



Madrasah Public Relations Management in Attracting Public Interest

Ja'far

Sekolah Tinggi Agama Islam Al-Yasini, Pasuruan, Indonesia

Email: sbgakfar86@gmail.com

DOI: 10.38073/nidhomiyah.v6i1.1984

Received: November 2024

Accepted: December 2024

Published: January 2025

Abstract :

Public relations (PR) is a critical aspect of educational institutions. This study aims to understand PR management and employs a qualitative method with a descriptive approach. The research findings reveal the PR strategies at MTs Al-Yasini, which include periodic work meetings between the principal and teachers concerning PR programs, providing optimal services to parents to attract public interest, and student presentations that captivate community interest. The challenges faced by the PR team at MTs Al-Yasini include the lack of parental concern for students' and school-related issues. The school has taken measures to address these challenges by adopting a transparent approach, particularly in financial matters. Additionally, the school involves parents in discussions and decision-making processes related to school program planning. The school believes that such efforts will foster a sense of ownership among parents, as they feel valued as part of the school community. This study significantly contributes to our understanding of PR management in attracting public interest, particularly concerning strategies, activities, challenges, and solutions in PR practices.

Keywords: *Public Relations Management, Madrasah Public Relations, Attracting Interest, Public Interest.*

Abstrak :

Humas merupakan hal yang sangat penting dalam lembaga pendidikan, Penelitian ini bertujuan mengetahui manajemen Humas, penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Hasil penelitian menunjukkan strategi Humas di MTs Al-Yasini yaitu: rapat kerja secara berkala oleh kepala sekolah dengan guru terkait program kehumasan, pelayanan yang maksimal kepada wali murid untuk menarik minat masyarakat, presentasi siswa dapat menarik minat masyarakat. Kendala yang di hadapi humas MTs Al-Yasini: Orang tua peserta didik masih kurang peduli terhadap masalah peserta didik dan sekolah. Sekolah telah berupaya mengatasi hambatan tersebut, dengan bersikap transparan terutama dalam hal keuangan. Sekolah mengajak orang tua peserta didik untuk berpartisipasi dalam diskusi dan pengambilan keputusan terkait perencanaan program sekolah. Sekolah beranggapan bahwa dengan demikian, maka orang tua peserta didik akan merasa ikut memiliki sekolah karena secara tidak langsung mereka merasa di hargai sebagai orang tua peserta didik. Hasil penelitian ini memberikan sumbangan yang signifikan terhadap pengetahuan kita mengenai manajemen humas dalam menarik minat masyarakat yang berkaitan dengan strategi, kegiatan, kendala dan solusi humas dalam menarik minat masyarakat.

Kata Kunci: *Manajemen Humas, Humas Madrasah, Menarik Minat, Minat Masyarakat*

INTRODUCTION

One of the current problems facing educational institutions is the low public interest in them. Parents often lack awareness of the value of education, especially in remote areas or suburbs. Their main priority is to find work or make money. Due to the lack of public awareness of the importance of education, the next generation will grow up without any knowledge. Education, both formal and non-formal, contributes significantly to the formation of high-level thinking skills. We can learn from anywhere, whether at school, from everyday experiences, or from other people. Educational institutions typically structure activities to obtain formal education. Meanwhile, non-formal education is a learning process that occurs through everyday experiences, either through personal activities or information obtained from other people.¹

Therefore, MTs Al-Yasini Pasuruan must always synergize to establish relationships with the community in order to get support to improve the quality and effectiveness of each educational process so that the goals that have been set are achieved. MTs Al-Yasini's inability to meet community demands led to a decline in community support, thereby lowering the community's expectations of MTs Al-Yasini's services. As a result, the community will no longer trust the *Madrasah*, which will make them stop at every stage. In the field of education, public relations management acts as a mediator, supporting organizations in building and maintaining trust, mutual understanding, and mutually beneficial cooperation with all parties involved. This function is responsible for fostering effective communication. Simply put, public relations is the dissemination of all information. Undoubtedly, an educational environment requires public relations to cultivate community and school-to-school relationships.²

Abdurrahman clarified that public relations is a crucial activity aimed at enhancing public understanding, thereby garnering support from the public and various other institutions. Educational institutions make cooperation with the community a top priority because it is considered a basic need. This cooperation aims to support the smooth running of the education process in schools, especially in improving student learning achievement. Effective public relations management will create positive synergy between educational institutions and the community. Active community participation, driven by the existence of public relations, will contribute to the achievement of optimal educational goals in line with the dynamics of community needs.³

Community involvement in educational institutions, such as *Madrasahs*, is very important. Public relations encourages two-way communication between the community and the school. Public relations seeks to disseminate information from the school as well as suggestions and criticisms from the surrounding environment.⁴

¹ zuhriyo dwi yazid zamkhasyah Supriyanto, "Peran Humas Dalam Upaya Meningkatkan Minat Pendaftaran Peserta Didik Baru," *Jurnal Manajemen Pendidikan* 08 (2020): 332–43.

² Nurul Novitasari, Nur Lailatul Fitri, and Ati Ni'matur Rohmah, "Peran Manajemen Humas Dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru Di TK Dharma Wanita Singgahan Tuban TP. 2021/2022," *JECED: Journal of Early Childhood Education and Development* 4, no. 2 (2022): 129–42, <https://doi.org/10.15642/jeced.v4i2.2136>.

³ Amirotnun Nahdliyah and Aliah Uhwatun Hasanah, "Meningkatkan Partisipasi Masyarakat," *Jurnal Manajemen Pendidikan Islam Darussalam (JMPID)* 3, no. 2 (2021): 193–207, <https://doi.org/10.30739/jmpid.v3i2.1316>.

⁴ Alpiq Rizki and M. Hady Al Asy Ary, "Manajemen Humas Dalam Peningkatan Mutu Pendidikan Di Madrasah Tsanawiyah Negeri 1 Rantauprapat," *Edu Society: Jurnal Pendidikan, Ilmu Sosial Dan Pengabdian*

We continue to engage the community in educational institutions and *Madrasah* public relations through two-way communication, aiming to satisfy them and pique their interest in the educational institution or *Madrasah*.

Several studies, such as Public Relations Management Strategy in Improving the Image of Elementary Education by Amina Divina P, et al., share similarities with our research.⁵ Rahmatulloh conducted the next study, "The Role of Public Relations Management in Improving Community Participation at MTsN 2 Lamongan," which focused on planning, implementing, and evaluating public relations management to increase community participation at MTsN 2 Lamongan.⁶ The next study by Mahfida Inayati et al., entitled Analysis of Improving the Quality of Islamic Boarding School Educational Institutions Through Public Relations Management, focuses on a conceptual analysis of improving the quality of Islamic boarding school educational institutions through public relations management.⁷ Ahmad Fauzan et al. conducted the following study, "Research on Public Relations Management in Improving the Image of Institutions (Case Study at *Madrasah* Tsanawiyah Al Amiriyah Blokagung)," which analyzes the public relations management practices used by *Madrasah* Tsanawiyah Al Amiriyah Blokagung and their effects on the institution's image.⁸ The next research was conducted by Febriyanti et al. with the research title The Role of Public Relations in Educational Services Marketing Management at MA Almu'awanah Pamulutan Ogan Ilir. The focus of this research is the role of public relations and supporting factors for public relations in carrying out its role in educational services marketing management at MA Al-Muáawanah Pemulutan Ogan Ilir.⁹

Based on the above research results, we can conclude that the research primarily focuses on enhancing the image, quality, and marketing of education. This research focuses on the role of school public relations in enhancing public interest, the strategies public relations implements to attract public interest, the activities school public relations undertakes in these efforts, the challenges they face, and the solutions they implement to overcome these challenges.

RESEARCH METHOD

This study uses a qualitative descriptive approach. This approach aims to understand the phenomena experienced by the research subjects comprehensively and in depth by describing the findings in the form of words and language. We conducted the research in a specific natural context using various scientific

Kepada Masyarakat 1, no. 3 (2023): 335–41, <https://doi.org/10.56832/edu.v1i3.111>.

⁵ Amina Divina P, Ahmad Saifullah, and Maisyaroh, "Strategi Manajemen Humas Dalam Meningkatkan Citra Pendidikan Dasar," *Media Manajemen Pendidikan* 5, no. 3 (2023): 389–400, <https://doi.org/10.30738/mmp.v5i3.13574>.

⁶ Rahmatulloh Rahmatulloh, "Peran Manajemen Humas Dalam Meningkatkan Partisipasi Masyarakat Di MTsN 2 Lamongan," *Jurnal Administrasi Pendidikan Islam* 2, no. 2 (2020): 108–23, <https://doi.org/10.15642/japi.2020.2.2.108-123>.

⁷ Mahfida Inayati, Mulyadi Mulyadi, and Ali Nurhadi, "Analisis Peningkatan Mutu Lembaga Pendidikan Pesantren Melalui Manajemen Humas," *Evaluasi: Jurnal Manajemen Pendidikan Islam* 7, no. 2 (2023): 229–42, <https://doi.org/10.32478/evaluasi.v7i2.1631>.

⁸ Studi Kasus et al., "MANAJEMEN HUMAS DALAM MENINGKATKAN CITRA LEMBAGA," 2024, 177–84, <https://doi.org/10.32478/msfass72>.

⁹ Afif Alfiyanto et al., "Peran Humas Dalam Manajemen Pemasaran Jasa Pendidikan Di Ma Almu'awanah Pamulutan Ogan Ilir," *Eqien-Jurnal Ekonomi Dan Bisnis* 10, no. 1 (2022): 468–71, <https://doi.org/10.34308/eqien.v10i1.561>.

methods.¹⁰ We use the qualitative descriptive method to systematically explain the public relations management process at MTs Al-Yasini, which includes the role of public relations in attracting public interest, the strategies implemented, the activities carried out, the obstacles faced, and the solutions implemented by school public relations to increase public interest.

RESULT AND DISCUSSION

The Role of Public Relations of MTs Al-Yasini in Attracting Public Interest

According to Suderajat, the central role of public relations in educational institutions is (1) building harmonious relations with the internal and external public of the educational institution. (2) Establishing transparent relations with all parties through the delivery of accurate and timely information. (3) Examining in depth various issues that arise in the internal and external environment of the educational institution. (4) Identifying the aspirations and desires of the community. (5) Mastering the ability to convey leadership policies effectively.¹¹

The results of interviews with teachers at MTs Al-Yasini showed that the role of public relations has a significant influence in increasing the number of applicants at the school. The school's quality and successfully cultivated positive image play a crucial role in boosting student enrollment. Building a positive image is crucial for an institution because a good image will maintain its reputation and gain appreciation from the community, which in turn becomes the main goal of public relations activities. Therefore, maintaining the institution's positive image both internally and externally requires continuous efforts.¹² The image or reputation of a *Madrasah* is very important because it can affect the number of students interested in attending school there. The better the *Madrasah's* image, the more students will register.¹³

The success of an educational institution in improving its quality and enhancing its image in the eyes of the public is highly dependent on the effectiveness of public relations management.¹⁴ If the school succeeds in building a positive image in the eyes of the public, then they will trust and support it more. Donations, cooperation, and registration interest are examples of this support. With strong support, the school can more easily achieve its goal of becoming a quality school.¹⁵

The role of MTs Al-Yasini in public relations is to be a liaison, supporter, communicator, and publisher of information, which is very effective in promoting the school. Thanks to their efforts, the community now understands the programs organized by the school better. In an increasingly competitive era, attractive promotional materials, such as posters or flyers, are essential to attract public interest in educational institutions. Solid collaboration between the community, public

¹⁰ Moleong Lexy J, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya, 2020).

¹¹ Rizki and Al Asy Ary, "Manajemen Humas Dalam Peningkatan Mutu Pendidikan Di *Madrasah Tsanawiyah Negeri 1 Rantauprapat*."

¹² Luthfi Khorotunniswah, "Manajemen Hubungan Masyarakat Dalam Membangun Citra Lembaga," *Jurnal Kependidikan Islam* 10, no. 2 (2020): 176–89, <https://doi.org/10.15642/jkpi.2020.10.2.176-189>.

¹³ Ja'far, "Manajemen Pemasaran Jasa Pendidikan Dalam Menarik Peserta Didik Baru Di MI Melalui Hubungan Masyarakat," *Nidhomiyah: Jurnal Manajemen Pendidikan Islam* 5, no. 1 (2023): 15–25, <https://doi.org/10.38073/nidhomiyah.v5i1.1203>.

¹⁴ 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>.

¹⁵ Divina P, Saifullah, and Maisyaroh, "Strategi Manajemen Humas Dalam Meningkatkan Citra Pendidikan Dasar."

relations, and educational institutions is a determining factor in producing competent graduates.¹⁶ Public relations has a strategic role in designing and implementing publication activities aimed at improving the image of educational institutions.¹⁷ Effective public relations management is necessary to increase public interest in supporting the *Madrasah*. This is important so that communication between the *Madrasah* and the community runs smoothly and the community feels encouraged to contribute.¹⁸

Educational institutions and society have a close relationship and mutual influence. Every individual has the right to learn and develop. Society, as a place for various individuals, realizes the importance of education and provides various educational institutions to meet these needs. Schools or educational institutions cannot stand alone. They need support from the community in various forms, such as financial support, participation in school activities, or input to improve the quality of education. Society and schools have a relationship that requires each other. Therefore, it is crucial to take into account the management of relationships between educational institutions and communities to guarantee the effective implementation of the learning environment and its alignment with community needs.¹⁹

MTs Al-Yasini Public Relations Strategy in Attracting Public Interest

Strategy is a series of planned actions taken by an organization to achieve certain goals. In management, an organization uses strategy as a systematic approach to align its resources and activities with established strategic goals.²⁰ Institutional management encompasses not only day-to-day operations but also the formulation of the organization's strategic direction. This involves determining a clear vision, mission, and goals, as well as planning measurable actions to achieve those goals. Additionally, institutional management necessitates the ability to make effective decisions in response to the dynamics of both the internal and external environment.²¹

The Public Relations Strategy at MTs Al-Yasini involves the following: (1) Regular working meetings between the principal and the board of teachers are held to formulate public communication strategies and programs. Before we can involve the community in school activities, we must make a detailed plan. This plan outlines the programs we will implement to generate interest and participation from the community. The goal is to build positive relations between the school and the community.²² (2) We hope to increase community interest in choosing this educational institution by providing optimal service to parents and students in all

¹⁶ Winarto, Mahmud, and Muadin, "Manajemen Humas Dalam Membangun Citra Lembaga: Studi Multisitus Di STAI Sangatta Dan STIPER Sangatta Kutai Timur."

¹⁷ Novitasari, Fitri, and Rohmah, "Peran Manajemen Humas Dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru Di TK Dharma Wanita Singgahan Tuban TP. 2021/2022."

¹⁸ Rahmatulloh, "Peran Manajemen Humas Dalam Meningkatkan Partisipasi Masyarakat Di MTSN 2 Lamongan."

¹⁹ Marina Letara Nababan, Nasib Tua Lumban Gaol, and Winarti Agustina, "Manajemen Strategi Dalam Meningkatkan Pengelolaan Lembaga Pendidikan Anak Usia Dini Pada Era 4.0," *Jurnal Ilmiah Cahaya Paud* 5, no. 2 (2023): 84–95, <https://doi.org/10.33387/cahayapd.v5i2.6879>.

²⁰ Shazrin Syafiq Zachrofi, Tri Fatimah, and Wilianda Munthe, "Strategi Manajemen Humas Dalam Penerimaan Peserta Didik Baru (Studi Kasus Di MTsS Al-Washliyah Simpang Marbau, Labuhanbatu Utara)," *Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat* 1, no. 2 (2021): 276–83, <https://doi.org/10.56832/edu.v1i2.101>.

²¹ Kasus et al., "MANAJEMEN HUMAS DALAM MENINGKATKAN CITRA LEMBAGA."

²² Fajri Dwiayama et al., "Manajemen Humas: Membangun Peran Masyarakat Pada Lembaga Pendidikan," *Adaara: Jurnal Manajemen Pendidikan Islam* 10, no. 1 (2020): 63–71, <https://doi.org/10.35673/ajmpi.v10i1.868>.

aspects. It is necessary to strive to create harmonious and peaceful interactions between all components in the educational environment, both internal and external.²³ Public relations has a crucial role in building a positive image of a school. They are responsible for promoting the school, establishing positive relations with the community, and managing the school's reputation.²⁴ (3) Student academic achievement is one of the factors that attracts public interest in an educational institution.²⁵

Among the many imaging techniques or initiatives, one of the school's goals is to improve the performance of educators, teaching staff, and principals. (2) The school actively participates in intramural and extracurricular competitions. (3) Building networks with the community and parents. (4) Increasing the offering of superior student learning achievements and extracurricular abilities. Having a superior school accreditation rating is also a priority.²⁶

The use of promotional activities is one of the public relations management methods used to attract public interest to the *Madrasah*. *Madrasah* Promotion is a series of activities carried out to introduce the *Madrasah* to the wider community. The primary objective is to inform the community about the *Madrasah's* existence and pique their interest in registering their children there. Other objectives include introducing the school climate and enhancing the *Madrasah's* reputation. Ultimately this will impact the increasing number of students who register.²⁷

Public Relations Activities of Mts Al-Yasini in Attracting Public Interest

Through the implementation of a community-based public relations program that leverages socio-cultural mechanisms and community values, the mass media can record public opinion and wishes through various sources like news and letters to the editor. This shows that the public relations department has the ability to listen, not just hear, but understand the aspirations of the community, including those related to ethics, morals, and certain social values.²⁸ Some public relations activities at MTs Al-Yasini in attracting public interest in educational institutions are: (1) Functioning as a provider of public information. The institution also serves as a communication bridge between leaders and the public. (3) Providing relevant and intriguing communication materials for the public. Public relations activities, also known as information-giving activities, aim to enhance a positive public image.²⁹

²³ Rizki and Al Asy Ary, "Manajemen Humas Dalam Peningkatan Mutu Pendidikan Di *Madrasah* Tsanawiyah Negeri 1 Rantauprapat."

²⁴ Titik Rusyanti, Yaser Arafat, and Destiniar, "Manajemen Hubungan Masyarakat Dalam Membangun Citra Sekolah," *Jurnal Educatio* 7, no. 3 (2021): 753–62, <https://doi.org/10.31949/educatio.v7i3.1218>.

²⁵ Segaf Baharun and Muhamad Solehudin, "Artificial Learning Environment and Learning Independence in Arabic Learning: Mediating Effect of Learning Creativity," *Eurasian Journal of Educational Research* 104, no. 104 (2023): 283–302; Segaf Baharun, Khonsa' Nabila, and Muhammad Sofwan bin Harizan, "A Corelation between Poor Motivation and The Efficiency of Female Students in Speaking Skills at Indonesian Islamic Boarding School | 'Alaaqah bayna Dha'f Al-Daafi'iyah wa Kafaaah Thaalibah fi Mahaarah Al-Kalaam bi Al-Ma'had Al-Islaamiy Al-Induuniisiy," *Al-Ta'rib : Jurnal Ilmiah Program Studi Pendidikan Bahasa Arab IAIN Palangka Raya* 11, no. 1 (June 8, 2023): 97–110, <https://doi.org/10.23971/altarib.v11i1.6311>.

²⁶ Yudik Al Farisi and Muhammad Bakron Andre Setiawan, "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di *Madrasah* Aliyah Nurul Jadid," *JlIP - Jurnal Ilmiah Ilmu Pendidikan* 6, no. 12 (2023): 10653–63, <https://doi.org/10.54371/jlrip.v6i12.3407>.

²⁷ Zachrofi, Fatimah, and Munthe, "Strategi Manajemen Humas Dalam Penerimaan Peserta Didik Baru (Studi Kasus Di MTsS Al-Washliyah Simpang Marbau, Labuhanbatu Utara)."

²⁸ Farisi and Setiawan, "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di *Madrasah* Aliyah Nurul Jadid."

²⁹ Rizki and Al Asy Ary, "Manajemen Humas Dalam Peningkatan Mutu Pendidikan Di *Madrasah* Tsanawiyah Negeri 1 Rantauprapat."

An organization or *Madrasah* institution must first establish a public relations team, as this team plays a crucial role in determining the success of the effort and its future direction. To achieve this goal, the institution can design a structured organizational image-building program by determining the target community segment. Additionally, the organization or institution can establish more effective communication with the community.³⁰ The main purpose of public relations management is to inform the community about the extracurricular activities that students participate in. Additionally, the school discloses all programs it wishes to participate in. Based on the available data, the school is optimistic that it will receive full support from parents, both financially and emotionally. The goals of the educational institution outlined in their vision will be easier to achieve with this assistance.³¹

Maintaining good relations with the community is a key responsibility of public relations management, an important part of school management. Its main task is to find out what the community expects from the school, then develop programs that can meet those expectations. Collecting data, creating a detailed plan, clearly communicating information to the community, and finally evaluating the success of the implemented program are the first steps in the work process.³²

Educational institutions now use social media as a platform to promote *Madrasah* institutions, having evolved from a personal interaction tool. The scope of social media is now wider. Currently, people prefer to use social media primarily to introduce educational institutions to prospective students, parents, and the wider community, with the aim of increasing the number of registrants. Social media serves as a platform for social interaction, utilizing user-friendly communication technology. Platforms such as Facebook, MySpace, and Twitter are prime examples of popular social networks. To effectively deliver an organization's message, public relations practitioners must understand the latest communication trends and utilize them to achieve the stated goals.³³

Obstacles Faced by Public Relations of MTs Al-Yasini

The lack of understanding of the institution's management regarding the importance of public relations in a *Madrasah* means that public relations cannot do much to attract public interest and the development of the *Madrasah* institution.³⁴ The public perception that places private *Madrasahs* as the last choice after state *Madrasahs* has become a major challenge for private *Madrasahs*. In order to meet the needs of the community, schools must always find out what is happening around them. Schools need to understand the goals, programs, and problems faced by the community. In addition, schools must also know the hopes and desires of the community, especially related to education.³⁵

³⁰ Farisi and Setiawan, "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di *Madrasah* Aliyah Nurul Jadid."

³¹ Wilis Werdiningsih, "Manajemen Humas Dalam Meningkatkan Peran Komite Sekolah Di PAUD Sabila Ponorogo," *Al-Idaroh: Jurnal Studi Manajemen Pendidikan Islam* 4, no. 1 (2020): 108–22, <https://doi.org/10.54437/alidaroh.v4i1.155>.

³² Inayati, Mulyadi, and Nurhadi, "Analisis Peningkatan Mutu Lembaga Pendidikan Pesantren Melalui Manajemen Humas."

³³ Farisi and Setiawan, "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di *Madrasah* Aliyah Nurul Jadid."

³⁴ I Al-Muqsyith, "Peran Public Relation Dalam Menarik Minat Peserta Didik Baru Di *Madrasah* Aliyah Al-Manaar Muhammadiyah Pameungpeuk Kabupaten Garut,," *ALADALAH: Jurnal Politik, Sosial, Hukum ...* 2, no. 2 (2024), <https://doi.org/10.59246/aladalah.v2i2.788>.

³⁵ Alfianto et al., "Peran Humas Dalam Manajemen Pemasaran Jasa Pendidikan Di Ma Almu'Awana"

MTs Al-Yasini faces obstacles in actively involving parents of students in school activities. The lack of parental concern for school problems is a major challenge. As an effort to overcome this, the school has implemented a transparency policy, especially in financial management, and provided space for parents to participate in decision-making related to school programs. In this way, it is hoped that parents will feel more appreciated and have a greater sense of responsibility towards the school.

Efforts to involve the community in school activities are often hampered by the busyness of parents.³⁶ In line with the results of Ariyanti et al.'s research, one of the obstacles in building close relationships between schools and the community is the low level of active participation of parents. Their tendency is to provide passive assistance, such as donating materials.³⁷ According to Rustadi, one of the main obstacles faced is the lack of effective communication between all parties involved, namely educational institutions, students, parents, and the community. This results in miscommunication, parental dissatisfaction with their child's development, and the emergence of incorrect information regarding extracurricular activities at school.³⁸ The results of Nur Novitasari et al.'s research One of the factors that hinders the success of promoting new student admissions is the lack of administrative staff who specifically handle social media management. Thus, the promotional activities carried out are not optimal. To overcome this problem, it is necessary to add administrative staff who have expertise in digital marketing so that the promotion carried out can be more effective and reach a wider target audience.³⁹

Evaluation is a systematic process for collecting data and information regarding the implementation of the *Madrasah* program. The goal is to identify the strengths, weaknesses, opportunities, and threats (SWOT) faced by the *Madrasah*. Thus, it can be known what shortcomings and obstacles need to be overcome and the corrective steps that need to be taken to increase the effectiveness and efficiency of the program.⁴⁰

CONCLUSION

The research findings conclude that public relations has successfully fulfilled its role as a communication bridge between the school and the community. Public relations has successfully carried out promotional efforts to provide accurate and interesting information about the programs offered by MTs Al-Yasini, thereby increasing the community's confidence in selecting MTs Al-Yasini as the right place for their children to study. To increase public interest, MTs Al-Yasini implements several strategies, including holding regular work meetings to evaluate and prepare promotional programs, providing maximum service to parents and students, and providing opportunities for students to showcase their abilities through presentations. In the public relations activities of MTs Al-Yasini, public relations acts

Pamulutan Ogan Ilir."

³⁶ Diah Ayu Prabandari et al., "Strategi Humas Meningkatkan Partisipasi Masyarakat Dalam Kegiatan Sekolah," *Jurnal Manajemen Pendidikan: Jurnal Ilmiah Administrasi, Manajemen Dan Kepemimpinan Pendidikan* 3, no. 2 (2022): 179-91, <https://doi.org/10.21831/jump.v3i2.45799>.

³⁷ Prabandari et al.

³⁸ Farisi and Setiawan, "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di *Madrasah* Aliyah Nurul Jadid."

³⁹ Novitasari, Fitri, and Rohmah, "Peran Manajemen Humas Dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru Di TK Dharma Wanita Singgahan Tuban TP. 2021/2022."

⁴⁰ Nahdliyah and Hasanah, "Meningkatkan Partisipasi Masyarakat."

as a bridge between the institution and the community, providing accurate and up-to-date information, assisting leaders in conveying important messages, and being active in formulating effective communication strategies to attract public interest. Public relations at MTs Al-Yasini faces obstacles related to parental and community participation. Parental concern for student and school issues remains low. To overcome this, the school has tried to be transparent, especially in financial management. Additionally, the school engages parents in the discussion and decision-making process concerning the school's program plans. The school hopes that this step will increase parents' involvement and value them as valuable members of the school community.

REFERENCES

- Alfiyanto, Afif, Febriyanti Febriyanti, Maryance Maryance, Muhammad Imanuddin, and Fitri Hidayati. "Peran Humas Dalam Manajemen Pemasaran Jasa Pendidikan Di Ma Almu' Awanah Pamulutan Ogan Ilir." *Eqien-Jurnal Ekonomi Dan Bisnis* 10, no. 1 (2022): 468-71. <https://doi.org/10.34308/eqien.v10i1.561>.
- Al-Muqsyith, I. "Peran Public Relation Dalam Menarik Minat Peserta Didik Baru Di Madrasah Aliyah Al-Manaar Muhammadiyah Pameungpeuk Kabupaten Garut." *ALADALAH: Jurnal Politik, Sosial, Hukum ...* 2, no. 2 (2024). <https://doi.org/10.59246/aladalah.v2i2.788>.
- Baharun, Segaf, Khonsa' Nabila, and Muhammad Sofwan bin Harizan. "A Corelation between Poor Motivation and The Efficiency of Female Students in Speaking Skills at Indonesian Islamic Boarding School | 'Alaaqah bayna Dha'f Al-Daafi'iyah wa Kafaaah Thaalibah fi Mahaarah Al-Kalaam bi Al-Ma'had Al-Islaamiy Al-Induuniisiy." *Al-Ta'rib: Jurnal Ilmiah Program Studi Pendidikan Bahasa Arab IAIN Palangka Raya* 11, no. 1 (June 8, 2023): 97-110. <https://doi.org/10.23971/altarib.v11i1.6311>.
- Baharun, Segaf, and Muhamad Solehudin. "Artificial Learning Environment and Learning Independence in Arabic Learning: Mediating Effect of Learning Creativity." *Eurasian Journal of Educational Research* 104, no. 104 (2023): 283-302.
- Divina P, Amina, Ahmad Saifullah, and Maisyaroh. "Strategi Manajemen Humas Dalam Meningkatkan Citra Pendidikan Dasar." *Media Manajemen Pendidikan* 5, no. 3 (2023): 389-400. <https://doi.org/10.30738/mmp.v5i3.13574>.
- Dwiyama, Fajri, Adriani Adriani, Ismia Ismia, and Riska Oktafiana. "Manajemen Humas: Membangun Peran Masyarakat Pada Lembaga Pendidikan." *Adaara: Jurnal Manajemen Pendidikan Islam* 10, no. 1 (2020): 63-71. <https://doi.org/10.35673/ajmpi.v10i1.868>.
- Farisi, Yudik Al, and Muhammad Bakron Andre Setiawan. "Strategi Manajemen Humas Dalam Meningkatkan Branding Image Di Madrasah Aliyah Nurul Jadid." *JlIP - Jurnal Ilmiah Ilmu Pendidikan* 6, no. 12 (2023): 10653-63. <https://doi.org/10.54371/jiip.v6i12.3407>.
- Inayati, Mahfida, Mulyadi Mulyadi, and Ali Nurhadi. "Analisis Peningkatan Mutu Lembaga Pendidikan Pesantren Melalui Manajemen Humas." *Evaluasi: Jurnal Manajemen Pendidikan Islam* 7, no. 2 (2023): 229-42. <https://doi.org/10.32478/evaluasi.v7i2.1631>.
- Ja'far. "Manajemen Pemasaran Jasa Pendidikan Dalam Menarik Peserta Didik Baru Di MI Melalui Hubungan Masyarakat." *Nidhomiyyah: Jurnal Manajemen Pendidikan Islam* 5, no. 1 (2023): 15-25.

- <https://doi.org/10.38073/nidhomiyah.v5i1.1203>.
- Kasus, Studi, D I *Madrasah*, Tsanawiyah Al, Amiriyah Blokagung, Universitas Kh, Mukhtar Syafaat, and Blokagung Banyuwangi. "MANAJEMEN HUMAS DALAM MENINGKATKAN CITRA LEMBAGA," 2024, 177-84. <https://doi.org/10.32478/msfass72>.
- Khorotunniswah, Luthfi. "Manajemen Hubungan Masyarakat Dalam Membangun Citra Lembaga." *Jurnal Kependidikan Islam* 10, no. 2 (2020): 176-89. <https://doi.org/10.15642/jkpi.2020.10.2.176-189>.
- Nababan, Marina Letara, Nasib Tua Lumban Gaol, and Winarti Agustina. "Manajemen Strategi Dalam Meningkatkan Pengelolaan Lembaga Pendidikan Anak Usia Dini Pada Era 4.0." *Jurnal Ilmiah Cahaya Paud* 5, no. 2 (2023): 84-95. <https://doi.org/10.33387/cahayapd.v5i2.6879>.
- Nahdliyah, Amirotun, and Aliah Uhwatun Hasanah. "Meningkatkan Partisipasi Masyarakat." *Jurnal Manajemen Pendidikan Islam Darussalam (JMPID)* 3, no. 2 (2021): 193-207. <https://doi.org/10.30739/jmpid.v3i2.1316>.
- Novitasari, Nurul, Nur Lailatul Fitri, and Ati Ni'matur Rohmah. "Peran Manajemen Humas Dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru Di TK Dharma Wanita Singgahan Tuban TP. 2021/2022." *JECED : Journal of Early Childhood Education and Development* 4, no. 2 (2022): 129-42. <https://doi.org/10.15642/jeced.v4i2.2136>.
- Prabandari, Diah Ayu, Ahmad Supriyanto, Ahmad Yusuf Sobri, and Rahmat Fadhli. "Strategi Humas Meningkatkan Partisipasi Masyarakat Dalam Kegiatan Sekolah." *Jurnal Manajemen Pendidikan: Jurnal Ilmiah Administrasi, Manajemen Dan Kepemimpinan Pendidikan* 3, no. 2 (2022): 179-91. <https://doi.org/10.21831/jump.v3i2.45799>.
- Rahmatulloh, Rahmatulloh. "Peran Manajemen Humas Dalam Meningkatkan Partisipasi Masyarakat Di MTSN 2 Lamongan." *Jurnal Administrasi Pendidikan Islam* 2, no. 2 (2020): 108-23. <https://doi.org/10.15642/japi.2020.2.2.108-123>.
- Rizki, Alpiq, and M. Hady Al Asy Ary. "Manajemen Humas Dalam Peningkatan Mutu Pendidikan Di Madrasah Tsanawiyah Negeri 1 Rantauprapat." *Edu Society: Jurnal Pendidikan, Ilmu Sosial Dan Pengabdian Kepada Masyarakat* 1, no. 3 (2023): 335-41. <https://doi.org/10.56832/edu.v1i3.111>.
- Rusyanti, Titik, Yaser Arafat, and Destiniar. "Manajemen Hubungan Masyarakat Dalam Membangun Citra Sekolah." *Jurnal Educatio* 7, no. 3 (2021): 753-62. <https://doi.org/10.31949/educatio.v7i3.1218>.
- Supriyanto, zuhriyo dwi yazid zamkhasyah. "Peran Humas Dalam Upaya Meningkatkan Minat Pendaftaran Peserta Didik Baru." *Jurnal Manajemen Pendidikan* 08 (2020): 332-43.
- Werdiningsih, Wilis. "Manajemen Humas Dalam Meningkatkan Peran Komite Sekolah Di PAUD Sabila Ponorogo." *Al-Idaroh: Jurnal Studi Manajemen Pendidikan Islam* 4, no. 1 (2020): 108-22. <https://doi.org/10.54437/alidaroh.v4i1.155>.
- Winarto, Andri, 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>.
- Zachrofi, Shazrin Syafiq, Tri Fatimah, and Wilianda Munthe. "Strategi Manajemen Humas Dalam Penerimaan Peserta Didik Baru (Studi Kasus Di MTsS Al-Washliyah Simpang Marbau, Labuhanbatu Utara)." *Jurnal Pendidikan, Ilmu*

Sosial, Dan Pengabdian Kepada Masyarakat 1, no. 2 (2021): 276–83.
<https://doi.org/10.56832/edu.v1i2.101>.