

# Public Relations Techniques in Elementary School

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**Abstract:** The writing of this article aims to discuss what public relations techniques are at Elementary School Summersari 01 Malang, Indonesia. This research was conducted using qualitative descriptive, in order to obtain facts in the field about public relations techniques. The researcher conducted a field study and interviewed the principal of Elementary School Summersari 01 Malang, from several fathers or teachers and some parents, and conducted a study at Elementary School Summersari 01 Malang as the research location. The results of the research found by researchers at Elementary School Summersari 01 Malang are as follows the technique used by Elementary School Summersari 01 Malang.

**Keywords:** technique, public relations, school

## 1. INTRODUCTION

Communication is the contact relationship between and between humans, both individuals and groups. In everyday life, it is realized or not communication is part of human life itself. Humans from birth have communicated with their environment [1]. According to [2] that: "Communication is an important tool in the public relations function". Communication is an important activity in establishing a relationship between one person and another. More communication is in an educational institution such as school. One of communication important at school is carried out by community relations or what is often called public relations. Public relations in general communicate directly with the community and to be able to know the real situation on the public relations field requires help from parties inside and outside the school.

The perception of every community towards education is certainly important and gives the value or image of a school. The community that is around the school can have an impact on every student in school. Between schools and the community influence each other, the school has an influence on the community and the community influences the school. School Relations with the Community in essence [3] is a very instrumental tool in fostering and developing the personal growth of students in schools because the success of an educational institution in achieving its mission and goals is determined by the role and activities of community relations in maintaining harmonious relations with the wider community both internal targets (own citizens) and external (general public). This means that educational institutions are an inseparable part of society, harmonious, integrated, and reciprocal relationships are created and implemented so that the improvement of the quality of education and

development can be mutually supportive. Public relations [4] is to assess public attitudes, identify policies and procedures from individuals or agencies on the basis of public interests and implement work plans to gain public recognition.

Linggar [5] said that public relations are to predict every possibility of each activity, provide input and suggestions to leaders of educational institutions or organizations, and implement planned programs of action to serve the needs of the organization. The existence of educational institutions is needed by the community, and vice versa educational institutions also need the community, so there is a need for harmonious cooperation between educational institutions and the community in order to increase the success and quality of education of students [6]. All programs implemented by schools, both academic and non-academic, must be well managed and also require support from the community. So, schools need to establish harmonious relationships with the community.

The quality of education will be good [7], [8], when there is a synergy between schools, families, communities. Community participation in education is an effort to empower the community in the development of education. In general, the relationship between schools and the community has a goal to be achieved in the form of improving the quality of education, so that in turn the community will feel the direct impact of the progress. Public Relations at the educational level such as junior high, high school, higher education or in every state and private agency are needed to establish cooperation with related parties.

However, in reality on the ground, public relations activities have also been carried out in many elementary schools even though the public relations in elementary

schools have not yet been formally and structured. Public relations is needed and indeed trusted by the school, especially to maintain a positive image outside the school. Public relations activities related to communication with the wider community can be through electronic media, mass media, or directly through face to face such as meetings with parents of students, school committees, and community around schools in general. The purpose of public relations [9] is to create, foster and maintain pleasant behaviors for institutions or organizations on the one hand with the public on the other hand with harmonious and reciprocal communication. [10] creates, maintains and protects the school's reputation, expanding prestige, displaying images that support. The main purpose of understanding is to change the negative things that are projected by the community into something positive [10].

The role of public relations seeks to create a positive image for educational institutions or organizations [2]. The role of PR includes internal community relations and external community relations [11]. Actually, if all parties participate in building a better school, then the image of the school will improve, because with the existence of a positive outlook the school will be considered trustworthy to provide better knowledge and can still stand to provide positive things to the students. It is hoped that the positive values carried out by the school will lead to positive images in the form of better education. The public relations technique according to [12] states that the technique of organizing relations between educational institutions and the community can be grouped into four, namely: (1) group meeting techniques, the technique of group meetings can be in the form of discussions, seminars, workshops, gatherings, meetings and so on; (2) face to face techniques, face-to-face techniques are carried out between the educational institution and the community individually. educational institutions can visit the homes of students who are facing problems. educational institutions can call the parents or guardians of students who have problems; (3) observation and participation. the techniques that can be done in this method are: parents as observers; parents as participants; and housemaid class; and (4) correspondence with various parties related to the organization of education. public relations have an important role in establishing communication with the entire school community both from within and from outside educational institutions.

The important role of community relations for educational institutions is that community relations activities are also carried out by Elementary School Summersari 01 in the context of building relationships with the school community. Elementary School Summersari 01 is an elementary school in Malang. The implementation of public relations at the elementary school level is very interesting to study because it can find out about the community relations techniques implemented by Elementary School Summersari 01 in carrying out community relations programs. The reason for choosing

Elementary School Summersari 01 Malang was because the condition of schools that had a variety of problems included the low level of awareness and participation of parents, the location of the school that was close to Universitas Negeri Malang, and many college students who were doing field practice at Elementary School Summersari Malang, besides that public relations has a very big role but the presence of public relations in elementary schools has not been formally arranged, so the authors are interested in further researching.

## **2. METHOD**

The writing of this article uses descriptive qualitative methods to obtain data in a natural descriptive manner in the field which is used as an object or research setting. Researchers conducted in-depth interviews with the headmaster of Elementary School Summersari 01 Malang, several teachers and with parents of students as informants. The researcher conducted an in-depth interview with the principal of Elementary School Summersari 01 Malang as a key informant who provided a lot of information about public relations techniques carried out at school.

Furthermore, researchers conducted direct observations at Elementary School Summersari 01 Malang to see how the application of public relations in schools and examples of how to establish relationships with guardians of students or the community around the school. Such a method is called a qualitative research design with a case study approach [13]. Then in order to obtain sufficient and in-depth information the researchers conducted a documentation study by checking school documents such as the profile of Elementary School Summersari 01 Malang.

The researcher looks at and checks directly on documents in the form of public relations activities archives at the student guardian meeting activities, as well as activities organized by the community around the school, and other documents relating to the focus of the study. After that the researchers compiled a field note and reported the findings in the presentation of the research article.

## **3. RESULTS**

From the research conducted by researchers in the field the results are as follows: the technique used in Elementary School Summersari 01 Malang. The technique used by Elementary School Summersari 01 Malang is to visit students' homes, suggestion cards, parent teachers, homework, social services, open houses, field trips, field work or practices, and art performances held by the community around the school. The technique of visiting students' homes, usually schools visit the homes of students who rarely enter the classroom. In the suggestion card technique, for reporting student learning outcomes that contain notes about student behavior.

In the parent teacher technique, schools do parent teachers at the beginning of the semester to socialize

Teaching and Learning Activities. In homework techniques, grade 1 students usually give homework assignments to schools involving parents. In social service techniques, usually schools often provide assistance to students who are inadequate. In art performance techniques, schools usually hold art performances if there are visiting guests, such as comparative study guests, visitation guests, and accreditation guests.

#### **4. DISCUSSION**

The public relations technique at Elementary School Summersari 01 Malang is by visiting students' homes, but not all students' homes are visited usually only by students who often do not enter class, the purpose of this visit is to ask and confirm the situation and whereabouts and the reasons why students unable to attend school, other than that the school also visits the homes of students who are inadequate, this aims to find out the truth about the background of the students that the students really are insufficient. If true, the school usually provides school assistance to parents of students or social services every month nearing Ramadhan.

The second use of public relations techniques such as the use of suggestion cards, these advice cards are used as a communication tool between the school party and the guardians of students with a contact book. In the contact book, there are many notes on the students' final assignments every day, both the good and bad notes of the students. The third technique, parenting technique at Elementary School Summersari 01, Malang is still less than optimal because of the many guardians of students from grade 1 to grade 6, only grade 5 invites student guardians to learn together about sompoa. The home study technique also seems to be less than optimal because home assignments involving parents are only given for grade 1, whereas from grade 1 to grade 6 it is also necessary and important for parental guidance and mentoring for home assignments in home learning with parents.

The use of open house techniques at Elementary School Summersari 01 Malang, implemented at a parent meeting, or parents of students who want to send their children to school at Summersari 01 Malang, the technique is expected [14] to provide opportunities to the wider community to know the programs and activities of the school. Visiting techniques or student visits out of school to learn certain objects as an integral part of curriculum activities in school. Or in other words, the work of Wista is a visit to a place outside the classroom which is carried out as an integral part of all academic activities and especially in order to achieve educational goals [15].

Cooperation between Summersari 01 Malang Elementary School is usually with students of State Universitas Negeri Malang (UM) and Universitas Muhammadiyah Malang (UMM), especially at the Faculty of Education (FIP), forms of cooperation such as internships or field practice lectures. Students make

Summersari 01 Elementary School Malang as the object of research or observation, and the school is fortunate because some tasks become light thanks to the help of students who are carrying out their apprenticeship assignments, field practice by students to acquire special skills and abilities [16].

In addition, also with Universitas Brawijaya (UB) in agriculture to work together to take care of school plants. Collaboration with residents around the school in the form of community service and good relations with residents around the community can benefit, the community not only improves and helps school programs but is repaired and assisted by schools [16]. The previous example, Summersari Village did not yet have a gamelan, and schools lent gamelan to the kelurahan, and also good relations with community leaders such as participation in the construction of a school mosque. Usually, public relations techniques are carried out at Elementary School Summersari 01 Malang by involving students to present a stage if there are comparative study guests, visitation guests, and accreditation guests.

From the event the school invited the guardians of students to attend the show's success, and did not forget to invite the community as well as Rukun Tetangga (RT), Rukun Warga (RW), and Lurah. Collaboration is also carried out by the school with the organized community, namely with the local health center to carry out immunization activities and socialization of small doctors every 3 months. The school also cooperated with the police and Koramil but not yet in the form of a written cooperation agreement. Public Relations at Elementary School Summersari 01 Malang introduce the school's vision and mission and good image schools through social media, such as Instagram, Facebook, YouTube, and the official web of Elementary School Summersari 01 Malang.

#### **5. CONCLUSION**

From the results of the discussion conclusions from this study are: (1) the public relations process conducted by Elementary School Summersari 01 Malang realized in the process of involving parents of students in terms of when students are given tasks that involve parents, so parents can control the development of the ability of students themselves; (2) the technique used in Elementary School Summersari 01 Malang, is embodied in public relations techniques namely visiting students' homes, suggestion cards, parent teachers, homework, social services, and art performances held by the community around the school; and (3) the impact of establishing community relations with the school involves the community in all activities or programs that have been planned by the school, developing a favorable image for the school towards stakeholders with relevant targets.

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