy for local communities to participate in the development of educational institutions. Appropriate and responsible public relations activities at educational institutions are necessary to achieve social participation. Public relations management not only acts as an information manager, but also as a communication intermediary between educational institutions and the community, and can be done through publications in various media. Therefore, it is necessary to establish communication between educational institutions and the local community, and this is where the role of public relations becomes important (Indrioko, 2015).

Public relations management in the field of education is an intermediary that connects the organization with the community (public) in order to achieve organizational goals and community expectations through the graduates produced. In this task force, the spokespersons will gather the involvement of all school residents, teachers, employees, students, parents, the environment, universities, government and private institutions to participate in optimizing capacity and must be able to work together and will support school management activities according to their expertise (Rahmat, 2016).

Publication is the activity of providing information to the public using communication media. Publication is closely related to public relations because the mission of public relations is to disseminate or provide information about matters affecting organizations, including educational institutions. Public relations management in educational institutions includes tasks such as public relations activities carried out to build and improve the school's image (Rahutomo, 2013).

Educational public relations management is divided into four stages, namely planning, organizing, implementing and monitoring, so that publications can be implemented according to the nature of public relations management. First, a plan is made to determine what activities and activities of educational institutions will be published, such as achievements, school activities, information about the latest and most important things in the world of education. The second part is about organization, and aims to explore how public relations professionals can better manage publications to improve the image of their institutions. A good publication should present news that is transparent and easy to understand and follow good ethics and common sense in disseminating it. The third organization is the publication activity where the publication is done to inform the public about the activities and initiatives of the educational institution. Fourth, various information about the educational institution is monitored. The public relations management department is responsible for monitoring incoming and outgoing information.

## Methods

This research was conducted at SMA Negeri 2 Tambang to find out detailed information about public relations management. Research studies using qualitative research methods help in knowing and finding facts by using case study research designs and obtaining accurate information in the field naturally (Ulfatin, 2015). Qualitative research methods are methods for exploring and understanding the meaning derived from social or humanitarian problems (Creswell, 2014).

The data collected is related to the public relations management itself, and the data collection method is obtained through participant observation, in-depth individual interviews, and documentary research. The research data sources were school work program documents and community interviews with public relations officers as informants.

The researcher analyzed the data by reducing the previously obtained data and presenting the data to draw conclusions. This research was conducted to verify the validity of the data and ensure the accuracy of the data by using reliability, reference adequacy, reliability and security techniques.

## Findings

### 1. Communication in Public Relations

The communication process basically involves sending and receiving messages between two or more people, small groups, or one or more with the aim of influencing behavior in society. Public Relations is one part of communication activities, and we communicate with the aim of creating an impact on the school's image (corporate image). The goal is to increase mutual understanding among external school groups and other institutions by organizing communications that foster the external image of companies and organizations.

### 2. Organizational Culture, Ethics, and Etiquette in Public Relations

SMA Negeri 2 Tambang highly values its organizational culture, especially in the implementation of individual ethics concerning human obligations and behavior towards themselves to achieve purity of personal

life, cleanliness of conscience, and noble character (akhlakul kharimah), as well as good etiquette because etiquette is important to build a reputation that we are polite, good, and trustworthy people. Every school must have these three things which are included in the school's image to be seen as good or bad.

SMA Negeri 2 Tambang really appreciates everyone who enters the school but must obey every rule in the school, for example parents of students who come to school to deliver lunch even though it is not a formal event they attend, the parents also need to pay attention to every outfit they wear from home to school, because the school has its own rules. The service at the school is also good, especially from the start of entering at the front to being delivered to the destination we want to meet. Society is associated with the values of politeness, manners, and mutual respect, especially in the way we treat each other. This involves relationships with the community, both individually, directly, collectively, and in groups in the form of community institutions or other formal organizations.

### **3. Public and Public Opinion in Public Relations**

In terms of public opinion formation, SMA Negeri 2 Tambang's public relations activities utilize all the technology available today to ensure that news and information reaches all levels of society in an attractive package that is easily accepted by the public. SMA Negeri 2 Tambang's public relations activities involve two-way traffic communication between the facility and the community with the aim of creating mutual understanding and support to achieve certain goals, policies, school activities, and others. To improve the progress of educational institutions and the positive image of the institution. Therefore, public relations activities are closely related to the formation of public opinion and changes in public attitudes. Public relations serve to foster good relations between all departments in an organization to ensure understanding and increase motivation and participation. All of this aims to improve and develop the understanding and goodwill of the community, as well as obtain positive public opinion and foster cooperative relationships based on good relations with the community.

### **4. Basic Public Relations Techniques**

SMA Negeri 2 Tambang utilizes technology to convey school messages and information to the community orally, in writing, and visually, so that the community has a true and accurate understanding of the school's status, goals, and activities. SMA Negeri 2 Tambang also conducts research and analysis of community reactions to school policies and procedures, including all types of public opinion that affect the school, to determine Public Acceptance or Non Acceptance of the ways in which the school serves the community.

### **5. Public Relations Publication Media**

SMA Negeri 2 Tambang conducts a form of educational promotion that encourages the activeness and participation of school residents and the role of the community as a whole as consumers of education through print media at SMA Negeri 2 Tambang. Public relations activities of SMA Negeri 2 Tambang integrate the involvement of all school members, teachers, employees, students, parents, the environment, universities, government and private institutions to participate in the optimization of skills and accordingly.

### **6. Building a Public Image**

Building a public image can be done from various aspects at school, one of which is by knowing a clear curriculum for teachers and parents, and producing outstanding graduates. To make people aware of the advantages and disadvantages of a facility, public relations must act as a spokesperson for the facility. Therefore, the public relations function is considered very important to build the image of SMA Negeri 2 Tambang. In addition to functioning as public relations, it also functions as a communication medium for school socialization to the community and expands public knowledge about SMA Negeri 2 Tambang. By knowing SMA Negeri 2 Tambang, it is expected to form a positive public opinion towards the school, strengthen the harmony between the school and the community, and encourage support for various activities carried out by the school.

### **7. Marketing Education Services**

SMA Negeri 2 Tambang also realizes that not all students are able to provide daily school supplies, books, stationery and other book packages for their daily needs, so all school members, community members, local government representatives always work together to advance education learning. Looking for information on new breakthroughs, cooperation with various parties, scholarships, BKM and other support. So that

underprivileged people can stay in school. However, SMA Negeri 2 Tambang cannot be separated from the community where the school is located, human relations must be maintained properly, and community culture must not overlap.

#### **8. Building Partnerships with Stakeholders**

Stakeholders are organizations or individuals who have one or more interests in any organizational decision or activity. Concerns in this context range from the simplest of listening to opinions and requests, to concerns related to sustainable development, such as economic, social and environmental aspects. The way SMA Negeri 2 Tambang builds partnerships with stakeholders is by bringing together and aligning the goals of each party, selecting the right partners, and building joint efforts with specific, measurable and reasonable goals.

#### **9. Electronic Public Relationship (E-PR)**

SMA Negeri 2 Tambang needs Electronic Public Relations (E-PR), which is the systematic use of computer network technology to achieve organizational goals effectively and efficiently.

#### **10. School Public Relations Program**

One of SMA Negeri 2 Tambang's programs for public relations is the Ebulletin which is updated continuously. The program from SMA Negeri 2 Tambang is handled by journalism at the school. Every activity at the school is updated in the E-Bulletin program.

### **Discussion**

#### **1. Communication in Public Relations**

Public Relations of SMA Negeri 2 Tambang itself also has a team or group to do its work where the team works, there are two kinds of communication forms at SMA Negeri 2 Tambang, both online and offline in doing its work. So when there are people who want to provide information or communicate, they can do it online through social media accounts from SMA Negeri 2 Tambang or outside parties can come directly to the school to communicate. SMA Negeri 2 Tambang is also very open, especially with any party who wants to cooperate or partner with other schools through public relations communication. Public relations communication at SMA Negeri 2 Tambang is also included in one of the alternatives so that the community can negotiate in the form of decisions that are still being considered, the school invites the community to conduct joint meetings at the school. So that the community also knows what problems need to be resolved at the institution. For example, related to the student section, the school committee is also involved.

In general, PR has one of the functions, namely to maintain good communication. Communication applied by school public relations is usually two-way communication or reciprocal (two-way communication) which can support the duties and responsibilities of school public relations such as as a mediator in conveying direct and indirect communication, as carried out by SMA Negeri 2 Tambang with stakeholders. This is done to foster a good and harmonious relationship between the internal public and the external public in order to foster motivation and participation. In addition, PR communication is also very necessary for the implementation of PR tasks, just as researchers have found that SMA Negeri 2 Tambang has the same program as School Public Relations in general, namely service programs, mediators and documentators, this is done by making E-Bulletins by schools (Nugraha, 2019).

#### **2. Organizational Culture, Ethics, and Etiquette in Public Relations**

SMA Negeri 2 Tamban cooperates with community leaders, RT, RW and village leaders. Because through good cooperation and mutual understanding, the situation is always good because it creates an orderly situation, security is maintained, and the community feels a sense of belonging and appreciation for the presence of the school.

In detail, the culture and ethics of Public Relations in schools also include several important points such as 1) transparency and honesty by prioritizing the disclosure of honest and precise information to be shared with the public, whether it is about school programs, student activities or achievements that have been achieved (Hidayat, 2021). 2) effective communication is a form of culture that is built and reflects how a school serves the community or school stakeholders (Mardiana, 2020). 3) professionalism by maintaining attitude, communication both directly and social media such as avoiding negative comments or endangering the school's image (R. F.

and (Hidayat, 2021). 4) empathy and care, public relations must understand and show empathy for the needs of students and parents so as to create bonding to create a more harmonious atmosphere (Wisyaastuti, 2022). 5) ethics and privacy, such as when you want to publish student photos or photos of school activities by ensuring that the content to be shared has obtained permission from the relevant parties to maintain personal data and avoid negative impacts (Utami, 2021). 6) consistency and sustainability with an organizational culture that is consistent in maintaining good relations with the community and ensuring that PR activities are not only carried out occasionally but continuously (Hardiyanti, 2020). 7) representing the school's values, namely PR becomes the face for the school to be shown to the public (Zahra, 2019). 8) responsive and crisis, Public Relations must also be ready to manage communication when there is a crisis situation or negative issue involving the school by providing clarification and taking appropriate action (Kusuma, 2021). 9) using the media wisely in accordance with applicable norms (Sari, 2021).

### **3. Public and Public Opinion in Public Relations**

Public opinion has an important role in shaping the positive image and reputation of the school, this can be done by providing transparency of information to the public, responding to criticism and suggestions, speed in overcoming issues, using social media to build a positive image and maintaining good relationships with parents or stakeholders (Wahyuni, 2021). At SMAN Negeri 2 Tambang, the formation of public opinion is quite significant, by providing clear information to students or parents of students, such as if you want to deliver lunch, children should wear polite clothes even though they are not attending formal events, besides that Public Relations of SMA Negeri 2 Tambang updates on social media by posting activities at school on the Instagram account @sman.duta.

### **4. Basic Public Relations Techniques**

In theory, there are several basic techniques in conducting public relations activities, 1) Written method, this can be done by providing an overview of the school to parents through school announcements, newspapers, school exhibitions, brochures, and others. 2) Oral techniques, this can be done through visits to parents, residents and community leaders. 3) Demonstration techniques that can be implemented in the form of demonstrations in the form of performances and exhibitions organized by the school to show the success of students. 4) Electronic technology such as telephone and radio as advertising media (Sumarno & Resi Anraini, 2024).

### **5. Public Relations Publication Media**

Schools must also be able to collaborate. In addition, school public relations will also demonstrate their individual abilities and assist the principal in school management activities. To achieve this, it is necessary to comply with the established rules. According to the Law of the Republic of Indonesia Number 14 of 2008 on Public Information Disclosure, so-called public information is information that is created, stored, managed, transmitted and/or received by the public body concerned to the controlling and/or controlling state. This is defined as information. Implementation of other public authorities based on this Law and other information relating to the public interest. Therefore, the public relations activities of SMA Negeri 2 Tambang can be said to be very open and transparent.

Public relations publishing media consists of three parts 1) Print media, a medium that has the function of conveying information, consists of sheets containing a series of letters, photos, or images, and its main function is to convey information. 2) Electronic media such as television and radio and their advantages in reaching a wider audience than print media. 3) social media, namely "websites and applications that enable users and share content or to participate in social networking". with social media communication is not limited by space, distance and time or more flexible (Anshari, 2018).

### **6. Building a Public Image**

Building a public image is the same as building trust in the public. with various programs carried out by the school will have a significant impact on public trust in the school. as is the case with SMAN 2 Tambang, namely by implementing a clear curriculum at school so that students and teachers will implement the teaching and learning process in an orderly and effective manner. using an appropriate curriculum will also give confidence to the public, because with the increasing knowledge of students at school, parents will believe that the school must be of quality by implementing useful activities.

## 7. Marketing Education Services

Assistance and friendship with local residents must continue to be promoted, as well as donations and compensation for the underprivileged, disasters, deaths, and other social activities must continue to be promoted according to the school's capacity. Work with the school committee to find the best solution to improve the quality of education, raise funds and support school programs agreed upon in committee meetings so that the community does not feel burdened by school quality schools and produce graduates who are competitive in the era of globalization.

In addition, there are several ways that can be done to market educational services through school public relations such as by 1) highlighting the advantages of school programs, 2) publishing achievements and school activities, 3) organizing events and open houses, 4) using social media for branding, 5) involving alumni as brand ambassadors, 6) managing an informative school website, 7) maintaining good relations with local media (Rahmawati, 2020).

## 8. Building Partnerships with Stakeholders

There are several ways that can be done to establish or build partnerships with stakeholders 1) identify the needs and potential of stakeholders, 2) establish active and open communication, 3) hold regular meetings and discussions, 4) invite stakeholders to school activities, 5) cooperation with the industrial world, 6) build long-term commitments, 7) provide appreciation and recognition (Lestari, 2020).

## 9. Electronic Public Relationship (E-PR)

Electronic Public Relations (E-PR) very useful, this is because the ability of computer technology to manage, display, and send messages (multimedia) in various formats has been used by organizational leaders to build brands and build trust through E-PR. WhatsApp group, Google Meet are also included in the ways for public relations of SMA Negeri 2 Tambang to speed up every development. SMA Negeri 2 Tambang also has E-Bulletin with journalistic members on Ig account which is their social media in 3 months continuously.

## 10. School Public Relations Program

The use of E-Bulletin in school activities is also carried out by updating activities once every 3 months. In addition, SMA Negeri 2 Tambang Public Relations is also actively cooperating with other agencies and continues to develop itself with various partners, such as actively participating in activities outside the school, one of which is participating in Riau Expo by enlivening the class performance organized by Diskominfo Riau, this is done to improve school branding. The school's Public Relations program is also related to providing PPDB information which is carried out every year. SMA Negeri 2 Tambang also makes a series of short, medium and long term programs so that it is more structured and maximizes the optimal achievement of each program.

## Conclusion

Public Relations Management is very important in government agencies, public institutions, and even educational institutions. As an extension of an organization, public relations has the task of informing its activities and establishing communication with the public. Education is considered a shared responsibility of the family, community and government. Education managers must realize that the community plays a very important role in the development of educational institutions. Maximum community participation is one of the key factors in the development of an educational institution. Conversely, if there are educational institutions that are experiencing concerns, one of the causes may be the absence of a support system from the local community. Trust from the community is the key to the development of an educational institution. Therefore, the task of public relations in this field is to create positive and mutually beneficial relationships. Therefore, PR professionals need to understand the content and actions of their communication. Communication is very important because disharmony in human relations in organizations and social life can result from misunderstandings caused by the wrong way of communication. To prevent this, public relations staff must communicate well and be selective about the media chosen for publication. The supporting activities of SMA Negri 2 Tambang are expected to continue to grow along with each program implemented.

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