

Implementation of Public Relations Activities at Senior High School 5 Malang, Indonesia

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ABSTRACT

Public Relations (PR) is a process of communication between schools and the public to try to instill an understanding of the needs and works of education as well as to encourage public interest and responsibility in efforts to advance schools. The purpose of this research is to find out: (1) planning of public relations activities in Senior High School State 5 Malang; (2) implementation of PR techniques in Senior High School State 5 Malang; (3) obstacles in public relations activities at Senior High School State 5 Malang; and (4) evaluation of the implementation of public relations activities in Senior High School State 5 Malang. The method in this research is a qualitative case study method with data collection through observation, interviews, and documentation. The results of this study are public relations planning, implementation of PR techniques, obstacles in the implementation of public relations, and evaluation of public relations activities.

Keywords: public relation, student, high school

1. INTRODUCTION

The implementation of public relations (PR) does not wait for public requests, but schools try to be creative and take initiatives and carry out various activities to create harmonious relationships and activities (Suarnaya, 2010). Public relations, namely all the techniques and activities used by the organization to create and/or maintain a good attitude and response from outsiders to the existence and activities of an organization (Astuti & Amalah, 2020; Hia et al., 2020). Meanwhile, Gunawan and Benty (2017) states that the management of educational institutions and public relations is the process of managing communication between educational institutions and the public from planning activities to controlling the processes and results of school activities.

Planning is several activities that are predetermined to be carried out in a certain period to achieve the stated goals. Planning is one of the absolute requirements for any management or administrative activity. Without planning, the implementation of activity will experience difficulties and even failure to achieve the desired goals. Therefore, planning in education occupies a strategic position in the entire educational process. Purwanto (1995) educational planning provides a clear direction in the process of providing education so that planning in education can be carried out more effectively and efficiently. (Karwanto, 2014) the main function of public relations management includes the planning function, which includes activities to determine what to achieve,

how to achieve it, how long, how many people are needed, and how much it costs. Then, public relations program planning must pay attention to the available funds, the characteristics of the public, the area covered by the facilities or media, and the techniques that will be used in establishing relations with the public. If planning does not pay attention to the above matters, it is feared that these activities will not achieve the desired goals (Prestiadi, 2019).

There are many techniques that schools can use to increase public participation in the delivery of education in schools. Successful application of the technique must take into account the public's commitment to education. The public is expected to be aware and understand that absolute education is needed in improving the standard of living of the public itself. Gunawan and Benty (2017) states that the techniques for organizing the relationship between educational institutions and the public can be grouped into four, namely: (1) group meeting techniques, group meeting techniques can be in the form of discussions, seminars, workshops, workshop, meetings and so on. People involved in group meetings are teachers, administrative staff, public leaders, staff from agencies related to the implementation of educational programs, user graduates, teachers/lecturers from other educational institutions, and so on; (2) face-to-face technique, face-to-face techniques are carried out between educational institutions and the public individually. Educational institutions can visit students'

homes who are facing problems. Educational institutions can call parents students with problems or students who have more abilities and need joint coaching so that their abilities can develop optimally; (3) observation and participation, in this case, the public visits, observes, and participates in school activities so that the public knows the obstacles that arise in the implementation of education, its success, in the end, it is hoped that they want to help the implementation of education in educational institutions; (4) correspondence with various parties related to the provision of education. Correspondence is a common practice in every educational institution. Apart from the relatively low cost, this technique is considered capable of being implemented by any simple institution or one with a large development; and (5) the use of communication tools, through the use of communication tools such as telephones, every staff in educational institutions can convey their ideas about various things. The habit of thinking and conveying new ideas can be stimulated by providing incentive packages; and (6) through the use of communication tools, through the use of communication tools such as telephones, every staff in educational institutions can convey their ideas about various things. The habit of thinking and conveying new ideas can be stimulated by providing incentive packages.

Pidarta (1988) states that in establishing relationships between schools and the public, they certainly do not always run smoothly as expected, of course, there are some fundamental obstacles which also greatly impact the harmony of these relationships, so that the relationship between schools and the public is not smooth and the obstacles are: (1) lack of public understanding of education as well as an understanding of school members about what and how the management of school-public relationships should be built; and (2) lack of communication between school members and public members, resulting in one-way communication between the school and public members/student guardians and the end the school does not know the public's wishes but imposes its wishes on the public/student guardians (De Lepeleere et al., 2017; Wiyono et al., 2019).

The level of success of a program can also be measured because of the evaluation stage. This evaluation process is very important because evaluation makes the deputy head of public relations always focus on the processes that occur during the PR program, evaluation can show the effectiveness of a program and ensure that costs are efficient, evaluation can also encourage good management (make some actions that are can be done when bad things are going to happen). The benefits generated from the evaluation process will direct the deputy head of public relations to the success of the program. The evaluation aims to correct, review, school activities that have been carried out properly according to plan or are not optimal. In this evaluation, the activity will be able to find out the obstacles, constraints, and

deficiencies that occur in the PR activity process. This evaluation will later be used as a measure of the success of the implementation of activities and will be given input during the evaluation at the meeting after the implementation of the activity is complete. As stated by Effendy (2002) that in evaluation or assessment functions to examine the implementation of a plan consisting of programs which in its preparation are supported by the results of research carried out carefully and in the evaluation is carried out a study of the inhibiting factors in planning or in the process of implementing it.

Nasution (2010) argues that evaluation is a system function that makes adjustments to plans, trying to ensure that deviations from the system's objectives are only within tolerable limits. This evaluation will later be used as a measure of the success of the implementation of activities and will be given input during the evaluation at the meeting after the implementation of the activity is complete. As stated by Effendy (2002) that in evaluation or assessment functions to examine the implementation of a plan consisting of programs which in its preparation are supported by the results of research carried out carefully and in the evaluation is carried out a study of the inhibiting factors in planning. or in the process of implementing it.

That in the evaluation or assessment the function is to examine the implementation of a plan consisting of programs which in its preparation are supported by the results of research which is carried out carefully and in the evaluation, a study of the inhibiting factors in the planning or the implementation process is carried out.

Based on the things that have been described above, this study aims to determine the public relations techniques in Senior High School State 5 Malang. The focus in this research is on public relations techniques in high school, as follows: (1) planning of public relations activities in Senior High School State 5 Malang; (2) implementation of PR techniques in Senior High School State 5 Malang; (3) obstacles in public relations activities at Senior High School State 5 Malang; and (4) evaluation of the implementation of public relations activities in Senior High School State 5 Malang.

2. METHOD

This research is a descriptive study with a qualitative approach because in this study the researcher explains and describes the real conditions that occur in the implementation of public relations activities. Selection of research locations in State Senior High School 5 Malang. The reason for choosing a location is that educational institutions carry out public relations activities to support the learning process through collaboration between parents, students, other schools, and companies.

Data collection techniques used by researchers are interviews, observation, and documentation. Interviews

as the main source were conducted with informants consisting of the deputy head of the field of public relations. The information selected is a representation of all personnel involved directly and indirectly in the use and management of school transportation services. Before data is presented, it is necessary to condense data from the results of data collection. This is used to strengthen each other's data to support more accurate research results.

The approach used in this research is a qualitative case study approach. Data and data sources in this study were obtained from data from interviews, observations, and documentation. The source of information in this research is by interviewing the Deputy Head of Public Relations at Senior High School State 5 Malang. The data collection techniques in this study used interviews, observation, and documentation. In each informant, the researcher asks the informant to review the narrative or speech conveyed in the interview.

3. RESULT AND DISCUSSION

Based on the data found by researchers through the process of interviews and observations related to PR techniques in Senior High School State 5 Malang, the findings were obtained.

3.1. Planning for Public Relations Activities in Senior High School State 5 Malang

Public relations program planning aims to compile a work program that will be implemented within one year. Without careful planning, the work program cannot run properly and following the planned objectives, this was stated by Ramadhani (2017). Public relations at Senior High School State 5 Malang do planning at the beginning of each year, such as making programs, namely ceremonies because the ceremony is held every week so it is necessary to make a schedule to become a ceremony officer and coach, scheduled clean Friday activities, and hold literacy activities. These activities will be included in the work program. This is in line with the opinion of Purwanto (1995) which states that planning provides a clear direction in the business process of providing education so that planning in education can be carried out more effectively and efficiently. Public relations at Senior High School State 5 Malang does not have a structure, where PR is directly supervised by the principal. So PR does not supervise anyone or does not have members.

Public relations does not have a structure, where public relations is directly supervised by the school principal, so public relations does not supervise anyone or does not have members. The principal, waka, one of them is public relations. In public relations duty assisted by those related to these activities. For example, GLS

(School Literacy Movement), public relations is assisted by homeroom teachers. So public relations does not have a structure or members because when there is an event, the public relations person is assisted by the person concerned at the event.

3.2. Implementation of Public Relations Activities in Senior High School State 5 Malang

Senior High School State 5 Malang performs public relations techniques, namely group meetings, individual face-to-face observation and participation, correspondence, and the use of communication tools. The group meeting technique carried out by Senior High School State 5 Malang is holding a meeting at the time of receipt of report cards, holding meetings to discuss school programs related to tutoring, in addition to bringing in milk entrepreneurs and mushroom entrepreneurs to increase the entrepreneurship of students, fulfilling requests from people.

Parents of students to conduct meetings discussing National Entrance Selection for State Universities (Seleksi Nasional Masuk Perguruan Tinggi Negeri / SNMPTN) and Joint Entrance Selection of State Universities (Seleksi Bersama Masuk Perguruan Tinggi Negeri / SBMPTN), public relations also socialize Computer Based National Examination (Ujian Nasional Berbasis Komputer / UNBK). Senior High School State 5 Malang carries out promotions to the public in the form of a healthy walk on school birthdays. Conduct meetings with parents regularly or incidentally (PR itself). It does not exist because public relations conflict with the school, so the school organizes it. The incidental meeting was not because the school with parents such for example the teacher and the principal who suddenly had this event, then the sudden meeting was not, but if it was with parents, it was clear that something had been planned, when the 10th grade was at least four times in one year, namely when it is declared accepted at Senior High School State 5 Malang, socializing school programs, joint meetings with grades 11 and 12, and at the time of receiving semester one and semester two report cards. So there are five parent meetings in class 10.

Group meetings with parents of grade 12 students during semesters 1 and 2, the meeting discussed school programs because it was related to tutoring, activities about UNBK, National Final Exam (Ujian Akhir Nasional / UAN) activities are at least four meetings for grade 12. Parents of 11th-grade students conduct at least two meetings, namely when they receive report cards for semester one and semester 2. Senior High School State 5 Malang has a school program, namely class association, so that the PR invited parents of students to meet in the "paguyuban" class. So, at least three meetings in grade 11. Individual face-to-face techniques are carried out that involve the parents of students. Parents of students

sometimes consult about academics directly to the homeroom teacher, but if it's administrative problems, parents consult the PR assistant.

Individual face-to-face activities carried out by parents of grade 12 students are carried out incidentally if there is a relationship with a request from parents, such as wanting to discuss SNMPTN and SBMPTN, because there is a request from a class 12 parent representative so that the public relations party accommodates a meeting with parents. However, it doesn't always depend on the request of the parents, so at least there will always be that meeting more than two times.

Observation and participation techniques were carried out, namely public involvement in Senior High School State 5 Malang, for example, waka public relations invited the police, Indonesian National Narcotics Agency (Badan Narkotika Nasional / BNN) during the PLS (Introduction to School Environment) activities, and parties from the Puskesmas, namely involving Mrs. Linda (UKS officer) during the KKR activity (Youth Health Cadre). So, there are programs at School Health (Usaha Kesehatan Sekolah / UKS), one of which is KKR. The event invited parties from the health center or doctors to provide insight or knowledge to UKS every year. Another incidental activity was participating in the anti-drug school competition, and Senior High School State 5 Malang is getting 1st place at the National level. So, the school invited parties related to these activities. Public relations activities involving the public, namely Senior High School State 5 Malang, worked with milk entrepreneurs from Batu, which was carried out last year to increase the entrepreneurship of students. Several years ago, the production of mushrooms brought in businessmen from Batu due to a vacuum, so Senior High School State 5 Malang temporarily suspended them but tried to move again.

The correspondence technique carried out is that the public relations party submits a letter to the public or stakeholders related to the activities to be carried out. For example, the public relations department of Senior High School State 5 Malang will collaborate with public leaders, milk and mushroom entrepreneurs in Batu to fill the Introduction to School Environment activities and foster the entrepreneurial spirit. Besides that, he also wrote and asked for cooperation from the police, Community Health Centers (Pusat Kesehatan Masyarakat / Puskesmas), and BNN.

The public relations technique uses communication tools, namely the public relations party delivering messages to the class leader through the Whatsapp group when there is an activity. In addition, when Student Admission (PPDB) activities took place, the school made banners and brochures which were distributed to the public to convey the achievements of students of Senior High School State 5 Malang, both academic and non-academic achievements. The banners and brochures also

state the date of registration, implementation time, etc., relating to PPDB, which is routinely carried out every year. This is in line with the statement Karwanto (2014) that the relationship between the public and schools is a shared need to improve the quality of schools and to establish good communication between schools and their communities. School programs and school-related activities require the support and participation of parents and the public to achieve the goals of school activities. This is in line with the statement Afkarina (2018) that to improve the quality and to establish good communication between the institution and the public, public, and school relations are a common need. School programs and activities in the institutions concerned require support from the local public.

3.3. Barriers to Public Relations Activities in Senior High School State 5 Malang

Public relations activities at Senior High School State 5 Malang have obstacles in public relations activities. This statement is in line with the opinion of Pidarta (1988), which states that establishing relationships between schools and communities; it certainly does not always run smoothly as expected. Of course, there are some fundamental obstacles. There are several inhibiting factors

public relations in improving the image of the school by public relations Senior High School State 5 Malang as the opinion (Jl et al., 2006), some of the obstacles that occur are as follows: (a) there are limited facilities and infrastructure to support school activities. This has an impact on developing strategies that can be carried out by school public relations. This obstacle occurs due to motivational factors that shape a person's opinion on certain matters so that communication is not conveyed properly and affects the message that is captured by someone; and (b) the effectiveness of public relations performance is not optimal, so that public relations performance has not had a direct impact on schools. In the end, the impact on the strategies currently used is not optimal. Obstacles in public relations activities at Senior High School State 5 Malang, such as: (1) the wishes of the guardians of students may vary in proposing activities to be carried out at school, for example, there is a student guardian who wants to hold a meeting about SNMPTN or SBMPTN activities, and another student guardian wants to hold a meeting to discuss the course major that students will choose; (2) the school did not prepare the material well, for example holding incidental meetings such as requests from students' parents so that the material presented by the school was not fully maximized; (3) the school has not prepared funds because it is not included in the annual program; (4) the letter has not yet arrived at the intended party, and sometimes letters have also arrived but the intended party does not confirm; and (5) when delivering information

via WhatsApp, the class leader has not conveyed it to class members, other than that when the public is distributed brochures by the school.

3.4. Evaluation of the Implementation of Public Relations Activities in Senior High School State 5 Malang

The evaluation system for public relations at Senior High School State 5 Malang is the filling out of questionnaires that are distributed to students about public relations activities. After that, from the results of filling out the questionnaire given to these students, an evaluation or improvement of public relations will be carried out in the future. If there is input from outside parties, the PR has never received that input. If Senior High School State 5 Malang involves the outside public to evaluate public relations activities, outsiders must know the PR activity process from the start. Monitoring is an activity that must be carried out by Public Relations during an activity, to see the shortcomings and to be immediately corrected by Public Relations who are directly supervising the course of an activity. Monitoring is believed to be very effective in knowing where the weak points of activity are (Wisatawan et al., 2016).

Evaluation from outside parties has not been carried out so far, only from within, or students who want to make school innovations can be delivered through the suggestion box. The suggestion box provided by the school is used to accommodate various inputs and suggestions from educators, students, and employees about public relations activities that have been implemented. The suggestion boxes are placed in strategic places, easy for people to see, and where many people gather. In Senior High School State 5 Malang, the suggestion box is placed in front of the information room.

4. CONCLUSION

Public relations at Senior High School State 5 Malang do planning at the beginning of each year, such as making programs, namely ceremonies because the ceremony is held every week, so it is necessary to make a schedule to become a ceremony officer and coach, scheduled clean Friday activities, and hold literacy activities. Senior High School State 5 Malang performs public relations techniques, namely group meetings, face-to-face individuals, observation and participation, correspondence, and the use of communication tools.

Public relations activities at Senior High School State 5 Malang have obstacles such as the wishes of different student guardians, the school does not prepare materials, insufficient funds, letters do not reach the intended party, and the message given by the class leader has not been delivered. The evaluation system for public relations in Senior High School State 5 Malang is the filling out of questionnaires that are distributed to students about

public relations activities. Also, a suggestion box is provided to accommodate various input and suggestions from educators, students, and employees regarding public relations activities that have been carried out.

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