

FUNCTION PUBLIC RELATIONS MANAGEMENT (HUMAS) IN ISLAMIC EDUCATION INSTITUTIONS

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Abstrak: Hubungan sekolah dan masyarakat merupakan pilar penting dalam memajukan lembaga. Oleh sebab itu diperlukan manajemen yang baik dalam pengelolaannya, sehingga terbentuknya hubungan yang harmonis antara lembaga dan masyarakat. Tulisan ini memiliki tujuan untuk mendeskripsikan fungsi manajemen hubungan masyarakat (HUMAS) pada lembaga pendidikan Islam yang memuat perencanaan, pengorganisasian, pelaksanaan dan evaluasi. Metode yang digunakan dalam penelitian ini ialah studi pustaka dimana penelitian yang memanfaatkan sumber-sumber kepustakaan dalam memperoleh data penelitian. Pengumpulan data diawali dengan penelaahan terhadap buku, studi literatur, catatan-catatan, dan laporan-laporan yang memiliki hubungan dengan manajemen humas pada lembaga pendidikan Islam. Hasil dari tulisan ini menunjukkan bahwa lembaga pendidikan Islam saat ini sudah menjalankan manajemen hubungan masyarakat (HUMAS) namun belum terlaksana secara maksimal. Hal ini terlihat dari berbagai penelitian yang sudah dilakukan oleh para peneliti dengan hasil penelitiannya banyak diantara lembaga pendidikan Islam yang tidak memfungsikan manajemen hubungan masyarakat (HUMAS) Sehingga berdampak negatif terhadap lembaga, yang membuat hubungan lembaga dan masyarakat menjadi tidak baik dan pada akhirnya hilangnya kepercayaan masyarakat terhadap lembaga.

Kata kunci: Manajemen, hubungan masyarakat, lembaga Pendidikan, Islam

Abstract: School and community relations are important pillars in advancing the institution. Therefore, good management is needed in its management, so that a harmonious relationship is formed between the institution and the community. This paper aims to describe the function of public relations management (HUMAS) in Islamic educational institutions which includes planning, organizing, implementing and evaluating. The method used in this research is literature study where research utilizes library sources in obtaining research data. Data collection begins with a review of books, literature studies, notes, and reports that have a relationship with public relations management at Islamic educational institutions. The results of this paper indicate that Islamic educational institutions are currently implementing public relations management (HUMAS) but have not implemented it optimally. This can be seen from the various studies that have been carried out by researchers with the results of their research that many Islamic educational institutions do not function public relations management (HUMAS) so that it has a negative impact on institutions, which makes institutional and community relations not good and in the end the public's trust is lost. against institutions.

Keywords: management, public relations, educational institutions, Islam

Introduction

In the era of globalization, competition between educational institutions is getting tougher, including Islamic educational institutions. Islamic Education Institutions are places to foster and produce Islamic human resources so that graduates are qualified with knowledge, skills and technology and implement them by sticking to Islamic principles, religious and moral principles in accordance with Islamic and political values noble, (S. Hidayat, 2021). However, the progress of Islamic educational institutions is largely determined by the community. Because, the progress of Islamic educational institutions can be seen from how far the community can trust them to carry out their duties. Thus, educational institutions or educational leaders must create a good strategy so as to be able to create an institutional climate that is dynamic and responsive to the needs of the surrounding community, (Hakim, 2019). Community relations activities which are often abbreviated as (HUMAS) in an educational institution do not only include school relationships with parents of students, but also establish relationships with the wider community, such as establishing relationships with the surrounding community, with other schools, as well as government agencies, (Yuniarti, 2016). According to Mulyasa, the management of school relations with the community is a whole process of activities that are planned and pursued deliberately and seriously, accompanied by continuous coaching to get the attention of the community in general, and especially people who have a direct interest in educational institutions (Habib et al., 2021).

Educational institutions and society are two elements whose existence cannot be separated. Because educational institutions or schools are places of learning and the community is a place of application of the educational process that is obtained, educational institutions are places where the educational process takes place with the aim of self-development of students, (Ana Novitasari, Ahmad Fauzi, 2021). Educational institutions are currently expected to be able to analyze the needs of the community as their customers and educational institutions are required to always involve community participation in managing education, (Al Givari, 2020). It cannot be denied that society and schools are related and play a role in one another. Today the government has socialized the decentralization of education where schools have the right to manage their own schools, (Suardi, 2017).

There have been many studies on the importance of public relations management in educational institutions. The results of Murni's research state that currently the discussion on public relations (HUMAS) in educational institutions is still not functioning properly by educational institutions, especially in Islamic educational institutions, even though the function (HUMAS) for educational institutions is very important. Because with good public relations, educational institutions can continue the existence of their institutions so they can use them as an effective way to make their institutions exist and have a good view of society, (Murni, 2017). Another study, namely Nadlir, in his research concluded that the role of public relations (HUMAS), who is a madrasah communicator, also has an impact on improving the quality of education. Both related to activities related to the quality of students, the quantity of students, the fulfillment of infrastructure, the continuity of madrasas and other activities, (NADLIR, 2018).

We must realize that society has a very important role in the existence, continuity and even progress of Islamic educational institutions. At least one of the determining parameters for the fate of educational institutions is society. If there is an advanced Islamic educational institution, it is almost certain that one of the success factors is maximum community involvement, (Dhuhani, 2017). Educational institutions which are an open system will definitely establish relationships with the surrounding community. Public relations is an effort that is deliberately carried out, planned on an ongoing basis to create mutual understanding between an institution or institutions towards the community, (Abin & Firdaus, 2020). Viewed in the sense of Public Relations as (Public Relations) is a management function to achieve certain targets which previously had to have a clear and detailed work program, find facts, plan, communicate, to evaluate what results have been achieved, (Umam, 2019). Besides that, public relations is still a new field, especially in Indonesia, (Imaniyah et al., 2016).

Public relations management at educational institutions is an activity carried out by educational institutions, planned and carried out properly in establishing and fostering harmonious relationships with parents of students. Able to provide sufficient explanation according to school policies and not so that the community can understand, trust and be able to provide support for programs organized by educational institutions, (Habib et al., 2021). In addition, public relations management is an effort made by institutions or organizations in building an effective communication with the community so that intensive communication is needed to achieve the goals set by the institution, (Ningsih et al., 2022). Therefore, public relations management is very important in educational relations such as the relationship between the school and parents of students/community is well established later, and can make a better and significant contribution to the development of education and learning so that they can jointly realize quality education in schools as well as being able to create noble character, (Habib et al., 2021).

But unfortunately, at present the role of public relations (HUMAS) in the world of education is not being functioned optimally by educational institutions. This is due to the lack of knowledge possessed by the executors

and managers of these institutions regarding the real importance of managing public relations (HUMAS), (Siti Aminatun & Ahyar, 2019). In addition, there are several incidents where there is a lack of harmonious relations between educational institutions and the community and vice versa. This happens because of a number of factors

which affects them because ideally educational institutions must establish harmony with society (Ana Novitasari, Ahmad Fauzi, 2021). This gap occurs due to a lack of management and cooperation between educational institutions and the community so that the aspirations of the community are reluctant to be given, as a result communication does not go well (Mundiri, 2016). So basically, all institutional management is very important especially in the scope of education, because the work of public relations (HUMAS) is heavy and interdependent with the division of tasks, work and responsibilities. Besides that, another problem facing educational institutions today is that most institutions that want to develop have not been able to maximize the role of (HUMAS). Public relations are still considered as conveying information needs between institutions or as just sending letters, without getting full attention and good management, (Priandono, 2019). Therefore, to support the success of Islamic educational institutions, it is necessary to have good, effective and efficient public relations management.

Based on the problems above, the authors are interested in discussing the functions of public relations management (HUMAS) in Islamic educational institutions, which include planning functions, organizing functions, implementation functions and evaluation functions. So that the end result of this article is able to provide information about the importance of public relations and Islamic educational institutions.

Method

To obtain data and information, the researchers used the library method. Library research is research that utilizes library sources in obtaining research data, (Anjelina et al., 2021). This research is a type of research that collects data from the literature, (Ramadina, 2021). The literature review method is a type of qualitative research method in which the location and place of the research is carried out in libraries, documents, archives, and the like. In Nyoman Kutha Ratna's statement the library method is a research method that collects data through places where research results are stored, namely libraries or the like, (Prastowo, 2011). The focus of the discussion in this study is the importance of public relations management in Islamic education, with data collection techniques beginning with a review of books, literature studies, notes, and reports that have a relationship with the problem being solved, (Wandira, 2017).

Findings and Discussion

Public Relations Management

According to the Fund and Wagnel dictionary, the American Standard Desk Dictionary published in 1994 in (Nurul, 2018). states that the notion of public relations is all the activities and techniques or tips used by organizations, institutions or individuals to create or maintain an attitude and a good response from outsiders towards existence and activities. Public relations (HUMAS) can be interpreted as a planned business activity involving good faith, sympathy, mutual understanding to gain recognition, acceptance and community support through communication and other means (mass media) to achieve mutual benefit and agreement, (Pohan, 2018). In addition, public relations (HUMAS) in educational institutions is a series of management related to the activities of relations between educational institutions and the community which are intended to support the teaching and learning process in the educational institution concerned so that it can improve the quality of education, (Habib et al., 2021).

Suharsimi Arikunto in (Yuniarti, 2016), argues about the importance of relationships (HUMAS) in educational institutions including a) Public Relations (HUMAS) is an activity that is very necessary in all work implementation so that the school or educational institution has an official vehicle to be able to relate to the wider community and show the community about activities that have been, are being done, and what will be done. b) With (HUMAS) an organization has various tools to disseminate ideas or ideas to other organizations or bodies. c) With activities (HUMAS) an organization can be asked for assistance needed from other organizations or agencies. d) Public Relations (HUMAS) encourages the efforts of a person or an educational organization to introduce and allow themselves to relate to other people or organizations. e) public relations (HUMAS) provide the possibility for a person to meet the needs in self-development.

Based on the explanation above, (HUMAS) in the development of Islamic Education Institutions can be interpreted as a management activity that focuses more on more directed communication activities between educational institutions and the community through the steps of: getting to know each other, understanding each other, loving each other, consulting each other, mutual helping and bearing one another; so that good and mutually beneficial cooperation is realized with related parties, with the main goal being to improve the quality of education and produce graduates as aspired to, (Sholihah, 2018). According to (Hakim, 2019) The problem that causes the field of public relations to work less effectively and efficiently in school organizations is poor management, which

causes the participation of the Indonesian people in education to be still low, among other things, as a result it affects the school's image. Another cause

Public Relations Management Function

Public Relations Planning

The first stage in public relations management (HUMAS) is planning. According to Poerwadar Minta, planning can be interpreted as things, ways or results of planning work (intending to do something), (Murni, 2017). Planning is an integral joint decision, in this case (HUMAS) must be able to coordinate with stakeholders in educational institutions to make school policies, especially Vocational-based schools, (Priandono, 2019). Efni Wati revealed that planning is the first step to building good relations with the community by planning what programs can be carried out so that the community can participate in educational institutions, (DwiYama et al., 2020).

Thus, based on research conducted by Siskawanti, the process of planning public relations (HUMAS) to improve the image of SMA Muhammadiyah 1 Ponorogo, the initial stage carried out is the planning stage based on Need Assessment or needs based. So that when it comes to field practice or planning it is adjusted by looking at the results of the previous year's evaluation. Then in planning, (HUMAS) forms a special team or committee to back it up which is applied flexibly by looking at and adjusting to the good conditions of HR and external environmental conditions, (Siskawati, 2021). In addition, Diky Hidayat, in his research put forward Community Relations Planning (HUMAS) at Nahdatul Ulama Middle School, the school always used deliberations by involving all the teachers in the school, besides that the school also involved one of the community or school committees who used as information targets for schools in making decisions in implementation of public relations activities. In addition, the school at the planning stage has discussed 5W + 1H, namely: 1. Who, 2. When, 3. Why, 4. Where, 5. What, and 6. How, (D. Hidayat, 2017). The results of research at (MAN Malang 1) conducted by Vitri Yuniarti, stated that in making public relations plans, they always made programs or compiled programs together through meetings with all parties including the school principal, head of division (HUMAS), teachers and staff who compiling programs in other fields that will be carried out later, (Yuniarti, 2016). In addition, Suardi, in his findings stated that SMP Negeri Satap 9 Bulukumba in program planning (HUMAS) is expected to be realized with the hope that during implementation the community can really participate, so that the role of the community in the development and management of education at SMP Negeri Satap 9 Bulukumba will increase. real and increasing, (Suardi, 2017).

But unfortunately, most of the institutions that want to develop have not been able to maximize public relations (HUMAS). Public Relations (HUMAS) is still considered as a conveyor of information needs between institutions or as just sending letters, (Priandono, 2019). This problem is caused by a lack of universal understanding of the concept (HUMAS), (Mundiri, 2016). In addition, there are not a few educational institutions that can fully utilize (HUMAS), public relations are still underestimated, causing institutional relations to not be well established. According to Husaini Usman, Planning (HUMAS) is an absolute requirement for any management or administrative activity, without planning the activity or implementation will experience difficulties and even failure, (Murni, 2017). Thus, the explanation above confirms the importance of planning public relations activities (HUMAS) in educational institutions, especially in Islamic educational institutions in order to achieve the goals of the institution.

Public Relations Organization

According to George Terry, organizing is defined as the activity of dividing tasks to other people involved in educational institutions, (Murni, 2017). In this process, the division of tasks is carried out according to the functions and positions of each. The organizing process is clearly reflected in the organizational structure, (DwiYama et al., 2020). Organizing is very important because if work is carried out haphazardly, not in accordance with one's expertise then failure will wait at the end of the job (Manda, 2016).

Furthermore, with regard to organization, it can be seen in the research put forward by (Nurul, 2018) organizing, namely the division of tasks to carry out the Madrasah relations program with the community. For organizing the implementation of tasks carried out in a solid "team" from the madrasa under the coordination of the head of the madrasa with the parents of students or via the Madrasah Committee or the Madrasah Assembly so that a public relations program is realized at the Madrasah. In addition (DwiYama et al., 2020) also states that organization is made so that there is a division of work that can be carried out with full responsibility. This is in accordance with the results of his research where the public relations section (HUMAS) in the structure consists of the Deputy Head of Madrasah in the field of public relations (WAKAMAD HUMAS), committees and BKs who each have the task of carrying out public relations management as seen in the organizational structure of public

relations at Madrasah Aliyah Negeri 1 Bone, WAKAMAD HUMAS has derivatives, and these derivatives are the School Committee and the Counseling Guidance Section. The School Committee is in charge of assisting the (HUMAS) section outside the school, while the Counseling Guidance Section assists (HUMAS) in the internal environment of the school.

It can be concluded that organizing is an activity of giving main tasks and functions and responsibilities to people in the public relations field, with the hope that the tasks and responsibilities can be carried out effectively and efficiently based on planning. Organizing is very important for all educational institutions, especially Islamic educational institutions, so that the relationship between institutions and the community can be maintained properly.

Implementation of Public Relations

The implementation stage is an embodiment of the planning process that has been determined together, (Siskawati, 2021). Implementation is referred to as an effort to move and stimulate members to carry out their duties with enthusiasm and a high sense of responsibility, this activity includes guidance and direction in such a way that group members have creativity in carrying out plans and achieving predetermined goals, (D. Hidayat, 2017). The implementation of public relations (HUMAS) in educational institutions is communication and collaboration between parents of students or the community and educational institutions, (Ningsih et al., 2022). Through communication and collaboration, it is very important in implementing and achieving goals in an educational institution. So the implementation of public relations in educational institutions has an important role, while the duties (HUMAS) itself in general, include: a) Providing information and conveying ideas to the community, so that know the aims and objectives as well as the activities of its activities including the possibility of reaping the benefits by parties outside the organization. b) Helping leaders who because of their duties cannot directly provide information to the public, (D. Hidayat, 2017).

In carrying out activities or programs (HUMAS) at educational institutions encounter various problems and obstacles, as research conducted by (Siti Aminatun & Ahyar, 2019) in his research he found by internal factors and external factors, this can be seen from the results of his research, he stated that there were 3 problems that occurred at SDIT BIAS Giwangan, namely: a) The lack of Special Personnel Managing Public Relations Management Activities so that the management of Public Relations as a whole is still managed directly by the Principal, b) Management of Public Relations Management in Schools is still not maximal and not neatly organized, not even a management that is in accordance with school HUMAS management standards, c) There is a lack of understanding from the external community about how community relations management should be built. This is one of the obstacles for PR at SDIT BIAS Giwangan. In other words (D. Hidayat, 2017) in his research also conveyed that the obstacles to the implementation of HUMAS activities were the lack of reasoning, and input by the community for the implementation of HUMAS activities, which could be caused by a lack of motivational factors within the community to want to know from the concept of management PR itself.

It should need effective packaging in its implementation in order to obtain more efficient results. In order for this to be achieved properly, of course it needs to be implemented by properly preparing a PR work program so that it is easy to apply, (Habib et al., 2021). As the results of research submitted by (Fajri Dwiwama et al) The implementation of the HUMAS work program at Madrasah Aliyah Negeri 1 Bone involves all components of society, such as the internal community, namely Heads such as German language festivals, birthdays, block tents, arts, bazaars, iftar together, for -for takjil for underprivileged communities and humanitarian fundraising all involve the community through participation in financial assistance. Besides For these activities, HUMAS Madrasah Aliyah Negeri 1 Bone prioritizes the openness of education management to the community, (Dwiwama et al., 2020).

Thus, after reviewing the various research results submitted by the researchers, it can be concluded that the relationship between schools and the community is not easy to do, it needs to mature both planning and organizing in the field of public relations. In other words, in the implementation of Public Relations, it is also necessary to pay attention to coordination between various parts of the activity and in the use of time there is a need for synchronization, (Murni, 2017).

Public Relations Evaluation

Evaluation is the last element of the management process. Even though it is the last element, the evaluation function is very large. The evaluation process carried out on the activities that have been carried out allows a leader to know the advantages and disadvantages of carrying out these activities, (Dwiwama et al., 2020). Evaluation of HUMAS management is the final stage of HUMAS management after carrying out the process of planning, implementing, then evaluating the activities carried out by HUMAS, where at this evaluation stage it will be known as a whole whether HUMAS activities can run well and as expected, the evaluation will also found supporting

factors for activities as well as inhibiting factors for activities, because each activity wants planned and implemented activities to be carried out effectively and efficiently, with an evaluation carried out by the activity implementing committee as well as the HUMAS itself and the Principal will make the activities carried out at that time as a reference for the next program to be even better, either continuing existing programs or new programs that will be implemented in the next period, (Yuniarti, 2016). According to F. Rachmadi HUMAS program evaluation activities are carried out by an organization or company to determine the impact or influence on the public or audiences. So that an institution can find out how big the impact of the implementation of the HUMAS program that has been carried out by the institution, (Siskawati, 2021).

Referring to the explanation above, Madrasah Aliyah Negeri 1 Bone obtains important information about the advantages and disadvantages of public relations activities that have been carried out using evaluation. Knowing this, makes Madrasah Aliyah Negeri 1 Bone have knowledge about what strategies can be applied next in PR management so that the community can actively participate in all public relations activities that will be held, (Dwiayama et al., 2020). Apart from that, the An-Nasyi'in Islamic Boarding School also conducts evaluations every month specifically in the sense that all per field are called by their caregivers and then what to do is discussed for those who directly relate to the community, (Finawati, 2022). How important is the evaluation of the performance of Public Relations to determine the extent of achievement that has been obtained and improvements for the future.

So public relations (HUMAS) can be evaluated for its work with two criteria, the first is its effectiveness, namely to what extent the goals have been achieved, for example whether the community really feels involved in the problems faced by the school, whether they want to provide input for school improvement and so on. Both are efficient, namely to what extent existing potential resources have been used properly for the benefit of community activities, (Murni, 2017). Evaluation activities must be carried out by an organization or educational institution, especially Islamic educational institutions to demand standard public relations activities, (Siskawati, 2021).

Conclusion

From the explanation above, it can be concluded that Islamic educational institutions are currently implementing public relations management (HUMAS) but have not implemented it optimally. This can be seen from the various studies that have been conducted by researchers, with the results of their research that many Islamic educational institutions do not function public relations management (HUMAS) so that it has a negative impact on institutions, which makes institutional and community relations not good and in the end a loss of trust society to institutions. Considering that educational institutions and society are two elements whose existence cannot be separated, because they have an interrelated relationship between one another and even need each other. Without a community, education cannot be carried out, therefore it is necessary to create a harmonious relationship between Islamic educational institutions and the community. The formation of good relations between institutions and the community requires good management, considering that the function of public relations management (HUMAS) in Islamic educational institutions is a series of activities that contain management functions which include planning, organizing, implementing and evaluating. All of these management functions must be carried out by educational institutions, especially Islamic educational institutions so that the progress of Islamic educational institutions is getting better.

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