

The Role of Public Relations in Improving the Quality of Education in Schools

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Abstract :

Public relations (PR) has a strategic role in supporting the improvement of education quality. As one of the indicators of education quality is the involvement of all stakeholders in the education process, this is where PR actively builds relationships with stakeholders. This research aims to explore and describe the role of PR in improving the quality of education at SD Islam Alam (SDIA) Al-Fatah Samarinda, focusing on the role of PR. This type of research is field research using a descriptive qualitative approach. Data collection techniques include interviews, observations, and documentation. The research subjects include the headmaster, PR staff, teachers, and parents. The results of the research show that PR has an important role in improving the quality of education at SDIA Al-Fatah Samarinda. The roles of PR include: (1) building a positive school image through various promotional and publication activities, (2) increasing parent and community involvement in school activities, (3) managing effective communication between the school and local government, and (4) appropriately handling crises and emerging issues. The implementation of effective PR strategies positively impacts increasing parental participation, student motivation, and community trust in the school. This research is expected to contribute insights into the role of PR in improving education quality, serving as a reference for other educational institutions in optimizing the role of PR.

Keywords: *Public Relations, Quality of Education, Elementary School*

Abstrak :

Humas memiliki peran strategis dalam mendukung peningkatan mutu pendidikan. Sebagaimana salah satu indikator mutu pendidikan yaitu keterlibatan seluruh pemangku kepentingan dalam proses pendidikan, maka disinilah humas berperan aktif membangun hubungan dengan para pemangku kepentingan. Penelitian ini bertujuan untuk mengeksplorasi dan mendeskripsikan peran humas dalam meningkatkan mutu pendidikan di SD Islam Alam (SDIA) Al-Fatah Samarinda dengan fokus pada peran humas. Jenis penelitian ini yaitu studi lapangan atau field research dengan menggunakan metode pendekatan deskriptif kualitatif. Teknik pengumpulan data yaitu melalui wawancara, observasi dan dokumentasi. Subjek penelitian meliputi kepala sekolah, staf humas, guru, dan orang tua siswa. Hasil penelitian menunjukkan bahwa humas memiliki peran penting dalam meningkatkan mutu pendidikan di SDIA Al-Fatah Samarinda. Peran humas mencakup: (1) membangun citra positif sekolah melalui berbagai kegiatan promosi dan publikasi, (2) meningkatkan keterlibatan orang tua dan masyarakat dalam kegiatan sekolah, (3) mengelola komunikasi yang efektif antara sekolah dan pemerintah setempat, serta (4) menangani krisis dan isu yang muncul dengan tepat. Implementasi strategi humas yang efektif berdampak positif pada peningkatan partisipasi orang tua, motivasi belajar siswa, dan kepercayaan masyarakat terhadap sekolah. Penelitian ini diharapkan dapat berkontribusi wawasan mengenai peran humas dalam meningkatkan mutu pendidikan, untuk dapat dijadikan

referensi bagi lembaga pendidikan lain dalam mengoptimalkan peran humas.

Kata Kunci: *Humas, Kualitas Pendidikan, Sekolah Dasar*

INTRODUCTION

Schools, being one of the educational institutions located in the midst of society in Indonesia, serve as a place where students can develop their potential. Life cannot separate schools and society. Schools and society reciprocate each other. Schools serve as the hub for the education and teaching process, while the community environment implements the outcomes of this process. What students learn in schools consistently contributes to enhancing the quality of life in society.¹ As one of the most important elements for schools, the community should consciously support and participate in efforts to improve the quality of education. Therefore, it is crucial to establish a strong relationship between schools and the community, one that synergizes, complements, and sustains each other in addressing the various challenges of contemporary development.

From the perspective of school institutions, building strong relationships is crucial for schools to gain trust and support from the community. The creation of a good relationship between schools and the community is not an isolated event. However, we must jointly create, build, and maintain this good relationship. In creating, building, and maintaining relationships with the community, schools need media to communicate with them.

Public relations is a medium for an educational institution, one of whose roles is to build communication with the community.² Public Relations is short for "Public Relations." Public relations in English is called "public relations," which is a special communication activity carried out by a person or group of people in an effort to disseminate information according to the desired goals.³ The term public relations was first introduced by the President of the United States, Thomas Jefferson, in 1807 with the term Public Relations.⁴ Public relations also aims to enhance public understanding, thereby influencing public trust in individuals or institutions. Prof. Edward L.B. explains that public relations has three main concepts, namely providing information to the public, directly encouraging the public to change their attitudes and actions, and efforts to integrate the attitudes and actions of the organization with the community, as well as from the community with the organization.⁵

The function of public relations in educational institutions in today's era of technological advancement has become an inseparable part of quality school governance. Public relations is the process of regulating two-way or reciprocal

¹ Febiyana Anggraini and Nurhasanah Nurhasanah, "Hubungan Sekolah, Orang Tua, Dan Masyarakat Di Sekolah Dasar Untuk Meningkatkan Kualitas Sekolah," *Tsaqofah* 4, no. 1 (2024): 855-71, <https://doi.org/10.58578/tsaqofah.v4i1.2615>.

² Andri Winarto, Eka Mahmud, and Akhmad Muadin, "Manajemen Humas Dalam Membangun Citra Lembaga: Studi Multisitus Di STAI Sangatta Dan STIPER Sangatta Kutai Timur," *Sustainable Jurnal Kajian Mutu Pendidikan* 6, no. 1 (2023): 159-69, <https://doi.org/10.32923/kjmp.v6i1.3355>.

³ Bernadheta Nadeak Juhji et al., *Manajemen Humas Pada Lembaga Pendidikan*, vol. 2 (Penerbit Widina Bhakti Persada Bandung, 2020).

⁴ Nur Hana and et al., "Penting Adanya Hubungan Sekolah Dan Masyarakat Dalam Pendidikan Di Sekolah Dasar," *Journal on Education* 06, no. 03 (2024): 17224-32.

⁵ M. Hangga Reksa Sirait, Dara Mayang Sari, and Dini Rahmawati, "Manajemen Humas Pendidikan Dalam Upaya Pencitraan Lembaga Pendidikan Dasar (Sekolah Dasar)," *Edu Society: Jurnal Pendidikan, Ilmu Sosial Dan Pengabdian Kepada Masyarakat* 1, no. 3 (2023): 342-49, <https://doi.org/10.56832/edu.v1i3.112>.

communication relationships between organizations and the community to achieve common goals or interests.⁶ Public relations in schools facilitates the distribution of information to the community and related parties, thereby enhancing the quality of educational institutions. The community expects public relations to cultivate a positive image of educational institutions, particularly in the current digital era where information disseminates rapidly and widely. In addition, public relations must be ready to face the era of increasingly modern educational autonomy by creating synergistic communication interactions between educational institutions and the community, as well as making institutions responsive to various dynamics that occur in society.⁷

In today's modern era, schools, both public and private, engage in intense competition. Each school institution does various things and innovates in order to compete with other schools, especially in terms of the quality of education offered to the community. Quality is defined as "a measure of the good or bad of an object; level; level or degree; quality."⁸ In the world of education, the definition of quality includes aspects of input, process, and output. Educational input refers to all resources needed to support the continuity of the educational process. When schools integrate their input, they create a pleasant learning atmosphere that can increase motivation, interest in learning, and truly empower students, transforming the educational process. School performance measures educational output through quality, effectiveness, productivity, efficiency, innovation, and work ethics.⁹

Efforts to improve the quality of education have always been a top priority for all parties involved in the field, from the central government to local governments. Therefore, institutions that manage educational units continue to strive to implement a quality education system. This is the primary factor in the development of educational institutions, and the production of quality graduates serves as a key indicator of their success.¹⁰

In addition to being an absolute responsibility for every school, namely improving the quality of education in accordance with quality standards and community needs, as stated in Law Number 20 of 2003 concerning the National Education System that National Education must guarantee equal opportunities for education, improving quality, and the relevance and efficiency of education management to face challenges in accordance with the demands of changes in local, national, and global life so that it is necessary to carry out planned, directed and continuous education renewal, improving the quality of education must also be carried out by every educational institution to get a positive image from the

⁶ Rian Noviantiani and Sri Harmonika, "Peran Manajemen Hubungan Masyarakat Dalam Meningkatkan Mutu Pendidikan Di MAN 2 Lombok Timur," *Jurnal Manajemen Dan Budaya* 1, no. 1 (2021): 11-16, <https://doi.org/10.51700/manajemen.v1i1.105>.

⁷ Bagus Irmawan and Erny Yulfi Roesminingsih, "Manajemen Humas Untuk Meningkatkan Mutu Perguruan Tinggi," *Jurnal Inspirasi Manajemen Pendumas Untuk Meningkatkan Mutu Perguruan Tinggi* 9, no. 5 (2021): 1209-20.

⁸ Sitti Rabiah, "Management of Higher Education in Improving the Quality of Education," *Jurnal Sinar Manajemen* 6, no. 1 (2019): 58-67.

⁹ Tuti Andriani, "Peran Kepala Sekolah Perempuan Dalam Upaya Peningkatan Mutu Pendidikan Di Sekolah Dasar Muhammadiyah 01 Pekanbaru the Role of the Women'S School in Efforts To Increase the Quality of Education in the Elementary School of Muhammadiyah 01 Pekanbaru," *Potensia: Jurnal Kependidikan Islam* 5, no. 1 (2019): 15.

¹⁰ Tri Heriyanto and Akhmad Muadin, "Strategi Efektif Kepala Madrasah Dalam Meningkatkan Mutu Pendidikan," *Jurnal Pendas Mahakam* 9, no. 1 (2024): 22-30.

community.¹¹ In the modern era, every school institution needs recognition or a positive image from the community to maintain support and trust. However, the most basic and fundamental thing is to maintain public awareness that education is an absolute necessity for every individual in life.

The Qur'an's concept emphasizes the importance of delivering the highest quality without causing harm to customers. This is found in QS. Al-Syu'ara (26): 181-183:

أَوْفُوا الْكَيْلَ وَلَا تَكُونُوا مِنَ الْمُخْسِرِينَ وَزِنُوا بِالْقِسْطِاسِ الْمُسْتَقِيمِ وَلَا تَبْخُسُوا النَّاسَ أَشْيَاءَهُمْ وَلَا تَعْثَوْا فِي الْأَرْضِ مُفْسِدِينَ

Translation: "Perfect the measure and do not be of those who cause harm and weigh with straight scales. And do not harm humans in their rights and do not run rampant on the earth by causing mischief." (QS. Al-Syu'ara (26): 181-183).¹²

The verse above explains that when we serve others in the scope of business, we must prioritize their rights without cheating or harming them. Quality service in Islam is highly recommended; this is also when it is drawn into educational services, then customers are consumers whose rights must be fulfilled and must not be harmed. Quality must be prioritized so that others feel satisfied with what is given.

Basically, the main purpose of compiling standards or quality benchmarks for educational institutions is to fulfill their customers' needs and maintain a high level of satisfaction.¹³ Various stakeholders in the educational institution determine customer satisfaction. Therefore, it is crucial for schools to comprehend the processes associated with customer satisfaction, as this is the only way they can recognize and value the current quality. One main goal, namely achieving customer satisfaction, must guide all efforts and management in the context of quality assurance. The primary objective of efforts to enhance education quality is to involve stakeholders, with the aim of meeting the needs and expectations of all customers. A quality school is an institution that is able to maintain excellent relationships with its customers and has a high commitment to quality.¹⁴

The success of implementing integrated quality management in the school environment can be measured through the level of customer satisfaction, both internal and external. A school can be considered successful if it is able to provide services that meet or even exceed the expectations of its customers. In other words, the success of a school can be explained in the school management guide through several indicators, including students who are satisfied with school services, parents of students who are satisfied with the services received by their children, users or recipients of graduates who are satisfied because they get graduates who have high quality and are in accordance with their expectations, and teachers and staff of the internal community are also satisfied with the services provided by the school.¹⁵

¹¹ Andi Mattalatta, "Direktorat Jenderal Peraturan Perundang-Undangan," *Jurnal Legislasi Indonesia* 6, no. 42 (2003): 7-11.

¹² Kemenag RI, *Al Qur'an*, n.d.

¹³ Ahmad Ridani Muhammad Rezza Nur Rahman, "Analisis Implementasi Kebijakan Dan Strategi Meningkatkan Kualitas Pendidikan Islam Di SDN 013 Palaran," *Fenomena: Jurnal Penelitian* 16, no. 1 (2024): 48-60.

¹⁴ Mustaqim Hasan et al., "Implementasi Manajemen Mutu Terpadu Dalam Meningkatkan Mutu Lulusan Di SMP IT Wahdatul Ummah Kota Metro," *An Naba* 5, no. 2 (2022): 34-54.

¹⁵ Putu Yulia Angga Dewi and Kadek Hengki Primayana, "Peranan Total Quality Management (TQM) Di

Public relations in schools plays a crucial strategic role in enhancing the quality of education that prioritizes customer satisfaction. If we refer to the benchmark of quality, the success of the education process in schools is not solely dependent on classroom learning. It also involves the participation of all internal components of the school, as well as the entire community, in building a positive image of the school in the community. Therefore, through the role of public relations, schools actively cultivate, establish, and uphold effective communication with the community, all in an effort to enhance the quality of education within their institution.

SD Islam Alam (SDIA) Al Fatah Samarinda plays a crucial role in public relations by effectively conveying information and fostering communication with various stakeholders, including parents of students, the community, and government agencies. Public relations acts as a bridge connecting schools with students, parents, the community, and government agencies. Through public relations, schools can convey important information about school programs, policies, achievements, and activities held to parents of students so that they can continue to be involved and support the education process of their children. In addition, public relations plays a crucial role in fostering harmonious relationships with the surrounding community, such as through social activities, environmental services, and collaboration in community events. This not only improves the positive image of the school but also fosters a sense of ownership and shared responsibility for the development of quality education.

Furthermore, establishing communication and cooperation with government agencies, both at the local and national levels, is the task of public relations at SDIA Al Fatah Samarinda. This includes cooperation in government education programs, compliance with education regulations and standards, and participation in various forums and seminars that can provide benefits for school development. With this strategic role of public relations, SDIA Al Fatah Samarinda not only increases transparency and accountability in education management but also ensures that all stakeholders feel involved and contribute to joint efforts to achieve higher quality education.

Research on the role of public relations in improving the quality of education is not new, as in several previous studies by Sumendap,¹⁶ Kurniawati and Pardimin,¹⁷ Rohani,¹⁸ Fahreza et al.,¹⁹ and Sirait et al.²⁰ However, this study offers significant innovation and contribution in several aspects, including its focus on SD Islam Alam (SDIA) Al-Fatah Samarinda, an educational institution with unique

Sekolah Dasar," *Jurnal Penjaminan Mutu* 5, no. 02 (2019): 226–36.

¹⁶ Refly Sumendap, "Peran Public Relations Antara Sekolah Dan Masyarakat Untuk Meningkatkan Mutu Pendidikan Di Sekolah Dasar (Studi Kasus Di Sekolah Dasar Kecamatan Tondano Selatan Kabupaten Minahasa)," *Aksara: Jurnal Ilmu Pendidikan Nonformal* 8, no. 1 (2022): 655, <https://doi.org/10.37905/aksara.8.1.655-662.2022>.

¹⁷ Natalia Bekti Kurniawati and Pardimin Pardimin, "Manajemen Hubungan Sekolah Dengan Masyarakat Dalam Mewujudkan Mutu Pendidikan Sekolah Dasar," *Media Manajemen Pendidikan* 3, no. 3 (2021): 470, <https://doi.org/10.30738/mmp.v3i3.9120>.

¹⁸ Imam Rohani, "Peran Humas Dan Partisipasi Masyarakat Dalam Meningkatkan Mutu Lembaga Pendidikan Islam," *An-Nafah: Jurnal Pendidikan Dan Keislaman* 1, no. 1 (2021): 12–20.

¹⁹ Irgi Fahreza, Lutfiah Azhar Nasution, and Sintiya Anggraini, "Manajemen Humas Dalam Meningkatkan Kualitas Sekolah Dasar (Studi Kasus Di Sdn 040447 Kabanjahe)," *Pema (Jurnal Pendidikan Dan Pengabdian Kepada Masyarakat)* 1, no. 2 (2023): 82–87, <https://doi.org/10.56832/pema.v1i2.96>.

²⁰ Sirait, Sari, and Rahmawati, "Manajemen Humas Pendidikan Dalam Upaya Pencitraan Lembaga Pendidikan Dasar (Sekolah Dasar)."

characteristics and challenges. Many previous studies have been conducted in various contexts and locations, but this study provides an in-depth view of how public relations management at SDIA Al-Fatah Samarinda functions to improve the quality of education at the school. This study also underlines the importance of integrating feedback from various stakeholders such as parents, the community, and government agencies in public relations strategies. This approach offers a fresh perspective on the effective use of feedback to enhance educational quality. This study also delves into the use of technology in public relations management to disseminate information and foster effective communication with stakeholders. With the increasing development of technology, this study highlights adaptation and innovation in public relations management that are relevant to current conditions.

RESEARCH METHOD

This type of research is a field study. We conducted the research in the field, specifically at SD Islam Alam (SDIA) Al Fatah Samarinda, to directly observe the field phenomena related to our research focus. A qualitative descriptive approach serves as the method of analysis. The researcher aims to provide a written description based on the results of observations, specifically the actual phenomena related to the object of research, which is the role of public relations in improving the quality of education at SDIA Al Fatah Samarinda. The researcher collects data through observation, interviews, and documentation. This involves directly observing activities in the field, conducting direct dialogues, and collecting documents or notes. The research subjects include the principal, public relations staff, teachers, and parents of students. Furthermore, the researcher analyzes the data, presents it, and draws conclusions.

RESULT AND DISCUSSION

Building School Image

The school's image reflects its identity. An image can also be defined as an impression that arises from an understanding of reality. The obtained information gives rise to this understanding. In an effort to achieve these goals, each organization competes to build and maintain a positive image in order to achieve the overall goals of the organization. A positive image will have a beneficial and sustainable impact on all products or services offered.²¹ School image can be formed from academic achievement, quality of service, and harmonious relations between the school and the public or community.

One of the roles of public relations in schools as a communicator can be declared successful if it is able to demonstrate credibility and gain trust from the public, who are the targets of its communication. In carrying out its duties as a communicator, public relations must be able to reflect honesty, openness, and consistency in every piece of information conveyed. The success of public relations in carrying out this function will have a positive impact on public opinion regarding the school, which in turn can improve the school's reputation and positive image in the eyes of the community. Thus, public relations must always be committed to conveying accurate and transparent information so that public trust can be built well

²¹ Junita Manurung and Harlyn L Siagian, "Membangun Brand Image Sebagai Manajemen Strategi Dalam Upaya Meningkatkan Daya Saing Pada Lembaga Pendidikan," *INOVATIF: Jurnal Penelitian Pendidikan, Agama, Dan Kebudayaan* 7, no. 2 (2021): 365-81.

and provide a constructive impact on the school.²²

The role of public relations in building the school's image as an effort to improve the quality of education at SDIA Al-Fatah Samarinda based on research results is as follows:

- a) Communicating School Achievements. Public relations is tasked with conveying academic and non-academic achievements achieved by students and schools to the public. This can be done through social media so that the public knows the advantages and achievements of the school.
- b) Holding and participating in competitions. As an effort to improve the image while establishing relationships with the community, public relations plays a role in holding internal or external competitions involving other schools and the community. Also participating in various competitions outside of school.
- c) Managing Information and Media. Public relations ensures that the information conveyed to the public is always accurate, relevant, and up-to-date. By managing media and information well, public relations can form a positive perception of the school in the eyes of the community.
- d) Holding Public and Social Activities. Organizing and participating in various public and social activities, such as open houses, seminars, and community events, helps strengthen the school's positive image. These activities demonstrate the school's active involvement in the community and commitment to quality education.
- e) Facilitating Effective Communication. Public relations is responsible for ensuring effective communication between the school and various stakeholders, including parents, students, and the community. Good communication helps prevent miscommunication and increases trust in the school.
- f) Utilizing Technology and Social Media. Public relations uses technology and social media to disseminate information and build relationships with the public. An active presence on digital platforms helps increase the visibility and positive image of the school in this digital era.
- g) Developing Promotional Materials. Public Relations is responsible for developing promotional materials, such as brochures, profile videos, and online content, that showcase the strengths and values of the school. These materials are used in marketing campaigns and information to prospective students and parents.
- h) Managing Crisis. In crisis situations, such as negative issues or internal problems, public relations plays an important role in managing communications and defusing the situation. Good crisis management can minimize negative impacts and maintain the school's image.

With the role of public relations in building the school's image, it is expected to improve the quality of education. Parents who believe that the school has a good reputation tend to be more supportive of school activities and programs. This support can be in the form of participation in school activities, financial assistance, or contributions of ideas and suggestions. Strong parental support will increase student learning motivation and the quality of teaching because there is a supportive

²² Refly Sumendap, "Humas Dalam Membangun Citra Sekolah Menengah Kejuruan Negeri 2 Tondano," *Aksara: Jurnal Ilmu Pendidikan Nonformal* 7, no. 3 (2021): 1435, <https://doi.org/10.37905/aksara.7.3.1435-1442.2021>.

environment at home and school. Schools with a positive image will attract more quality prospective students, because parents and students will prefer schools that are known to have a good learning environment and high achievement. Students who are proud to go to school in a place that has a good image tend to be more motivated to learn and achieve. This motivation and pride encourage students to achieve high achievements and actively participate in various school activities, which ultimately improves the quality of education.

A positive school image makes it easier to establish cooperation with various parties, such as the government, companies, and non-profit organizations, which can provide additional support for education programs. Support from external stakeholders can be in the form of funds, facilities, or development programs, all of which contribute to improving the quality of education. Schools that are recognized as having a positive image tend to be more courageous and open to adopting innovations and curriculum developments that improve the quality of learning. This innovation ensures that the education provided is relevant to the development of the times and the needs of students, thus improving the quality of education. This is in line with research by Erlin et al. in their research *The Role of Public Relations in Building Image in Educational Institutions*, that with a positive image of the school, it will have an impact on making it easier for schools to collaborate with companies, non-profit organizations, and government institutions and collaborate with other schools in terms of curriculum development to be more innovative.²³

Increasing Parent and Community Involvement

Improving the quality of education is something that is very important to be done continuously by every educational unit. Improving the quality of education can be interpreted as periodic or continuous improvement. Of course, this improvement cannot be done by one party alone but should be done by all components in the education ecosystem, especially parents and the community. As stated by Edward Sallis in relation to the quality of education in the principle of Total Quality Management, improving the quality of education does not only cover one component in the education system but involves all components of education management.²⁴ Therefore, synergistic collaboration between schools, parents, and the community is needed to create a quality education process. Each element has its own role that complements each other, so that when all parties participate optimally according to their roles, the results achieved in improving the quality of education will be more optimal and beneficial for the development of individuals and society as a whole.

The role of public relations in increasing the involvement of parents and the community as an effort to improve the quality of education at SDIA Al-Fatah Samarinda based on research results is as follows:

- a) Parental Involvement Program. Holding workshops and training for parents to improve their skills in supporting children's learning at home. And encouraging active participation of parents in the school committee, so that they can be involved in making important decisions related to education.

²³ Muhammad Rahmatul Burhan Erlin, Lisa Andriani, Dini Andriani, Nurmaya, Adriana Wahyuningsih, Inong Febrianti, "Peran Manajemen Humas Dalam Membangun Citra Di Lembaga Pendidikan," *Journal of Governance and Public Administration (JoGaPA)* 2, no. 1 (2024): 1-9.

²⁴ Edward Sallis, *Total Quality Management in Education, Developing Quality Systems in Education*, 2010, https://doi.org/10.4324/9780203423660_chapter_5.

- b) Building Effective Communication. Effective communication is built through routine notifications, namely by sending routine notifications about school activities, student academic development, and other important information through communication media. And holding regular meetings between parents and teachers to discuss student development and build better communication. In addition, regular meetings between parents and teachers are very important to discuss student development. In this meeting, teachers can provide feedback on children's learning progress, as well as challenges that may be faced. Open and honest communication between parents and teachers will help build trust and better collaboration.
- c) Inviting participation in school activities. Inviting parents and the community to participate in school events such as national and religious holidays is intended to strengthen a sense of togetherness. In events like this, parents can interact with teachers and other students and experience the school atmosphere directly.
- d) Establishing collaboration with the community. Establish partnerships with local institutions, such as libraries, community centers, and non-profit organizations, to support educational programs. And hold social activities involving the community, such as environmental activities, health campaigns, and social services, to strengthen the relationship between the school and the community.
- e) Provide Support. Provide guidance and counseling services for parents to help them overcome problems that may be faced in educating children.
- f) Feedback and Evaluation. Feedback is carried out by holding open discussion forums involving parents and the community to discuss important issues and find solutions together. In this forum, parents can express their opinions and input regarding school policies, as well as challenges faced in educating children. In this way, schools can be more responsive to the needs of parents and students.

Parents and community members involved in school committees or policy meetings can provide valuable input regarding the planning and implementation of educational programs. This participation ensures that decisions are made in accordance with the needs and aspirations of all stakeholders. More inclusive and targeted decisions will increase the effectiveness of educational programs and the satisfaction of all stakeholders. With the active involvement of parents and the community, schools can create a safer, friendlier, and more supportive learning environment. This includes maintaining discipline, ensuring safety, and supporting health and hygiene programs. A positive learning environment is essential for students' mental and physical development, as well as increasing their comfort in learning.

With the involvement of parents and the community, the challenges faced by the school can be addressed together. The school can tackle issues such as absenteeism, learning challenges, and social issues that impact students. The involvement of parents and the community in school activities increases transparency and accountability, which will increase their trust and satisfaction with the school. High trust from the community will support the sustainability of educational programs and improve the school's reputation. This is in line with what was stated by Rosmailani Simamora et al. In his research on the Development of

School and Parent Partnership Models in Senior High Schools, he stated that by building partnerships between schools, parents, and the community, the quality of education and child development will be improved.²⁵

Building Relationships With Local Government

A good relationship between schools and government agencies plays a very important role in the development of education in a region. When schools and local governments work closely together, the resources and support needed to create an optimal learning environment can be obtained more easily. This includes not only physical facilities, but also qualified teaching staff.²⁶

One of the main aspects of a good relationship between schools and the government is effective communication channels. When both parties can communicate well, they can share relevant information with each other. For example, the government can provide information on the latest education policies that may impact the curriculum or programs run by the school. Conversely, schools can also convey the needs and challenges faced in the teaching and learning process. By listening and understanding each other, both parties can find the right solution to improve the quality of education. In many cases, government programs related to education can be adapted and implemented more effectively if schools have the opportunity to provide input.

In addition, a good relationship between schools and local governments also allows schools to participate in various programs launched by the government. For example, the government often holds training for teachers or educational seminars that aim to improve the competence of teaching staff. Schools that have a good relationship with the government will have easier access to participate in these programs. By participating in relevant training, teachers can update their knowledge and apply more innovative teaching methods in the classroom. This will of course have a positive impact on the learning process and student learning outcomes.

Support from the government can also be in the form of providing adequate facilities to support teaching and learning activities. For example, the government can provide assistance in the form of building school buildings, providing teaching aids, or sports facilities. When schools have good facilities, students will feel more comfortable and motivated to learn. In the long run, this will contribute to improving students' academic achievement. A study by Suryana related to the problem of education quality in the perspective of educational development shows that schools that have good facilities tend to have higher graduation rates than those that do not.²⁷ Therefore, good cooperation between schools and the government in terms of providing facilities is very important.

Furthermore, this good relationship also allows schools to develop innovative programs that are in accordance with the needs of the local community. By understanding the local context and the challenges faced by the community, schools can design relevant curricula and extracurricular activities. This is certainly in line with the context of educational quality as stated by Edward Sallis in Total Quality

²⁵ Rosmailani Simamora et al., "Pengembangan Model Kemitraan Sekolah Dan Orangtua Pada Sekolah Menengah Atas," *SCHOULID: Indonesian Journal of School Counseling* 8, no. 1 (2023): 10, <https://doi.org/10.23916/083345011>.

²⁶ Muhammad Arifin Ritonga, "Pembinaan Kerjasama Antara Pesantren Darul Amin Aceh Tenggara Dengan Pemerintah Dan Masyarakat Umum," *Idarah (Jurnal Pendidikan Dan Kependidikan)* 2, no. 1 (2019): 27-43, <https://doi.org/10.47766/idadah.v2i1.264>.

²⁷ S Suryana, "Permasalahan Mutu Pendidikan Dalam Perspektif Pembangunan Pendidikan," *Edukasi* 14, no. 1 (2020).

Management, that quality schools include schools that are able to answer the needs and provide satisfaction for their customers.²⁸

The role of public relations in establishing relations with the local government as an effort to improve the quality of education at SDIA Al-Fatah Samarinda based on research results is as follows:

- a) Cooperation in Education Programs. Actively participate in education programs initiated by the local government. This includes participating in teacher quality improvement programs, participating in training and workshops organized by the government, and implementing a curriculum that is in accordance with government policies.
- b) Routine Communication. Establish routine and transparent communication with government agencies through regular meetings, school progress reports, and official correspondence. Public Relations can schedule meetings with government officials to discuss important issues related to education.
- c) Collaboration in Social Activities. Organize and participate in social activities involving the local government, such as environmental activities, health campaigns, and cultural events. This collaboration shows the school's involvement in supporting government programs and strengthening positive relationships.
- d) Inviting Government Officials to Schools. Inviting local government officials to attend school events, such as celebrations of major holidays, inaugurations of new facilities, and graduation ceremonies. Their presence can improve good relations and provide opportunities to promote school achievements.
- e) Provision of Information and Reports. Provide complete information and regular reports on school developments and achievements to government agencies. This includes reporting on activities, student achievements, and implementation of educational policies that are in accordance with government standards.
- f) Building Partnerships for Infrastructure Development. Collaborating with the government in developing and improving school infrastructure. Submitting relevant project proposals to obtain government support and assistance in improving educational facilities.
- g) Following Policies and Regulations. Ensuring that the school complies with all policies and regulations set by the government. By demonstrating compliance and cooperation, the school can build a good reputation and gain support from the government.
- h) Involving the Government in Evaluation and Feedback. Inviting government agencies to participate in the evaluation process and providing feedback on the school's performance. This helps ensure that the educational programs being run are in accordance with the goals and standards expected by the government.
- i) Using Media for Promotion. Using local media and other communication channels to publicize the collaboration between the school and the government. This can increase the visibility of the school and demonstrate the school's commitment to supporting government programs.

Local governments set policies and regulations that govern education. By establishing good relationships, schools can more easily receive guidance and

²⁸ Edward Sallis, *Total Quality Management in Education*.

assistance in implementing these policies effectively. Compliance with policies and regulations ensures that schools meet established educational standards, which is essential to maintaining the quality of education. Local governments often have programs and grants dedicated to supporting education. Good relationships allow schools to access financial assistance, equipment, teacher training, and other resources. This assistance can be used to improve school facilities, enrich the curriculum, and improve teacher skills, all of which contribute to improving the quality of education.²⁹

Handling Crisis and Negative Issues

In the educational process at school, of course, it does not always run smoothly. However, many phenomena arise both in the internal school environment and externally. These phenomena can be in the form of conflicts, crises, and issues in the school environment or in the community. For example, there is a conflict between students and students, students and teachers, or parents with the school that occurs due to misunderstandings. So this is where the role of public relations becomes no less important, especially in handling conflicts, crises, and negative issues that can arise in the school environment. Public relations functions as a communication bridge between schools, students, parents, and the community. When a crisis or negative issue occurs, public relations has the responsibility to manage information, maintain the school's reputation, and ensure that all related parties receive relevant information.

One important aspect of the role of public relations is the ability to respond to situations effectively. For example, if a bullying incident occurs at school, public relations must immediately respond by issuing an official statement explaining the steps taken by the school to deal with the problem. In situations like this, it is important for public relations to not only provide information but also show empathy for the victim and a commitment to creating a safe environment for all students.

Another example is when there is negative news circulating on social media about the school. In this case, public relations must be able to conduct an in-depth analysis of the issue, find out the source of the information, and prepare an appropriate communication strategy. For example, if the news is inaccurate, public relations can issue an official clarification explaining the actual facts. In addition, public relations can also use social media to interact directly with the public, answer questions, and address concerns that may arise. Transitioning between the various issues faced by public relations is also very important. For example, after handling the bullying issue, public relations may need to move on to handling another issue, such as a new policy implemented by the school. In this case, public relations must be able to link the two issues, showing how the school is committed to creating a safe and supportive environment for all students. In this way, public relations not only solves one problem but also builds trust and support from the community.

An in-depth analysis of each aspect of the role of public relations in handling the crisis also needs to be done. For example, it is important to consider how an effective communication strategy can affect the public's perception of the school. Public relations must be able to identify different audiences and adjust their

²⁹ Ritonga, "Pembinaan Kerjasama Antara Pesantren Darul Amin Aceh Tenggara Dengan Pemerintah Dan Masyarakat Umum."

messages according to the needs and expectations of each group. This includes considering factors such as age, cultural background, and education level of the students' parents.

When public relations successfully handles a crisis well, the results can be very positive. Schools that are able to respond quickly and effectively are more likely to maintain a good reputation in the eyes of the community. This can also increase the trust of parents and students in the school, which can have a positive impact on their involvement in school activities.

The role of public relations in handling crises and issues as an effort to improve the quality of education at SDIA Al-Fatah Samarinda based on research results is as follows:

- a) Public Relations as a Communicator. Public Relations plays a role in conveying accurate and timely information to all stakeholders, including students, parents, staff, and the community. Correct and timely information helps prevent the spread of unnecessary rumors and concerns. This is done to maintain the trust and peace of mind of parents, students, and staff towards the school.
- b) Creating a Consistent Key Message. Public Relations creates a consistent and clear key message to be conveyed to the public. This message is designed to alleviate concerns, provide needed information, and show the steps being taken by the school. This is done to reduce confusion and uncertainty, and increase public trust in the school.
- c) Public Relations as a Mediator in bridging Communication Between Conflicting Parties. Public Relations acts as a bridge of communication between conflicting parties, such as between teachers and parents, or between schools and the community. By becoming a mediator, Public Relations helps resolve conflicts peacefully and find solutions that satisfy all parties. Public Relations strives to resolve conflicts in a timely manner, so that the education process is not disrupted and the learning environment remains conducive.
- d) Holding Meetings and Dialogues. Public relations plays a role in organizing meetings and dialogues between conflicting parties to discuss problems and find solutions. These meetings allow for direct and open communication, which is essential in defusing tensions and finding solutions. By creating an open and collaborative atmosphere, it increases mutual understanding and cooperation between conflicting parties.
- e) Collecting and Managing Feedback. Public relations seeks to collect feedback from various parties regarding the issues or crises that arise. This feedback is analyzed and used to improve policies or actions that have been taken, as well as prevent similar problems from recurring in the future. This is done to improve the quality of crisis management and ensure that all stakeholders feel heard and valued.
- f) Using Various Communication Channels. Public relations uses various communication channels such as social media or WhatsApp and face-to-face meetings to disseminate information. This ensures that all parties get the information they need quickly. Effective and fast communication helps in resolving crises immediately and reducing negative impacts.

The role of public relations in handling crises and negative issues in schools is very important. With the right communication strategy, empathy, and involvement of all stakeholders, public relations can help schools not only to

overcome existing problems but also to build a stronger foundation for the future.³⁰ In this increasingly connected world, the ability to manage communication well will be a determining factor in the success of schools in facing existing challenges.

CONCLUSION

This study shows that public relations has a very important role in improving the quality of education at SD Islam Alam (SDIA) Al-Fatah Samarinda. The function of public relations includes several main aspects that have a positive impact on the entire education ecosystem at SD Islam Alam (SDIA) Al-Fatah Samarinda, namely: Building a Positive School Image Through various promotional and publication activities, public relations has succeeded in creating and maintaining a positive image of the school in the eyes of the community. This ultimately increases trust and support from various stakeholders. Increasing parent and community involvement to actively participate in various activities held by the school. This involvement has been proven to be able to increase student learning motivation and parental participation in the education process. Establishing relationships with the local government and handling crises and issues. The implementation of effective public relations strategies at SDIA Al-Fatah Samarinda has a positive impact on various aspects of education, including increasing parental participation, student learning motivation, and public trust in the school. Thus, the role of public relations is very important in supporting and achieving better quality education at this school.

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³⁰ Mazaya Faudya Nur Aufa et al., "Peran Komunikasi Efektif Di SMPN 12 Bandung Dengan Masyarakat Dalam Mendukung Pembelajaran Siswa," *Panggung Kebaikan: Jurnal Pengabdian Sosial* 1, no. 4 (2024): 161–81.

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