

# Utilization of Information Technology Media in the Field of Public Relations in Junior High School 4 Malang, Indonesia

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## ABSTRACT

The purpose of this study is to determine the techniques used by Junior High School State 4 Malang in public relations (PR), both with parents of students, the public and with various agencies. The research was conducted at Junior High School State 4 Malang using a qualitative approach. This type of case study and data collection techniques used interviews, observation, and documentation. The results showed that technology media could also be used for schools to establish relationships with various parties, especially with parents of students.

**Keywords:** media technology, public relation, junior high school, communication

## 1. INTRODUCTION

Public relations (PR) in schools are a communication process between schools and the public to provide a public understanding of the implementation and needs of education in schools (De Lepeleere et.al., 2017; Hia et.al., 2020). The relationship between school and public is a form of realization of shared responsibility between schools and the public in providing education (Hia et.al., 2020; Hull & Wilson, 2020; Wiyono et.al., 2019). The learning process in schools will be successful if all parties support the optimal implementation of learning. These parties include the principal, teachers, school staff, students, committees, stakeholders, and the public. Through joint guidance between the school and parents, and the public, children will be able to grow and develop optimally. In Education Law No.2 of 1989, it has also been emphasized that education is a shared responsibility between schools, the public, and parents of students. Based on this foundation, the government formed an organization called the school board and school committee. The aim is to accommodate the aspirations of the public in creating educational policies and programs, increasing responsibility, and the active role of the public in helping schools to improve education services.

In the era of the industrial revolution 4.0 as it is today, technological developments and the movement of information flows are getting faster and growing rapidly (Хакимов, 2020). This is related to improving the quality of education in which development in the national

education sector is an integral part of improving the quality of Indonesian people as a whole. Information and communication technology is a breakthrough that continues to be developed today (Cholifah et.al., 2019). Thus, information and communication technology is very helpful in various sectors of life. One of the contributions of information and communication technology is in the education sector. This can be proven by the use of communication media in school activities, namely to facilitate communication and delivery of information (Cholifah, 2017). By using information and communication technology appropriately and wisely, an activity will become easier, more effective, and efficient so that it can achieve the stated goals. In this discussion, the use of information and communication technology in the field of school public relations will facilitate the delivery of information and communication between schools and the public.

## 2. METHOD

The approach used in this research is qualitative. Mantja (Iswahyudi, et al., 2016: 135) explained that qualitative research methodology is a research procedure that produces descriptive data in the form of writing about people or behavior words that are visible or visible. Qualitative research intends to reveal through data collection from natural settings with the researcher as the key instrument. This research data collection using observation, interviews, and documentation. The observations made were observing directly how the PR

communication process with the parents of students in Junior High School State 4 Malang. For example, when the PR assistant, teacher, and parents of students work together in communicating to find out about the development of students. The next method is to interview the public relations interviewer, Mrs. Krismianti, S.Pd., as well as documenting the interview process. This observation was carried out at Junior High School State 4 Malang at Jl. Veteran No. 37, Sumber Sari, Malang City.

### **3. RESULT**

Junior High School State 4 Malang has several types of techniques used to establish relationships with students' parents, the public around the school, and with various agencies. The techniques used by Junior High School State 4 Malang in establishing relationships with various parties, include meetings or group meetings, which can take the form of discussions, seminars, workshops, and meetings. This technique involves staff from agencies related to the implementation of educational programs, graduate users, student parents, and teachers from Junior High School State 4 Malang.

The technique of collective deliberation was carried out when Junior High School State 4 Malang held a meeting with the parents of students to discuss problems in the development of education in schools, which in this meeting tended to exchange opinions and cooperate so that it was deeper than a meeting or meeting. Apart from direct techniques, Junior High School State 4 Malang also uses indirect relationship techniques, which are public relations carried out through the media. Junior High School State 4 Malang in promoting schools using bulletin or magazines by placing banners, posters, pamphlets, and brochures, as well as promoting through the school's official website by providing complete and updated information. Promotion carried out leads to the introduction of excellent schools.

Public Relations of Junior High School State 4 Malang in communicating with public leaders, namely asking permission from the heads of RT / RW around the school to know that the school has activities, parents who are the committee are also involved in discussing school programs. Apart from public leaders, it is also with government and private agencies. Collaboration techniques with the government, for example, with the police and TNI who are invited to schools to conduct traffic socialization, national insight, and collaborate in school security if there are school activities with a written agreement on stamp duty. Meanwhile, the form of cooperation with private institutions is that teachers are invited to research with a written agreement on stamp duty.

Public relations in Junior High School State 4 Malang, especially with the parents of students, use several techniques, one of which is by utilizing

information technology media. Users of information technology media in educational institutions function to assist schools in school communication with parents or the public. The parents of students at Junior High School State 4 Malang formed a public forum in the chat group, which consisted of parents and homeroom teachers. With the formation of this chat grub, it will greatly help both student parents or homeroom teachers as well as subject teachers in delivering information about student learning activities at school, for example, such as homeroom teachers conveying information to parents that there are activities that will be carried out and what the parents need. Prepare, or deliver an announcement.

### **4. DISCUSSION**

Many people interpret the cooperative relationship between school and public in a narrow sense. This means that the cooperative relationship is only interpreted in terms of educating children. School and public relations are a communication process between schools and communities to provide a public understanding of the implementation and needs of education in schools. According to Indrafachrudi (Wiyono, et al., 2018) states that the relationship between the school and the public is essential for the implementation of good school education. According to Wahjosumidjo (Suyoto, 2012), public relations management is a process of developing a relationship between educational institutions and the public, which aims to enable parents and residents to participate actively and meaningfully in educational activities at schools.

According to Fatmawati (2014), the main goal to be achieved by developing public relations activities is to increase public understanding of the goals and objectives that the school wants to achieve, increase the school's understanding of the situation and the aspirations of the public towards school, improve parents' business students and teachers in meeting the needs of students and increasing the quality and quantity of assistance from parents of students in school education activities, increasing public awareness of the importance of their participation in advancing education in schools in the era of development, maintaining public trust in schools and what is being done by the school, the school's responsibility for the expectations imposed by the public on the school, support and assistance from the public in obtaining the resources needed to continue and improve school programs.

According to Law Number 20 of 2003 concerning the National Education System, activities regulating school relations with the public include the following: (1) regulating school relations with parents of students, (2) maintaining good relations with the education board and school committee, (3) maintain and develop school relations with government institutions, private sector, and social organizations, and (4) provide understanding to the

public about the function of the school, through various communication techniques (magazines, newspapers, and bringing in sources).

Therefore, public relations functions as a medium in bridging between schools and the public, which later schools as social institutions that are organized and owned by the public, must meet the needs of the public. Schools have a legal and moral obligation to always provide information to the public about their goals, programs, needs, and circumstances. In general, there are principle objectives that must be adhered to in carrying out good school public relations. The principles (Wiyono et al., 2018) are as follows: (1) integration, which is integrated between school programs and public needs, (2) continuing, namely school public relations programs, need to be implemented in an integrated manner. Continuous; and (3) overall (coverage),

The benefits of school-public relations for schools are: (1) increasing the urge to be introspective, (2) making it easier to improve school management, (3) reducing public misconceptions about the school, (4) getting criticism and suggestions from the public, (5) facilitating asking for help and support from the public, (5) facilitating the use of educational media in public, and (6) facilitating data collection of sources.

While the benefits of the school-public relationship for the public are as follows: (1) knowing school activities and programs, (2) public needs for school existence are more easily realized, (3) getting added value in terms of innovation and school creativity, (4) providing better hope for the future of children, (5) channeling support (charity, zakat, and infaq) from the public, and (6) encouraging the creation of civil society.

A school is a place that functions to produce an educated and dignified generation. Education is a shared responsibility between the family, the public, and the government. Public relation is an effort made by the school to include or involve the public in every educational program to achieve predetermined goals. Then according to Suryosubroto (Harini & Karwanto, 2014) that at this planning stage, public relations officers prepare everything related to their duties, including information or messages to be conveyed to the public, the media to be used, and other facilities that support these activities. In carrying out relations with the public, it is necessary to use appropriate relationships or communication techniques.

According to Bafadal (in Suyoto, 2012), four approaches can be used in public relations activities between schools and the surrounding public. The explanation of each of these approaches is as follows: (1) communication, communication can be defined as an interaction or reciprocal relationship between individuals and other individuals. In this case, it means school and society. Schools and the public communicate with each

other to form synergies in creating quality education, and following the ideals of the nation, (2) demonstration, the demonstration in question is that the school holds a demonstration or event that displays the excellence of the school or the creations of school members. This can be used as a promotion and to attract people to pay attention to education, (3) involvement, schools involve the public in helping the success of educational programs organized by the school. With the involvement of the public, it is hoped that school programs can be achieved by predetermined goals. By involving the public, will instill a sense of love and loyalty to the school, and (4) Use of school facilities by the public.

Indeed, basically, the facilities and infrastructure in schools are prioritized for school residents. But that does not mean that the public cannot enjoy the facilities at school. Communities are given the right to be able to enjoy school facilities, but not freely use them, in the sense that they are still under the supervision and coordination of the school (Prestyadi, 2019).

In holding public relations activities, there are technical techniques that can be applied, namely direct techniques, which are ways of making contact with the public face to face, both groups and individuals, and indirect techniques are public relations carried out through the media. The elaboration of these techniques is as follows: Direct relationship techniques, several direct relationship techniques used in public relations activities are as follows: (1) Home Visit, Home Visit is one of the techniques that is widely applied in Indonesia. This technique is considered an effective technique because by visiting the teacher can find out the situation and condition of students and their families. Many problems can be solved using the home visit technique. With this technique, it is hoped that teachers and parents can work together in solving problems and finding solutions; (2) Exhibition, in this technique, the emphasis is more on informing about the activities of school programs to show the state of the school to the public. On display are the results of student creativity, student achievement, as well as facilities and infrastructure in the school up to the education system being run; (3) Meetings or Group Meetings, this technique involves all groups to hold a meeting. This technique can be in the form of discussions, seminars workshops, workshops, meetings, and so on. Those involved in this group meeting are teachers, parents, school staff, students, and so on. Between the school and the public hold a meeting but preceded by activities that can strengthen public intimacy such as film screenings, panel discussions, etc.; (4) Using volunteer personnel, schools can take advantage of people who have certain skills to assist in the learning process. The public helps voluntarily for the creation of quality education; (5) the use of public learning resources, the public as a learning source, schools must be able to take advantage of existing learning resources in the public; (6) Organization or Alumni Meetings,

Organizations or alumni are a means which is good for building relationships with the public. Through alumni meetings, it can increase public participation and support for schools; and (7) Work and Play, the purpose of this technique is to familiarize yourself with recreation or family events.

Some of the indirect relationship techniques used in public relations activities are as follows: (1) Report on the progress of student learning to parents, the relationship between school and parents through written media. The report is given to parents once every three, four, or six months. Reports should explain the results of children's work clearly to their parents, not only in the form of numbers but also with diagnostics, (2) Bulletin, Magazines, and School Newspapers. This technique is done by submitting written and indirect information that informs the school so that the public to knows, and (3) Radio, Radio is a communication tool that is received by the ear (audio). Through this tool, schools can plan activities with local radio to make a program that can be informed to the public, and provide understanding or explanation to the public about the school concerned; (4) Television, television is a modern audiovisual technology where many people enjoy technology. This television. Through television, the public will be more familiar with the school situation through television programs such as the condition of the school, its activities, etc; (5) Telephone. Communication relations can also be established by telephone, namely using two-way communication. At this time, the development of technology is very rapid, giving rise to new, more sophisticated, and modern technologies. With the use of smartphones, it will facilitate communication activities supported by applications that can support learning and communication; and (6) Annual Reports, annual reports are prepared by the principal and submitted to superiors or stakeholders. This report contains problems of school activities and the results achieved which are arranged in a practical, clear, and systematic manner.

According to Rahmawati (2011), Information and communication technology as a channel of communication with the public has begun to be widely used as a means of obtaining, processing, and producing useful information for schools. For schools, the use of information and communication technology as the development of school relationship management with the public is needed so that it can reach all forms of convenience in communicating and obtaining useful information for institutions and society.

## 5. CONCLUSION

Public relations as a communication tool between schools and the public to gain support, trust, and develop positive opinions from the public by using PR techniques such as home visits, exhibitions, meetings or gatherings, school visits, and so on. In this technological era, public

relations at Junior High School State 4 Malang make use of information technology media. The use of information technology media helps public relations in collaborating with various parties, especially with the parents of students.

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