

## **ENHANCING PERFORMANCE OF SCHOOL PUBLIC RELATIONS: THE CONTRIBUTING WEBSITE OF SCHOOL PUBLIC RELATIONS SERVICES IN MADRASAH TSANAWIYAH**

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### **ABSTRACT:**

*Public relations problems at Madrasah Tsanawiyah 1 Klaten are still lacking in promoting school achievements, the need for more productive school relations, student guardians, and society. Public Relations has not been able to establish active communication between teachers and students outside of school. The research aimed to discover innovation in education public relations management through websites, public relations models, and the benefits of public relations management. This research uses a qualitative approach in the form of a case study. The innovation in public relations activities through website-based information technology facilities. The results of this study indicate that the school has carried out educational public relations innovations by managing the website. The website management was managed by a team with the Decree of the Madrasah Head. Website content includes models and forms of education public relations communication through websites still classified as public information models. This model of public relations has paid attention to the importance of correct information but has not been based on research and has not provided an opportunity to provide feedback from the website reader community. The results of the research impact school achievement being known by the community, and active communication are established between schools, parents of students, and the community.*

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**ABSTRAK:**

Tujuan penelitian mengetahui inovasi yang dilakukan dalam pengelolaan layanan yang diberikan oleh humas berbasis website, bentuk dan model kehumasan pendidikan melalui website, dan manfaat inovasi pengelolaan humas pendidikan menggunakan website. Penelitian ini dilakukan di MTsN 1 Kabupaten Klaten Tahun 2022 dengan pendekatan kualitatif berupa studi kasus. Inovasi kegiatan humas melalui sarana teknologi informasi berbasis website. Hasil penelitian ini menunjukkan sekolah telah melakukan inovasi humas pendidikan dengan mengelola website. Pengelolaan website dikelola tim dengan SK Kepala Madrasah. Konten website mencakup Model dan bentuk komunikasi humas pendidikan melalui website masih tergolong model informasi publik. Humas model ini sudah memperhatikan pentingnya kebenaran informasi, namun belum didasarkan pada penelitian dan belum memberikan kesempatan untuk memberikan umpan balik dari masyarakat pembaca website. Inovasi humas pendidikan melalui website bermanfaat dan membantu peran kehumasan dalam berbagai kegiatan.

**Kata Kunci:** *Inovasi Layanan Humas Pendidikan, Madrasah Tsanawiyah, Website Madrasah.*

**INTRODUCTION**

Public Relations builds and plans a good reputation, image and communication between the school and the community. School public relations must keep abreast of technological developments by utilizing websites and other social media to convey information to the public (Auger & Cho, 2016). Public Relations responsibility was a priority and a key aspect of developing a service company. Several studies have demonstrated the importance of the internet and websites in the relationship between companies and society (Capriotti & Moreno, 2007). Communication management with the Web is considered the most effective than other media. The Web can serve a public that exists and needs them to be involved (Sommerfeldt et al., 2012).

The existence of public relations institutions has become a trend in the world of management in Indonesia, marked by the establishment of public relations divisions in both profit and nonprofit companies. Public relations, better known as public relations, has an important role in any organization or institution, including educational institutions (Blacker et al., 2021). The school's deputy head held public relations in educational institutions in the field of public relations (PR). Its existence is very important because it acts as a liaison between educational institutions and the community in promoting the institutions they manage, such as special programs, school achievements, students and other communications to parents of students and the community (Qalbi, 2022).



Educational Public Relations build a harmonious relationship through mutual understanding between the school and parents, the community and other societal institutions, including the world of work (Tohri et al., 2022). School public relations also embodies mutual assistance between schools and the community because they know the benefits and importance of their respective roles (Gilligan & Kypri, 2012). Close cooperation can be built between schools and various parties in the community through public relations. They feel proud and share responsibility for the success of education in schools (Ningsih, 2022). Through educational public relations activities, the school provides information about the goals, programs, needs, and conditions of the school to the community. The school will also clearly know the needs, hopes and demands of the community for the school.

The school and the community relationships harmonious communication (Novi Ariyanti & Muhammad Anggung Manumanoso Prasetyo, 2021). It was because schools were an integral part of society. Harmonious, integrated, and reciprocal relationships created and implemented will help improve the quality of education and development that are mutually supportive (Dhungana, 2020).

Modern civilization in the era of the industrial revolution 4.0, also known as the digital era, has given birth to various human life services that use much machine power, especially digital machines (Gawer, 2022). There are at least six icons of the digital era, namely the internet of things (IoT), artificial intelligence (AI), Additive Manufacturing, Augmented Reality (AR), 3D printing and big data processing (Dalimunte et al., 2018).

Klaten Regency has eight State Madrasah Tsanawiyah, most of which have utilized information technology and the internet in the form of madrasa websites as a means of digital technology-based educational public relations. Not all madrasahs build websites with official domains for schools sch.id. Management has not functioned much for the benefit of madrasah public relations optimally. Madrasah Tsanawiyah Negeri 1 Klaten has used and developed a website as one of the innovations for madrasah public relations activities. The author's observations, the use and development of the website at MTsN 1 Klaten are very simple. It needs development in the management of educational public relations, especially to convey information to the public regarding various madrasah activities (Zainudin Kholid, 2022). Based on the problems above, according to the

authors, it is necessary to conduct special research related to the management of website-based educational public relations innovations.

Technology advances, especially in information, positively impact the world of education. Information technology, especially computer and internet technology, both hardware and software, provides many offers and choices for the world of education to support educational success (Sáenz et al., 2020). Creating a website was one form of using information technology in madrasah activities, especially for school public relations (Sahrul Mujahid, 2022). As one of the school's communication media, the website is the school's gateway into the online world (online). Through the website, madrasa managers can build partnerships with all stakeholders related to madrasas so that they can find any information related to madrasa activities at any time accurately and adequately (Rohaeni et al., 2021).

Website development at MTsN 1 Klaten is still very simple. It still needs development in the management of education public relations, especially to convey information to the public regarding various madrasah activities (Sapto Rahayu, 2022). Based on the problems above, according to the authors, it is necessary to conduct special research related to the management of website-based educational public relations innovations. Management has not functioned much to support madrasah public relations optimally (Abubakar et al., 2022).

## **METHODS**

The research method used was a case study with a descriptive qualitative analysis approach. Qualitative research uses narrative or visual data to get an overview and social background (L. Haven & van Grootel, 2019). The research was carried out at MTs Negeri 1 Klaten, with the research object being teachers, students, madrasah committees, and student guardians/community. The research subjects were the school principal, the deputy head of the school in public relations, and the teacher in charge of public relations. A qualitative approach was used to discover and explore the research subject's dynamics (Gilligan & Kypri, 2012).

The research subjects were the school principal, the deputy head of the school in public relations, and the teacher in charge of public relations. Data was obtained utilizing interviews, observation, and documentation. Data reduction is



made by selecting data and focusing on the results of interviews and other supporting records based on observation and documentation. The presentation of the data in this study was in the form of a series of sentences arranged systematically so that the problem description could be easily understood.

The qualitative approach is emic that tries to explain a phenomenon in society or research subject itself. The qualitative approach does not use measuring instruments like the quantitative approach. Qualitative approaches rely on researchers to collect data using interview guides, observation, and documentation.

Qualitative data analysis was carried out interactively and continuously so that it was completely completed. Activities in data analysis include data reduction, presentation, and conclusion (Parker et al., 2018). Qualitative research analyzes data starting from data collection, including interviews, observation, and documentation. Data reduction is made by selecting data and focusing on the results of interviews and other supporting records based on observation and documentation. The presentation of data in this study was in the form of a series of sentences arranged systematically so that the problem description could be understood easily. Presentation of data refers to the formulation of the problem that has been determined, namely regarding educational public relations innovation at MTsN 1 Klaten. In addition to narrative text, it can also be graphs, matrices, networks and charts.

## **FINDINGS**

The website manager at the madrasah has an official school web domain (sch. id). The structure and Responsibilities of Web Managers have been established following Decree Number: 364/MTs.11.47/KP.00/10/2020 dated 5 October 2020. Purpose and Functions of Using the Madrasah Website

This website aims to be a media publication for MTs Negeri 1 Klaten with the surrounding community. This website has several main functions: 1. As a media for publishing profiles from MTs Negeri 1 Klaten. 2. As a broadcast media for all activities held at MTs Negeri 1 Klaten. 3. As a liaison between MTs Negeri 1 Klaten and the community, recruit new students and introduce to the community all the achievements achieved by MTs Negeri 1 Klaten.

With these objectives, MTs Negeri 1 Klaten decided to make the website the primary means for madrasas to promote themselves and focus on building a more representative website.

Website menus and contents. Menu management on the MTsN 1 Klaten web includes seven menus as follows; 1. Menu about school. This menu contains the madrasas' vision, mission, goals and values ; the history of the madrasa, the madrasa's facilities, and achievements that have been achieved by madrasas, both teacher, student and institutional achievements; as well as the welcome menu for the head of the madrasa. 2. Registration Menu contains matters related to the registration of new students at MTsN 1 Klaten. This menu is mainly used during the acceptance of new students. 3. Menu Publications. 4. This menu contains Matsaka articles and Madrasah News & Activities. 5. The Matsaka Gallery menu contains photos of activities and achievements achieved by MTsN 1 Klaten. 6. Filial Corner Menu contains information about challenges; Filial Jeblog and Filial Wonosari. 7. Curriculum Menu, which contains matters relating to the curriculum at MTsN 1 Klaten. 8. Madrasah E-Learning Menu contains the Madrasah E-Learning program at MTsN 1 Klaten.

The main page (homepage) displayed on the MTsN 1 Klaten website and several other pages are as follows; 1. Main page display (Figure 1). 2. Madrasa activity documents (Figure 2). 3. Videos with social media/youtube links. 4. Web with social media / Instagram links. 5. website for e-learning.



Figure 1. Web Display





Figure 2. The Web was used in the Indonesian language contest

## DISCUSSION

### Innovation public relations through the website

Innovations in the management of educational public relations through the website show that MTsN 1 Klaten has made various innovations in educational public relations management activities. Public Relations not only carries out manual-based activities through face-to-face activities with stakeholders such as committees, parents/guardians of students and the community but has taken advantage of advances in information and communication technology, namely through the madrasa website. The website has also accommodated various social media to disseminate information about madrasa activities, acceptance of new students, student achievement, teachers, and other activities.

The results of the analysis of website management data, Educational Public Relations Innovation, and The urgency of web management in digital learning was Table 1.

**Table 1. Results of Data Analysis**

|  |   |
|--|---|
| <b>Website Management</b>  | Website manager with Decree Number: 364/MTs.11.47/KP.00/10/2020<br>Contains eight main menus: the school menu, registration, publications, Matsaka articles, Matsaka galleries, filial corners, curriculum, and E-learning menus.   |
| <b>Educational Public Relations Innovation</b>   | Carry out manual-based public relations activities such as face-to-face with stakeholders, committees, student guardians, and the community,<br>Create a website to accommodate various social media, disseminate information on madrasa activities, new student admissions (PPDB), achievements achieved by students, teachers and institutions and information on other madrasa activities. |
| <b>The urgency of web management in digital learning urgency of web management in digital learning</b> | Online learning is better known as e-learning.<br>Content can be managed internally and externally, such as the Indonesian language competition<br>A special team has managed web media at MTsN 1 Klaten  |

The data obtained in the research, either through interviews, documentation or observation, shows that the form of education public relations communication carried out through websites was classified as a public information model. This model is better than the Press Agency Model because it considers the importance of correct information. Still, the delivery of information to influence the public has not been based on research and has not provided an opportunity to provide feedback from the website reading community, as with the publication model in public relations, namely, the press agency model, the





public information model, the two-way asymmetrical model, and the two-way symmetrical model (Lahav & Zimand-Sheiner, 2016).

The above conditions were certainly not following the current demands for education in public relations communication, where information related to education must be carried out transparently and accountable. For this reason, educational public relations activities carried out through the website at MTsN 1 Klaten need to improve their public relations management. At least using the Two Way Asymmetrical Model, where public relations practitioners who practice this model use research results to develop messages around them, it is easy to persuade the public to think, behave and act following the organisation's expectations. It's even better to use a two-way symmetrical model shape. Public relations education in this model emphasizes the importance of a change in organizational behaviour to respond to public demands. Besides functioning to persuade the public, public relations in an organisation also functions to persuade the organization's managers.

Public Relations has evolved to adapt its practices to meet the needs of its users (Permatasari et al., 2021). Updated media websites have been able to assist public relations performance in providing information to the public as much as 75% of an institution's activities, while 25% require dialogue (Putri Damai Hia et al., 2020).

### **Forms and models of educational public relations through websites.**

The school's website was becoming a trend in the education world and received positive attention and responses from various parties, education staff, students and the community (Osborne et al., 2018). Websites can be used as public relations media in the form of madrasah information, promotional media and online learning, better known as e-learning (Adams et al., 2018). It makes it easier for students to access additional subjects often given by teachers through the school's website, making it much more efficient and informative. Websites for e-learning have helped increase student motivation in Taiwan. E-learning on the Web can be accessed anytime and anywhere as a learning resource (Tan, 2013). The learning method with e-learning on the website has helped teachers transform their knowledge of students (Sadeghi, 2019)). The observation results show that the interface design and ease of use on websites that have an e-learning basis are quite good.

The school website is also used by the head of the madrasa, teachers, and education staff to see how great the Web and social media's benefits are in supporting the madrasa's success. Web media as a public relations innovation in madrasa activities, including as a learning medium in madrasas (Curtis et al., 2010). Content managed on the Web can be accessed and used by internal madrasah parties and external parties, especially student guardians, the general public, alumni, and other interested parties. The Directorate General of Islamic Education team, Ministry of Religion of the Republic of Indonesia, has utilized the school's website in a language face competition from the Indonesian Language Center.

### **The benefits of managing educational public relations using a website**

The website has greatly assisted the role of madrasah public relations as a means of publicizing the school in general. Even though its appearance is still minimalist, the website can represent the latest messages and information from various madrasah activities. The information provided includes activities in the school in the form of pictures, photos, documents and others that show the activities exist. Before uploading activity documents to the website, they must be verified by the school principal so that the public relations function of a school website is under control. The website is used as a means of madrasah public relations. School public relations must utilize website technology for school publications to the public (Baharun, 2019). Website management can be optimized so that it functions as a madrasah public relations medium to build partnerships with the public and provide integrated, complete, accurate and comprehensive information based on the principles of openness and improve services to internal and external users (Lourenço et al., 2017).

Management involves all the internal members of the madrasa, namely the head of the madrasa, teachers, education staff, school guards and madrasa students. External parties must also be involved, including student guardians, alumni and madrasah stakeholders. Their existence is very important in supporting the achievement of the education vision, mission, and goals at MTsN 1 Klaten.

Web media As digital media have just been managed seriously. There are still many shortcomings, so it needs to be developed again, especially regarding digital-based learning content involving teachers and students(Argawati &



Suryani, 2020). Madrasah heads need to encourage teachers to take advantage of the Web and social media to convey educational messages, of course, interesting ones, so that they can inspire students to be more interested in opening learning content on the school's Web (Engelbrecht et al., 2020). Likewise, students are given a role not only as objects receiving messages but also as conveying their creativity to be included on the Web and social media of the madrasa. School public relations can improve services with the website, Instagram, Facebook, and WhatsApp (Putri Damai Hia et al., 2020).

## CONCLUSION

The study results concluded that MTsN 1 Klaten had made educational public relations innovations by managing a website with the official domain <https://mtsn1klaten.sch.id/>. Website management has been integrated with madrasa social media in the form of Instagram and YouTube. Web management is managed by a Team formed by the Decree of the Head of the Madrasah. The web content includes seven menus: schools, registration, publications, galleries, filial corners, curriculum, and madrasah e-learning. The model or form of educational public relations communication through the website is classified as a public information model that has paid attention to the importance of correct information. Still, the management of information to influence the public has not been based on research and has not provided an opportunity to provide feedback from the website reading community. This research impacts the development of the internet with web media as a medium that can help effective publications for schools in establishing relationships between schools and the community.

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