



Implementation of Public Relations Management in Improving Madrasa Quality

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ABSTRACT

This study aims to find out how to improve the quality of quality in madrasah through public relations. In achieving this goal, researchers use a qualitative research approach with a descriptive method. Data collection techniques are carried out through interviews with madrasah heads, teachers, especially those who play an important role in the public relations department (WKM Humas) in schools and students. This research was conducted at MAN 2 Deli Serdang Kec. Lubuk Pakam, Deli Serdang District, North Sumatra. The results of this study are about 1). Basic Concepts of Madrasah Public Relations Management, 2). Study of Madrasah Quality Problems, 3). Implementation of Effective Public Relations Management, 4). Public Relations Management Model in Improving Quality. The stages in improving quality have a major impact on the role of public relations. The good and bad of madrasah can also be determined from good public relations as well, such as socialization of madrasah with the surrounding community (participating in community activities, opening ramadhan safari events, etc.).

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INTRODUCTION

Improving the quality of madrasah through good development in madrasah is very important. One of the efforts to improve this quality is to communicate or establish good relations with the surrounding community, both from parents and the community around the school. As we will see, public relations is not just part of the origin of marketing, or comes from other things, and is often misunderstood. The fact that public relations is abused and abused to the extent that people ranging from members of the general public to professional marketers are hostile to publicists or skeptical of it is not important. We don't need to make an apology here. The same antipathy has afflicted many other good activities and professions. We do not abandon sports, hobbies and arts, businesses, industries and professions because of bad attitudes or pretensions to be from minorities or sectional interests. (Jefkins, 1983)

According to Hangro, digital technology must be used in real time so that it can be managed and controlled effectively and efficiently. The increasingly sophisticated digital technology today has brought major changes in the world of education. One of the most important changes that occur in the field of social management training is the main factor that can affect the quality of education (Mesiono et al., 2021). Efforts to improve the quality of education in madrasah must begin with a way of thinking that views schools as a system. Schools have many different things that connect, need and interact. (Iskandar, 2017)

According to Samsuni, the basic concept of public relations management corresponds to the level of achievement of transfer determined by the use of human resources in human form. (Mesiono et al., 2021) The purpose of paying attention to social management is none other than efforts to improve the quality of the madrasah itself. In Ayu & Septi's research, it was shown that improving the quality of education turned out to be through the middle school management system as one way to develop school quality. The management process is a step to meet educational needs to improve the quality of students. (Satria et al., 2019)

According to Rex Harlow, Public Relations in education is a unique management function and supports development, balancing the common path between the organization and the public, especially in terms of communication, understanding, acceptance and cooperation. (Novi Ariyanti & Muhammad Anggung Manumanoso Prasetyo, 2021) Quality is the ability that exists in a

product or service, so as to meet the needs or expectations of customer satisfaction. In the world of education, customers are divided into two, namely internal customers and external customers. Internal customers are students or students, and external customers are community and industry. (Anwar, 2018)

This study aims to determine madrasah in improving its quality through relations with the community. This research was conducted at MAN 2 Deli Serdang which is one of the state aliyah madrasahs in Lubuk Pakam. Based on initial observations, MAN 2 Deli Serdang has a fairly rapid development in improving the quality of madrasah quality. The strategy carried out in attracting the attention and interest of the community so that they are interested in choosing madrasah as the right choice for children or prospective students. Quality improvement is carried out through the head of the committee with parents in meeting activities, then through extracurricular access which has recently developed very well.

There has been a lot of research on quality, but specifically discussing social management in madrasahs as part of quality improvement is still very limited. For this reason, this research is important to do. Through community relations with madrasahs, madrasah schools can gather resources in the community and use them to improve school quality. In addition, the community can also benefit from receiving knowledge from the madrasah school and can know and understand better what the purpose and implementation of education is currently happening in the madrasah. (Suardi, 2017)

Public relations regulate the relationship between madrasah institutions and the community. Public relations management has an important role in madrasah institutions. For this reason, good management will determine quality improvement (Nurul, 2018). Because madrasahs are like living Islamic educational institutions, for Muslim communities have not been able to educate the younger generation of Muslims who are able to answer the challenges of the times. Worryingly, madrasah graduates are still considered low achievers. (Huda, 2016).

METHODS

This type of research uses qualitative research with descriptive survey techniques. The resource persons are the principal, teachers, especially those who have a role as part of public relations at the school and students.

Determination of resource persons in accordance with the required data related to the theme of public relations and quality. This research was conducted at MAN 2 Deli Serdang in Lubuk Pakam District, Deli Serdang Regency, North Sumatra. Data retrieval techniques consist of a structured interview process. Data processing techniques are carried out through data analysis obtained from research and then analyzed using certain procedures so as to produce findings.

RESULTS AND DISCUSSION

In improving the quality of education in madrasahs cannot be separated from the name Public Relations because all efforts in improving the quality of madrasah will be related to the community, both from parents of students and the surrounding community in the madrasah area. However, public relations is not only a relationship between people but can also be a relationship between work, human relations with tools and mass media, and expertise in choosing tools and mass media.

Quality quality can be defined as the sum and complete characteristics of a product or service that demonstrate its ability to meet expected or real needs, in terms of education, the concept of quality includes inputs, procedures and egresses in education. Preparation for entry into the world of education is very important because if entry is organized then the process will run well. Educational input includes materials, namely people and equipment that can support the teaching process, and software input, namely teams, policies and programs including input models such as monitoring and information and school objectives to be obtained. That. Input also greatly affects the quality of education, if input is low then output is low and vice versa. (Supriani, 2022)

This research is qualitative type with literature study. Data is collected through relevant references for analysis such as collecting information by recognizing problems from books, articles, journals, the internet (website) or other sources in the form of data related to the implementation of public relations management in improving the quality of madrasah. Although this is said to be a study, research does not have to be done by going directly to the field in taking data, but can be done via online (long distance relationships) such as whatsapp, google form, or through websites or other school social media.

This study aims to obtain an overview of improving public relations through public relations with a qualitative approach. Because qualitative research mastered the meaning underlying participants' behavior, describing

the background and environmental interactions, exploration in recognizing data types, describing phenomena. MAN as one of the learning institutions and centers of Islamic religious teaching has a very meaningful role in protecting and creating unity and unity of the Indonesian nation, MAN as one of the educational institutions that emphasizes the explanation of religion as the spirit of human life, has extraordinary expertise as conflict resolution education. In addition, this research can build an inductive theory from the data collected on the resolution of the implementation of public relations management in improving the quality of madrasah based on the discovery of meaning in a natural setting.

Basic Concepts of Madrasah Public Relations Management

According to E. Mulyasa, the public relations management system of madrasah schools and residents is a series of activities that are planned and carried out deliberately and intensively accompanied by continuous concern to gain the sympathy of residents in general and especially those who are interested in using the school. Citizen engagement will grow through the school's efforts to create strong relationships in addition to building a positive image of the institution. (Nurul, 2018)

A good madrasah is a good school that can produce students who work well and use good teachers who accept the beliefs of the citizens more or less. (Supriani, 2022) With the basic concept of good public relations management. Then it will increase graduates who have soft skills and hard skills. This can be seen from school graduates who have competencies that can be implemented in providing knowledge to uneducated people.

Public relations education has not kept pace with the rapid globalization that has occurred since 1992. The body of public relations knowledge available, as well as public relations curricula around the world, have a U.S. bias to prepare public relations students in various parts of the world to be effective multicultural professionals, experiences and perspectives from other continents must be integrated into public relations education. The complexity of social factors such as culture, political systems, and media systems makes it challenging for Asian regions to conduct strategic public relations. It is time for educators to integrate experiences from other continents into the public relations body of knowledge, thus building a PR curriculum that contributes to training truly multicultural PR professionals. (Sriramesh, 2003)

Public relations also plays a role as a profession, public relations has become a global company. New public relations education is now beginning to catch up with the global nature of the profession's origin. It is widely recognized that as far as public relations education is concerned, American sorties are leaders in the number of universities that demonstrate public relations courses and the breadth and depth of public relations curricula. In its October 1999 report on the status of education in the U.S., the Commission on Education on Citizen Correlation made People's Relations of the American People (PRSA), called for a curriculum that prepares learners to be effective communicators in an "age of global interdependence." Educators across the globe are hampered by a lack of knowledge (according to empirical evidence) about public relations practices in various parts of the world. The lack of evidence prevents educators from preparing their students to become useful professionals who can face the challenges of a "global age of interdependence". (Sriramesh & Verčič, 2002)

The world increasingly has a global economy. The demand for public relations practitioners who know and can communicate effectively in the world economy is also getting higher rapidly. The perceptions of educators and practitioners who identify themselves use "international community correlation." It explores perceptions of utility as well as the importance of various components of education and training among these educators and practitioners through in-depth interviews. An expert considers the international public relations curriculum very important for learners; They maintain that international coaching conveys great confidence and usefulness to the work. Unfortunately, due to the low number of faculty, accreditation policies, and other barriers identified, international community correlation courses are not prevalent in most U.S. public correlation programs. (Hatzios & Lariscy, 2008)

Public relations is an important part that can have a big influence on madrasas. Because every educational institution definitely needs public relations to improve its quality. The madrasah environment comes from the community by arranging a good public relations strategy so that the community has a great interest and attraction to the madrasah.

Study of Madrasah Quality Problems

In building a good madrasah, quality management will not only run well in achieving the goals set. There must be problems or problems that occur in

improving the quality of madrasah quality both internally and externally. The internal factors that become madrasah problems include:

First, the requirements for teachers who are not in accordance with the capacity. The number of private madrasahs is much higher than that of state madrasahs. This condition causes its own problems. Specifically about teachers, the number of public teachers is relatively smaller than private. There are also still many teachers who are mismatched and under qualified, especially in private madrasahs. For this reason, in MAN 2 Deli Serdang, the condition of public teachers is quite a lot, because the recruitment of teachers is adjusted to the needs of madrasahs. However, MAN 2 Deli Serdang still has to recruit teachers because civil servant teachers at MAN 2 Deli Serdang are likely to be approaching retirement on average. Therefore, the madrasah policy to recruit teachers is in anticipation of teacher availability.

Second, there are few educational facilities and infrastructure. Although madrasahs are called equal and equal to lay madrasahs, madrasahs have not received education rules equally. So far, the rules for the development of madrasahs have only been obtained from religious rules. The lack of government regulations for madrasahs has an impact on the completeness of educational facilities. Supporting equipment such as madrasah buildings, renovations, and the procurement of educational support equipment are very minimal. For facilities and infrastructure at MAN 2 Deli Serdang is good enough because all the facilities needed are fulfilled such as prayer rooms, laboratories, cooperatives, to school buses are provided. It's just that the provision of classes is not so good because the capacity of students received each year is different. MAN 2 Deli Serdang also holds a Qur'an tahfiz program and provides dormitories or huts for its students who take part in the tahfiz program.

Third, the curriculum. From the decrees of the Minister of Education and Culture approved by the decrees of the Minister of Religious Affairs, MI, MT, and MA must provide at least elementary, junior high, and high school levels for general subjects. and belongs to religious classes. That is, a madrasah is a public school with an Islamic identity. This kind of change, on the one hand, is a very encouraging change. Madrasah graduates are equivalent to public school graduates at the same level.

But on the other hand, it is a problem in itself. The problem is: A little content of religious education can be seen as a superficial understanding of religion. The content of the curriculum before the decree was considered unable

by itself to create true Muslims, especially if the number was small. Madrasahs complete any job. His religious knowledge was not deep and his knowledge was generally weak. The curriculum at MAN 2 Deli Serdang balances general knowledge with religious knowledge. Because there is a Department of Religious Sciences whose religious subjects are more specific, but for the general department also studies religious studies although not specific, but religious programs at MAN 2 Deli Serdang still exist such as the Qur'an tahfiz program.

Fourth, the achievement of madrasah students is low. The low achievement of madrasahs is undeniable. This is clearly seen if the indicator of student success is seen from the UN scores obtained by students. It can also be seen from the number of students accepted at public universities for general majors. This empirical is also a separate problem that must be solved comprehensively so that the quality of education in madrasah will be able to compete with other public schools. The achievement of students depends on the leadership of the school leader, because the policy of the school leader on determining events that can help increase student achievement, MAN 2 Deli Serdang has increased for both academic and non-academic achievements such as olympics, scouts, paskibra and many other achievements that have been improved. (Huda, 2016)

Implementation of Effective Public Relations Management

A good madrasah is seen from how to implement effective public relations so that it can improve the quality of the madrasah. As for Ibrahim Bafadal, the implementation of public relations management in the planning stage looks at the analysis of the needs of citizen involvement in school implementation, the preparation of public relations events. Create the term of organizing (organizing), there is a division of tasks to carry out school relations events with the community. At the actuating stage, we see how to create school relationships using parents of students, encourage parents to provide an effective learning environment, communicate using communication figures, collaborate with government and private agencies, collaborate with religious social organizations. Create stages of supervision (Controlling), see monitoring the relationship between the school and the people, evaluate the performance of the correlation of the school with the community. (Dhuhani, 2017)

Another thing with Sahertian in Supriani's research explained that in the implementation of public relations there must be several principles that are considered, namely:

- (1) Alignment (intergrating), which is the relationship between the principal, the community, and the family which is a unity that is one related to another. In MAN 2 Deli Serdang, the integration between the head of the madrasah and parents is carried out every time the procurement of meetings, both meetings discussing madrasahs and meetings discussing the development of student education. Madrasah relations with the community are carried out by opening events such as bazaars or Ramadan safari programs that are carried out regularly every year.
- (2) Continuous, which is a process that develops continuously. The development of madrasah seems to be increasing both in terms of buildings, achievements, etc. This helps MAN 2 Deli Serdang in improving the quality of its madrasah so that it attracts the attention of many parents and the surrounding community with the support of new programs.
- (3) Comprehensive (convergence) that is, that the presentation of facts to the public is comprehensive in all aspects. Transparency carried out by the head of the madrasah to the parents of students. When holding a meeting discussing the administration of the madrasah, the head of the madrasah explained the purpose of the administration to the parents of the students or it can be said to be a discussion between the head of the madrasah and the parents of students.
- (4) Not an exaggeration (simplicity), is that the information provided is simple. The information is in words that are easy to understand and with a sense of friendship. The delivery of information is carried out through social media using language and sentences that are easily understood by many people.
- (5) Constructiveness, the information can take the form of a positive general opinion towards the madrasa. The delivery of news about the development of MAN 2 Deli Serdang by showing the positive things of the school so as to make the community interested and curious about the madrasah.
- (6) Adaptability, which is meant by adjustment, should take into account the condition of the community. MAN 2 Deli Serdang held a Qur'an tahfiz program for its students as an effort to increase awareness to students of

the importance of Islam. This program was developed because it saw millennial children who were already less aware of the Qur'an.

- (7) Not rigid (flexibility), flexible is a program that is at any time able to accept changes that occur. Programs at MAN 2 Deli Serdang that continue to run even though the curriculum has changed, namely the Qur'an tahfiz program and focus learning. This program is useful for improving the quality of students both in general and religiously. (Supriani, 2022)

Public Relations Management Model in Improving Quality

The Public Relations Model is a stage that will be passed by an institution to support its plans. The models are:

1. Press agency (news agency or press agency)

The initial model was based on the work of press dealers and newscasters who carried out their activities from the mid-19th century to the early 20th century.²³ This example is claimed to be the longest form of public relations practice. The PR practitioners in this example are always looking for opportunities to get their organization's name on the media without doing their public research. This model is the same as a solicitation trick. Correspondence between the organization and the public is carried out in one direction (one-way) without being initiated by research with the aim of persuading the public to take certain actions in accordance with what the organization wants. At MAN 2 Deli Serdang reports about activities or all daily activities through the web or madrasah website so that in the news without having to make research first.

2. Public information

The second model states Ivy Lee's work as well as a "public be informed" approach where gossip is sent out by an organization. In this example, public relations practitioners prioritize persuasion on honest and accurate conveyance of issues to the public without aiming to make them like slaves. Not much different from the first model, communication is carried out in one direction without being preceded by research on what information is best communicated to the public. In addition, these 2 one-way examples tend to use the media as a sense of communication with the public. MAN 2 Deli Serdang's communication with the community both within the madrasah and outside the madrasah is

very good. Because MAN 2 Deli Serdang has regular activities in the form of monthly meetings with parents of students as an effort to establish good communication.

3. Two-way asymmetrical (prayer arah asymmetric)

Grunig and Hunt revealed that this model is characteristic of the type of public relations exemplified from the mid-1920s to the 1950s. This two-way asymmetric model is known as scientific persuasion work that applies social science research methods to increase the effectiveness of persuasion from the message conveyed. This scientific persuasion is considered the main goal and is carried out through two-way communication using an imbalanced effect in other words, relative to persuading a third party which in fact means representation from the public, the organization can already influence the holistic public. (Hidayat & Pathollah, 2021)

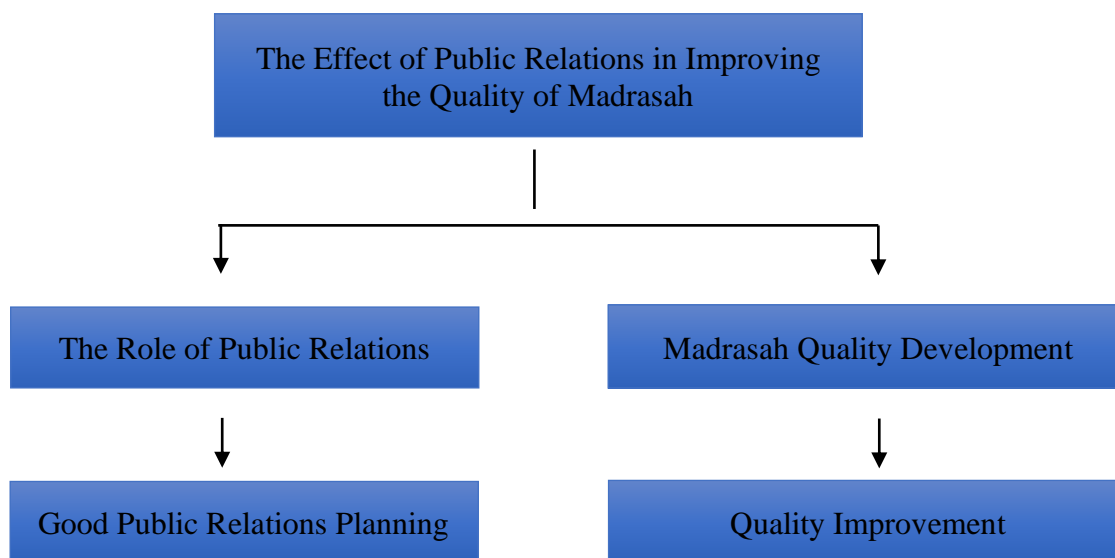


Figure 1. The Influence of Public Relations in Improving the Quality of Madrasah

Public relations management is regulating the relationship between the forum and the people. Public relations management has a big role for the development of institutions because after all, a forum cannot develop well without a good correlation with residents, especially madrasah education forums. In the global era, every educational institution is required to be able to unite social interests using promotional and marketing approaches. Uniting

these two interests is a distinctive characteristic for educational forums. The function of managing issues in the internal public and external public is the field of work on public relations management. Educational forum, which means a perfectly open system, will establish relationships using surrounding residents. Advanced madrasahs will definitely correlate with other institutions outside the madrasah, for example cooperation using textbook publishers, banks and many others. (Dhuhani, 2017)

The planning has been good but the results are not as similar as necessary, even some companies cannot carry out the plans themselves. This resulted in the school lagging behind other schools. Despite this, many institutions managed management effectively because they developed much like today's universities. However, there are still many companies whose management is inefficient. Of course, initially they tried to form a plan. (Nurul, 2018) For this reason, researchers examine the discussion of the implementation of public relations management in improving the quality of madrasah as an effort to explain for readers how to improve quality through public relations management.

Getting better at height is not as easy as turning your palm. It takes a lot of passion and creativity. In general, the existence of madrasahs is still weak, even concerning. Several stages can be taken to improve the teaching and learning process in madrasah, including by revising the curriculum; improve the qualifications, skills and expertise of academic staff as needed; agreement on the full level and quality of equipment and facilities; implementation of education quality improvement programs in schools; and create a climate and atmosphere of competition and cooperation between schools. Regarding the efforts made by the government through the Ministry of Religious Affairs to improve the quality of education in madrasah schools, according to researchers, at least several factors include teachers, students, curriculum, money and resources. While not the only measure of academic achievement, the national final exam high score metric is one of the most popular measures of educational attainment. This means that educational institutions are said to be high, advanced, favored and so on if their students score high on national final examinations. And vice versa. (Huda, 2016)

There are many definitions of quality that experts can agree on and whatever that means, quality is not lost. Quality is not arbitrary, meaning that

quality is a cause or change related to a particular region, situation and culture. In the world of education, excellence is a product of the existing education system. There will be no good educational institution born out of a bad education system. (Yasin, 2022) Therefore, quality development in madrasah must be paid more attention in terms of public relations in order to develop madrasah to be even better.

Khoirul's research shows that efforts to improve the quality of education in the country have been going on for a long time. Since Indonesia's independence until the modern era, improving the quality of education has become one of the development priorities in the field of education. Innovation in various educational programs also continues to be carried out. Curriculum improvement, acquisition of teaching materials, textbooks, acquisition of equipment, and especially improvement of teacher quality. This effort is made because good education is the hope of this nation. Education is to educate Indonesian people as a whole according to the law. Quality education must be achieved through pathways, forms, and levels in our education system, including madrasah education. Good education can be achieved through cooperation between government, community and family. Good education in all forms, levels and methods of education must be accessible to all Indonesian citizens. The fact is clear that the quality of education in Indonesia is still far from being expected, especially the quality of education in many madrasah schools is still problematic. Many madrasahs do not meet national education standards, such as educators and education personnel who do not have qualifications and skills standards, as well as inadequate facilities and equipment. (Anwar, 2018)

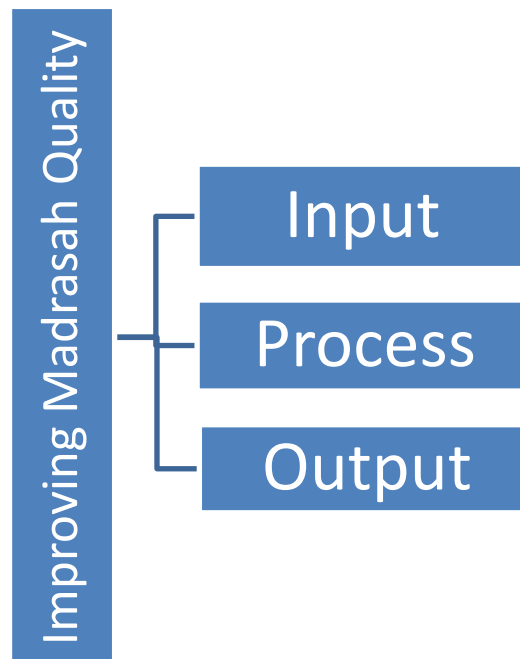


Figure 2. Novelty Model Improves Madrasah Quality

According to Daulat Tampubolon, in detail and consistency, quality is a combination of product characteristics that indicate its ability to respond directly or indirectly to customer needs, and is clearly stated, present and future. In this area, customer needs can be used as quality criteria or standards. If the product results above the standard are said to be very good, on the contrary if it is below the standard it is said to be less good. Good education can be achieved if the educational institution has a leader who can manage or strengthen the resources owned by the institution, therefore the role of the principal is very important in developing the quality and quality of education in the school. Inputs, processes and outputs are the most important factors of the company, education must improve quality and quality, inputs are new students who enter the educational institution, processes are all kinds of work that is managed and controlled in conducting such educational institutions when production is in accordance with the results that can be published by the educational institution. The resources of an educational institution are all aspects related to the educational institution, both teachers and students. Understanding in advance the quality of financial education is one way to develop and improve the quality of financial education. In-depth

understanding of teaching resources to identify areas for development and improvement. (Zulkarmain, 2021)

An educator is everything that must exist and exist because it needs to be done systematically. Everything displayed comes in the form of equipment, software, and expectations such as tools and guidelines for ongoing processes. Meanwhile, according to Ahmad Jamin, the threshold is (input), namely students will be organized to graduate (output). A more important teaching input is the selection of teachers who are qualified in their teaching abilities. Madrassas face problems in teacher selection. Most madrasas offer only qualified graduates and teachers. Therefore, madrasahs should improve education in the field of selecting good teachers for students. Since teachers are an important factor in education, the qualifications of future teachers must be maintained. Because the quality of madrasah graduates is greatly influenced by the quality of teachers. (Maarif, 2016)

According to Suryadi, this process turns something into something else. The teaching process for quality education is supported by staff, such as administrators, teachers or trainers, counselors and quality management experts. In addition, to be a good education, it must be supported by adequate educational facilities and resources, both in terms of quality and quantity, adequate costs, good management, and the environment wherever possible. The quality of education is comprehensive, covering all aspects of education implementation and programs. A madrasah or educational institution to achieve its success becomes the responsibility of the principal. Because the head of the madrasah is the main or supporting factor to achieve organizational goals. The headmaster has an important role in legal work and staff development, programs and implementation of education in madrasas. The effectiveness of madrasah leaders depends on their ability to work with teachers and staff, as well as their ability to manage budgets, curriculum development, programs, teaching, and research. (Hasanah, 2020)

The educational output is the result of the madrasah performance system in the madrasah performance model. Madrasah performance can be evaluated in terms of quality, productivity, efficiency, innovation and quality of the work environment. Inclusive learning products are finished products that result from the process. This applies to madrasah graduate students. By arranging assessment work, it will help to determine whether students can pass or fail. This is done as a good research tool. The level of production according to Imam

Machali and Ara Hidayat is the highest level, followed by lower processes of production, then inputs put a lower level between production and process. The result here is the achievement of secondary education from the education management system that takes place in madrasahs. Judging from the distribution, output is divided into two types, which can be academic achievements and non-academic achievements, such as skills, research, skills, honesty, patience, curiosity and good support. Meanwhile, to produce output in the quality of graduate quality, there are four steps, namely: review, benchmarking, quality assurance, and quality control. Therefore, inputs, processes and outputs are a series that are very important to continue to be improved and this will certainly involve stakeholders in educational institutions. (Devi, 2021)

CONCLUSION

Public relations with madrasahs are very influential in improving the quality of madrasah quality. For this reason, madrasah must properly pay attention and develop many strategies with the community so that interest and attraction to madrasah is higher. This is considered starting from input, which is the first step in madrasah such as the recruitment of students, teachers, and other staff who must really pay attention to the stage stage. Then the process, at this stage madrasah is obliged to carry out many strategies in order to improve quality quality, one of which is by updating programs or by improving existing programs. And the last output, even though students are no longer madrasah residents, their role as alumni is one of the efforts to improve quality quality, by recording graduation at the next level so that it can be an effort that can be shown to the community that the quality of MAN 2 Deli Serdang can indeed be proud.

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