

**IMPLEMENTATION OF PUBLIC RELATIONS MANAGEMENT IN  
IMPROVING DIGITAL-BASED SERVICE QUALITY AT MI  
MUHAMMADIYAH GEMPOLSEWU-ROWOSARI-KENDAL**

**Rosyid Wagiyanto, Dian Hidayati**

Universitas Ahmad Dahlan

[dian.hidayati@mp.uad.ac.id](mailto:dian.hidayati@mp.uad.ac.id)

<b>Article Info</b>	<b>Abstract</b>
<p><i>Article History:</i> Accepted ..... Revised ..... Approved .....</p>	<p>This research aims to describe the implementation of public relations management in improving the quality of school services through public relations programs to improve educational services to all school members. This research uses a descriptive qualitative research method. Data collection techniques used were observations, interviews and document studies involving participants. It is through various kinds of data sources that are then analyzed so that, in the end, a conclusion can be drawn. This research shows the importance of public relations management in improving the quality of services in schools. The role of public relations in improving the quality of digital-based education services has seen many changes in education; this is a significant factor in improving the quality of digital-based education services and innovations that are currently developing. Education services, especially in the digital era of education, must design various applications to improve the quality of education services, such as digital registration of new students, digital school graduation announcements, and student assignments accepted, done and collected digitally.</p> <p><b>Keywords:</b> Public Relations Management; Educational Services</p>

### A. Introduction

The development of information technology impacts not only society but also organizations in the current era. Technology and education are inseparable and must go hand-in-hand (Hikmah & Chudzaifah, 2020). Meanwhile, information technology challenges are rapidly advancing (Solihat & Riansi, 2018). The ability of individuals to learn and manage information is a crucial asset in enhancing knowledge (Batubara & Ariani, 2018). Educational organizations are compelled to adapt and keep pace with information technology. The internet has transformed how an organization interacts with the public, as the internet provides unlimited access for the public to the organization and vice versa. It is also a form of organizational adaptation to the external environment and a prerequisite for the organization to maintain its existence (Inanna et al., 2022).

organization, improve public services, facilitate access, and manage and utilize public information effectively and efficiently (Kharisma & Agustina, 2019). The existence of profit-oriented and service-oriented organizations today is influenced by globalization, particularly in the organization's external communication through WhatsApp, email, the World Wide Web (WWW), the Internet, and applications or the digitalization of services. It has already affected the communication model with the public, bringing about various changes (Rachmadyanti, 2017).

The model must be managed well to facilitate public services in every organization, significantly determining performance achievement. In this context, organizational performance is influenced by management factors, leadership, communication skills, culture, and organizational climate. Public relations or PR management is one managerial field in schools as educational institutions.

Information technology development can also influence how organizations work in their transformation. Information technology aims to achieve good governance Educational goals are easily achievable by creating conducive and

friendly public relations with digitalization (Mesiono et al., 2021). Public Relations, also known as PR, has two meanings. Firstly, PR refers to the communication technique, and secondly, PR refers to the method of communication (Jaelani, 2019).

Generally, understanding public relations is a process of implementing transfer determined through the use of human resources possessed by human beings (Samsuni, 2017). Public Relations Management is the application of essential management functions in public relations activities. Public relations is a specific field or function every organization requires in communication. An essential characteristic of public relations is two-way communication (two-way traffic) (Muhammad, 2017). Public relations management can help educational institutions disseminate information within and outside the school organization. However, public relations in an institution is not only responsible for advertising, but it goes beyond that, as the institution can create collaborative relationships with various parts of the organization in the form of networks (Hakim, 2016); public

relations, including one of the crucial elements of educational institutions' development and progress.

The tasks and activities of Public Relations in schools include (a) Dialogic communication, both directly and indirectly. It is implemented by calling parents to the school, conducting home visits to students, and providing information to the community through phone calls, school bulletins, school notice boards, letters, and others. (b) Demonstrations, where the school organizes events that showcase the creative efforts of the school in nurturing students through extracurricular and intracurricular activities. (c) Involvement in assisting educational programs organized by the school, such as through meetings, providing assistance from the community in the form of services or goods, improving collaborative work, and others. Public Relations management is responsible for providing information about program objectives, needs, and the status of educational service programs to the community. Additionally, in enhancing educational services, Public Relations management should strive to develop

harmonious relationships, be an integral part of a harmonious community, establish integration and reciprocal communication, and work towards improving the quality of services and achieving desired goals in enhancing educational services (Mesiono et al., 2021).

Public Relations management is part of the approach to establishing a relationship between schools and the public to enhance the quality of educational services and provide understanding to the community about schools as educational institutions in efforts to improve the quality of education services. Therefore, the task of Public Relations as part of the educational institution is to communicate with the public (Serevina & Raida, 2021). The relationship between school Public Relations

management and the improvement of educational services at school is a means that plays a role in promoting and growing, with Public Relations management serving as a system. Educational services in schools will develop if the public is also involved in building and jointly improving educational services. The challenges of public relations management in the era of globalization involve understanding how to market services to achieve customer satisfaction. Based on the background issues mentioned above, the research focuses on implementing Public Relations management in improving school educational services. This study is focused on planning, program implementation, and evaluation of public relations in improving educational services in schools.

## **B. Research Methodology**

This research employs a qualitative research method. The study was conducted at MI Muhammadiyah Gempolsewu in the Rowosari District, Kendal Regency. The participants comprised three individuals: the school principal, the administrative head, and

the public relations coordinator. This research's data sources were obtained through interviews with the participants and other data in archival documents and supporting photographs. Data collection techniques included observation, interviews, and

documentary analysis. An analysis was conducted through these various data sources, leading to the formulation of conclusions from the qualitative research.

### **C. Result and Discussion**

The data obtained in this research through qualitative research methods include interviews, observations, and document analysis. The following are the details of the data obtained.

The public relations planning in improving the quality of digital-based education in schools has been integrated with digital management in digital development to improve educational services. The planning fulfils the function of integrating public relations management, as done by the Vice Principal in charge of public relations. The Public Relations department in this school plans and implements public relations programs for the annual evaluation at the beginning of each academic year in July. Currently, the program is focused on enhancing understanding and acceptance of the educational services provided by the school among the community.

The process of public relations planning has functions, objectives, and

channels discussed through the agenda of school meetings for the implementation of various programs. Community engagement is implemented through internal collaboration between the school and educational stakeholders, parents, and the community, covering external and internal school activities. The various forms of planning programs are aimed at improving the overall quality of digital-based educational services, and these programs are designed to enhance the quality of education in the school, which is based on digital platforms, while also responding to competition with other schools.

Excellent and detailed planning facilitates the school in achieving the desired goals in the future, especially in public relations management, to improve the quality of educational services in the school.

Before planning a program or activity, the school already has clear and well-defined objectives. All school

programs and activities always have goals related to all improvement aspects. Furthermore, all planning of program activities in the school is related to school public relations. School public relations activities aim to promote the school and enhance its image. All planning of school public relations activities is done by considering the budget and paying attention to supporting factors and obstacles to the activities. With excellent and detailed planning, it will facilitate the implementation and achievement of the desired goals.

The result of formulating the public relations program for improving the quality of digital-based educational services at MI Muhammadiyah Gempolsewu is oriented towards the school's vision and mission, which consists of standards for managing digital systems based on technology.

The school principal is committed to implementing the Public Relations program to improve the quality of the school's digital-based educational services. Suppose the planning of Public Relations in improving the quality of educational services is done in a participatory and

collaborative manner. In that case, the commitment of public relations personnel and stakeholders to implementing digital-based public relations programs will be higher (Mesiono et al., 2021)

Based on the interview with the vice principal shows that: (1) Public relations planning involves all school administrators. (2) Public relations planning activities are carried out through annual program meetings, and public relations planning in school activities is to schedule all public relations implementation. (3) In the public relations program, several programs collaborate with parents, guardians of students, and the community. So, the conclusion from this public relations planning is that in implementing public relations activities, there must be excellent and detailed planning to carry out public relations according to the objectives.

Implementing the Public Relations program represents the core activities of the school's public relations management function. Planning also aims to measure the indicators of achievements in schools, serving as the role of public relations

management in schools to attract the community through digital-based educational programs as an interaction function in improving the quality of services with the community using digital systems. It includes program implementation, namely: (1) distributing brochures through electronic or online media and social media to obtain adequate school information (Marbun, 2021), (2) coordinating with all school components to expedite the interaction between the school and parents using electronic letters in PDF or Word format sent through WhatsApp groups, and checking student attendance using electronic emoticons in WhatsApp groups, (3) maintaining good relations with the school committee, (4) fostering and developing the school's relationships with government agencies and other national organizations, (5) communicating information to the community regarding various school policies through various techniques as indicators of digital-based service quality, enabling the growth of educational service quality in schools to reach its maximum potential.

Public relations management also enhances the school's popularity in the community by creating a digital-based education service program relevant to the needs of individual learners who are capable and intellectually and spiritually developed in society. Researchers have revealed the following implementations of public relations in enhancing digital-based education services in schools. Since the outbreak of the COVID-19 pandemic, face-to-face learning has had to shift to online learning across all levels of education, including higher education institutions, as well as in the general education sector, which had to be implemented to prevent the transmission of the virus during this pandemic, along with various policies regarding education.

Regarding the Letter that was given and circulated under Number 3 of 2020, which was issued by the Minister of Education and Minister of Culture regarding the Prevention of the spread of the Coronavirus in the field of education, and Circular Letter Number 36926/MPK.A/HK/2020 regarding Online Learning, it is expected to provide students with

engaging learning experiences (Assya'bani & Majdi, 2022).

The engaging learning pursued during this pandemic is through social media (Gunawan et al., 2020). People prefer to communicate using social media managed by schools to obtain information and convey information with effective and efficient considerations (Wahyuni & Ernungtyas, 2020). Social media, as a supporting Social media, as a supporting media in the implementation of public relations management, has the following roles: social media as a communication and information media for schools, social media as a promotion/marketing media for schools, and social media as a branding/image building media (Romadhona et al., n.d.). Social media, with its intensive inclusion of learning content, including daily assignments, summary materials, practice questions, and instructional videos, will positively impact schools, especially regarding the close connection between the school and its community members (Basilaia & Kvavadze, 2020).

Social media here is not only limited to school public relations

providing information, but students can also provide feedback by submitting their completed assignments (Syarifudin, 2020).

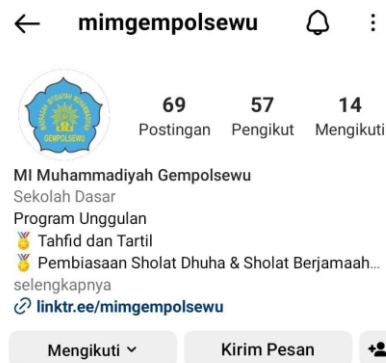
The social media platforms owned by schools include YouTube, WhatsApp, Facebook, and Instagram. These platforms serve as the forefront for schools to provide learning information back to students and reach out to parents/guardians (Hidayati et al., 2022). They assist in facilitating the learning process even at a distance (Handarini & Wulandari, 2020). Through those platforms, parents/guardians, students, and school public relations can communicate intensively despite never physically meeting.

Face-to-face learning is considered the most effective method for implementing educational activities. One of its advantages is that it strengthens the interaction between teachers and students. However, a weakness is that individuals differ in their reception and understanding of the presented learning material (Widyalsalri, 2022). Post-COVID-19 pandemic, schools have returned to face-to-face learning methods.



The role of social media, which initially served as a platform for educational information, has expanded during the COVID-19 pandemic to include a broader range of non-academic information. It includes reporting on students' learning activities inside and outside the classroom and other student-related events such as competitions and general school activities like public lectures and parenting.

Every day, the school's public relations team informs each class's WhatsApp group about the day's teaching and learning activities. When there are significant events or activities, the public relations team promptly announces them in the class WhatsApp group. It provides detailed information about the event's name, participants, content, and outcomes. In addition to sharing information in the class WhatsApp groups, the public relations team also disseminates updates on other social media platforms such as Instagram, Facebook, and YouTube.



**Picture 1. School's Instagram**



**Picture 2. School's Facebook**

During the outbreak of the COVID-19 pandemic, one of the ways teachers assign tasks to students is through the Google Form platform. It facilitates teachers to give students assignments and quickly assess their work and grades.

During the pandemic, New Student Admissions require activities to be limited within the home; schools have introduced online registration services for new students using the

Google Form platform. Based on interviews with the New Student Admissions Committee chairman, this method has proven effective in serving the community without needing to leave their homes. By filling out the data provided in the link by the committee, parents can easily register their children to attend school.

During the COVID-19 pandemic in 2020, schools conducted online recruitment of prospective teachers and staff, with all participants undergoing several stages of selection, including written tests, practical tests, and interviews. In the written tests, all participants answered questions through the Google Form provided by the recruitment committee, while the practical tests and interviews were conducted through the Zoom platform.

In the implementation of the recruitment of prospective teachers and staff, one teacher, specifically the class teacher, and one school support staff will be selected. The school will then propose or recommend these prospective teachers and staff to the Regional Board of Elementary and Secondary Education Council (Dikdasmen) under the leadership of

the Muhammadiyah District Executive Board (PDM) in Kendal Regency.

Utilizing increasingly advanced and pervasive technology, public relations management in schools must keep up with these technological advancements. During the announcement of the graduation of sixth-grade students amidst the COVID-19 pandemic outbreak, the school employs an online announcement system through a digital information application called APEL (Graduation Application).

The APEL application requires a password for login, which is not distributed indiscriminately by the school. Instead, it is only provided to students who have settled their school administration fees and have obtained a library clearance certificate. The administration office then gives the password to access the APEL application.

The working mechanism of this application requires students to first download it from the link shared in the WhatsApp group. After downloading, they need to install the application. Once the application is successfully installed, students must enter the

password provided by the school's administration. The next step is to click "submit", which will display the graduation status and the corresponding grades. Students are then instructed to take a screenshot of the graduation announcement displayed in the APEL application. Afterwards, all students are expected to send the screenshot to the Public Relations Office for digital archiving. It will allow students or their parents to access and use the application created by the school to the extent necessary.



**Picture 3. APEL Home Screen**

The evaluation conducted on implementing the public relation program in improving the quality of digital-based educational services in schools is carried out through supervision, monitoring, and report generation.

During the implementation of supervision and monitoring, as stated by the school principal, the following aspects are reviewed: 1) assessing the

skills of graduates, their achievements, the quality of teachers, the infrastructure and facilities, as well as the instructional tools; 2) evaluating the suitability of the infrastructure and facilities that support school promotions; 3) assessing the involvement of the school community with the public to enhance community perception and concern for the school's quality development.

The Public relation department prepares reports for the school principal on a semester basis by submitting data on activities and evaluations of various public relations activities. In the final report, all the public relations program activities are analyzed in terms of their strengths and weaknesses to ensure the achievement of the objectives of all public relations programs about the development and success of Humas in improving the quality of educational services in schools.

**Table 1. Public Relations Digitization Table**

Tabel Digitalisasi Kehumasan Tahun Ajaran 2021/2022			
No.	Uraian Kegiatan	Partisipan	Tahun
1	Pemanfaatan Media Sosial	Warga Madrasah	2021
2	Pemanfaatan Group WhatsApp	Warga Madrasah	2021
3	Pembuatan Google Form	Siswa dan Guru	2021
4	Pembuatan Aplikasi Kelulusan	Siswa dan Wali siswa	2022
5	Pembuatan Aplikasi Daftar Hadir	Guru dan Karyawan	2021

#### **D. Conclusion**

The role of public relations in enhancing the quality of digital-based education services in schools has witnessed significant changes in the field of education. It has become a critical factor in improving the quality of digital-based education services and promoting current innovations. Schools are also competing to bring forth innovations in the quality of education services, especially in the digital era. Education must design various applications that facilitate the improvement of education service quality through digital means, where digitalization systems play a role in enhancing the quality of education services, such as digital student enrollment, digital school graduation announcements, and digital submission, completion, and collection of student assignments.

The role of public relations in enhancing the quality of digital-based education in schools has been noticeable so far. Every semester, there are reports on the activities of the Public Relations department in implementing digital systems to communicate information about

student progress, student activities, teacher activities, and student financial administration.

The school's policy regarding implementing public relations management in enhancing digital-based education services has been well formulated and aligned with the needs of the entire school community. This policy is also manifested through various strategic programs.

Public relations management plays a role in disseminating policies and commitments in implementing digital-based education quality improvement capabilities in schools. The process of public relations management in enhancing digital-based education services has been running smoothly and cooperatively, involving relevant stakeholders proportionally. The organizing process by the public relations personnel in improving the quality of digital-based education services is well-documented. It requires the collective commitment of every school community member to uphold education services, thus facilitating the easy enhancement of digital-based quality services.

## References

- Assya'bani, R., & Majdi, M. (2022). Pengembangan Model Pembelajaran Pasca Covid-19 Berdasarkan Pembelajaran Abad 21. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 16(2), 555. <https://doi.org/10.35931/aq.v16i2.903>
- Basilaia, G., & Kvavadze, D. (2020). Transition to Online Education in Schools during a SARS-CoV-2 Coronavirus (COVID-19) Pandemic in Georgia. *Pedagogical Research*, 5(4). <https://doi.org/10.29333/pr/7937>
- Batubara, H. H., & Ariani, D. N. (2018). Implementasi Program Gerakan Literasi Sekolah Di Sekolah Dasar Negeri Gugus Sungai Miai Banjarmasin. *Jurnal Pendidikan Sekolah Dasar*, 4(1), 15. <https://doi.org/10.30870/jpsd.v4i1.2965>
- Gunawan, Suranti, N. M. Y., & Fathoroni. (2020). *Variations of Models and Learning Platforms for Prospective Teachers During the COVID-19 Pandemic Period*. 1(2), 1–4.
- Hakim, M. N. (2016). Implementasi Manajemen Berbasis Sekolah Dalam Mewujudkan Sekolah Islam Unggulan. *Nidhomul Haq : Jurnal Manajemen Pendidikan Islam*, 1(2), 104–114. <https://doi.org/10.31538/NDH.V1I2.7>
- Handarini, O. I., & Wulandari, S. S. (2020). Pembelajaran Daring Sebagai Upaya Study From Home (SFH). *Jurnal Pendidikan Administrasi Perkantoran (JPAP)*, 8(3), 465–503. [file:///C:/Users/win10/Downloads/8503-Article Text-27609-1-10-20200629 \(1\).pdf](file:///C:/Users/win10/Downloads/8503-Article%20Text-27609-1-10-20200629(1).pdf)
- Hidayati, N., Hidayati, D., Hani Saputro, Z., & Lestari, T. (2022). Implementasi Pembelajaran Projek pada Sekolah Penggerak di Era Digital. *Journal of Education and Teaching (JET)*, 4(1), 68–82. <https://doi.org/10.51454/jet.v4i1.200>
- Hikmah, A. N., & Chudzaifah, I. (2020). Blanded Learning: Solusi Model Pembelajaran Pasca Pandemi Covid-19. *Al-Fikr: Jurnal Pendidikan Islam*, 6(2), 83–94. <https://doi.org/10.32489/alfikr.v6i2.84>
- Inanna, Rahmatullah, & Dkk. (2022). *Teknologi Informasi dan Komunikasi (Issue March)*.
- Jaelani, D. I. (2019). *Manajemen Public Relations (Humas) Pendidikan Islam: Kajian Tematik Al Quran dan Hadits*. 3.
- Kharisma, T., & Agustina, L. (2019). Penerapan Manajemen Humas Digital Dalam Komunikasi Publik Di Instansi Arsip Nasional Republik Indonesia. *Diakom : Jurnal Media Dan Komunikasi*, 2(1), 112–119. <https://doi.org/10.17933/diakom.v2i1.31>
- Marbun, P. (2021). Disain Pembelajaran Online Pada Era Dan Pasca Covid-19. *CSRID (Computer Science Research and Its Development Journal)*, 12(2), 129. <https://doi.org/10.22303/csrid.12.2>

- 2020.129-142
- Mesiono, M., Hadijaya, Y., Abdillah, A., & Suwandi, S. (2021). Implementasi Manajemen Humas dalam Peningkatan Mutu Layanan Berbasis Digital di SMP Islam Terpadu Al-Hijrah Deli Serdang. *Jurnal Lensa Mutiara Komunikasi*, 5(1), 83–98. <https://doi.org/10.51544/jlmk.v5i1.1646>
- Muhammad, S. (2017). Analisis Manajemen Humas dalam Upaya Meningkatkan Partisipasi Masyarakat terhadap Lembaga Pendidikan. *Kelola: Journal of Islamic Education Management*, 2(2), 117–126. <https://doi.org/10.24256/kelola.v2i2.434>
- Rachmadyanti, P. (2017). Penguatan Pendidikan Karakter Bagi Siswa Sekolah Dasar Melalui Kearifan Lokal. *Jurnal Pendidikan Sekolah Dasar*, 3(2), 201. <https://doi.org/10.30870/jpsd.v3i2.2140>
- Romadhona, A., Rifqi, A., Pendidikan, M., Pendidikan, F. I., & Surabaya, U. N. (n.d.). *Peran Media Sosial Dalam Mendukung Implementasi*.
- Samsuni, S. (2017). Penulis adalah Kasubbag Keuangan pada Fakultas Syariah dan Ekonomi Islam UIN Antasari Banjarmasin. □ 113. *Manajemen Sumber Daya Manusia*, 17 no 31(31), 113–124. <http://ejurnal.staialfalahbjb.ac.id/index.php/alfalahjikk/article/view/19>
- Serevina, V., & Raida, R. (2021). Improving the Quality of Education in the Covid-19 Era Through the Implementation of Online Learning Resources With Poe2We Model on Parabolic Motion. *International Journal of Educational Management and Innovation*, 2(1), 13. <https://doi.org/10.12928/ijemi.v2i1.2976>
- Solihat, I., & Riansi, E. S. (2018). Literasi Cerita Anak Dalam Keluarga Berperan Sebagai Pembelajaran Pembentuk Karakter Anak Sekolah Dasar. *Jurnal Pendidikan Sekolah Dasar*, 4(2), 258. <https://doi.org/10.30870/jpsd.v4i2.3869>
- Syarifudin, A. S. (2020). Impelementasi Pembelajaran Daring Untuk Meningkatkan Mutu Pendidikan Sebagai Dampak Diterapkannya Social Distancing. *Jurnal Pendidikan Bahasa Dan Sastra Indonesia Metalingua*, 5(1), 31–34. <https://doi.org/10.21107/metalingua.v5i1.7072>
- Wahyuni, P. A., & Ernungtyas, N. F. (2020). Pemanfaatan Media Sosial dalam Public Relations di Sekolah Menengah Kejuruan. *Jurnal Komunikasi Nusantara*, 2(1), 10–16. <https://doi.org/10.33366/jkn.v2i1.35>
- Widyasari, N. F. (2022). Strategi Pelaksanaan Tatap Muka (Pembelajaran Luring) Pasca Pandemi Covid-19. *Journal of Instructional and Development Researches*, 2(4), 153–161. <https://doi.org/10.53621/jider.v2i4.98>