



Public Relations Strategy In Improving The Image Of Iqra' 1 Integrated Islamic Primary School (SDIT) Bengkulu City

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Abstract: *Public Relations (PR) plays an important role in the school's reputation and the education delivery process. Public relations functions to support relationships and a good name to the community. This good relationship can help obtain public support so that students can realize the school's vision and mission. The research method used is a case study, which will examine public relations strategies including planning, implementation and evaluation of activities carried out to improve the school's image. The results of the research show that the Public Relations strategy of SDIT Iqra' 1 in the city of Bengkulu carried out several stages including: 1) Planning, SDIT Iqra' 1 set specific, measurable and relevant goals, such as increasing recognition of academic achievements and strengthening relationships with the community. This plan includes developing a consistent message and choosing effective communication channels to reach the target audience. 2) Implementation, SDIT Iqra' 1 utilizes various media, including social media (Facebook, Instagram, and TikTok), digital tabloids, and radio broadcasts to disseminate information and reach a wider audience, then carry out social activities for the community such as the Friday sharing program and sharing sacrificial meat during the Eid al-Adha holiday, 3) The evaluation carried out by SD IT Iqra' 1 includes media analysis, long-term impacts, and community involvement.*

Keywords: Public Relations, Public Relations Strategy, Image, SDIT Iqra' 1 Bengkulu City

Abstrak: *Hubungan Masyarakat (Humas) berperan penting terhadap reputasi sekolah dan proses penyelenggaraan pendidikan. Humas berfungsi mendukung hubungan dan nama baik kepada masyarakat. Hubungan baik tersebut dapat membantu memperoleh dukungan publik agar terwujudnya peserta didik sesuai visi misi sekolah. Metode penelitian yang digunakan adalah studi kasus, yang mana akan mengkaji strategi Hubungan masyarakat meliputi perencanaan, pelaksanaan dan evaluasi dari kegiatan yang dilakukan dalam meningkatkan citra sekolah. Hasil penelitian menunjukkan bahwa strategi Humas SDIT Iqra' 1 kota Bengkulu dengan melakukan beberapa tahapan diantaranya : 1) Perencanaan, SDIT Iqra' 1 menetapkan tujuan yang spesifik, terukur, dan relevan, seperti meningkatkan pengakuan terhadap prestasi akademik dan memperkuat hubungan dengan masyarakat. Rencana ini mencakup pengembangan pesan yang konsisten dan memilih kanal komunikasi yang efektif untuk mencapai audiens target, 2) Pelaksanaan, SDIT Iqra' 1 memanfaatkan berbagai media, termasuk media sosial (Facebook, Instagram, dan TikTok), tabloid digital, dan siaran radio untuk*



menyebarkan informasi dan mencapai audiens yang lebih luas, kemudian melakukan kegiatan sosial bagi masyarakat seperti program jum'at berbagi dan berbagi daging kurban saat hari raya Idul Adha, 3) Evaluasi yang dilakukan oleh SD IT Iqra' 1 mencakup analisis media, dampak jangka panjang, dan keterlibatan komunitas.

Kata Kunci : Hubungan Masyarakat, Strategi Hubungan Masyarakat, Citra, SDIT Iqra' 1 Kota Bengkulu

Introduction

Education is an important pillar for the country as a place to improve the quality of Human Resources (HR) as a development goal. Improving the quality of human resources must be planned systematically, directed, and focused on the interests of advancing science. In fact, today's scientific advances result in extensive changes and developments in society and require society to keep up with it.

The importance of education is essentially a means to change humans for the better. As one of the most important and strategic aspects of human life, education plays a significant role in equipping humans to meet a future full of challenges and changes that have a positive effect on the surrounding environment. To realize the urgency of education, it takes the role of the educational institution itself, namely the school. The school is a place where the educational process takes place. The government has initiated educational services for all citizens through educational units as education providers in the paths, levels, and types of education stipulated by law.

In Indonesia, based on the ministry of education's publication, it is revealed that the focus of Indonesia's education development prioritizes increasing equity in quality education services (RPJM 2020-2024). The level of public education has improved, but has not yet reached the entire population. The education gap between economic groups is still a problem and is widening along with the higher level of education. The most common level of education in many regions is usually primary school only. Access to the next level is limited by economic ability and the long distance to school. Therefore, few want to continue their education. The number of primary schools in the school can be noted based on data from the



Ministry of Education in “Potret Pendidikan Indonesia Statistik 2019”

Private primary schools in the 2017/2018 school year amounted to 16,270 schools, in the 2019/2020 school year amounted to 16,813. Public primary schools in the 2017/2018 school year totaled 131,974 and in the 2018/2019 school year decreased to 131,860.¹

At the primary school level, various curricula have been established, both government-owned (public) and private. Along with its development, one of the schools that has attracted a lot of public interest is a school with an Islamic concept and base. At the primary school level, this is known as an Integrated Islamic Primary School (SDIT). Schools that implement the concept of Islamic education based on the Quran and hadith. In its implementation, the school curriculum continues to integrate general education and religious education. On this basis, school subjects and activities cannot be separated from the Islamic framework.

In Bengkulu province, especially in Bengkulu city, there are many SDITs. One of the SDITs that is popular among the people of Bengkulu city and its surroundings is SDIT Iqra' 1. The school is located at Jl. Semeru No.22 Sawah Lebar Bengkulu city. This popularity is certainly not separated from the set of subjects offered. The excellence of SDIT Iqra' 1 has also become a public spotlight and in time will attract the interest of the wider community to send their children to school.

The specialty of SDIT Iqra' 1 is to prioritize and excel the Quran memorization program. The good memorization of students will help improve academic achievement. With this achievement, the reputation and popularity of SDIT Iqra' 1 has increased among the people of Bengkulu.

Reputation is an important asset and must be owned by the institution as evidence of the existence and quality of the institution. School reputation shows the quality of education as well as school achievement as an indicator of the success of the school's education program.

¹Badan Pusat Statistik, Potret Pendidikan Indonesia Statistik Pendidikan 2019. Jakarta: Badan Pusat Statistik, 2019



Public Relations (PR) plays an important role in school reputation and the education delivery process. PR functions to support relationships and goodwill to the community. Such good relations can help gain public support for the realization of students according to the school's vision and mission. A good school reputation will build a positive image. In fact, the role of PR is essentially to build a good image for an institution. The image is intended to keep the institution alive and increase its creativity and provide more benefits to others.

Every institution has a PR and always strives for its duties and authority seriously to maintain the existence of the institution. SDIT Iqra' 1 exists as a form of commitment to provide quality education by implementing Islamic characteristics. The curriculum always refers and leads to the goal of realizing an Islamic Generation with Achievement, Independence and Environmental Awareness.²

To achieve the realization of a positive image in an institution or organization, Public Relations carries out various strategies. Strategy means a long-term plan to develop various technical plans and communication steps that will be taken with regard to budget and time activities. Basically, the strategy carried out by Public Relations always refers to the vision and mission in order to achieve organizational goals.³

The purpose of this research is to find out how the Public Relations (PR) strategy in improving the image of Integrated Islamic Elementary School (SDIT) Iqra' 1 Bengkulu City. This research wants to produce how Public Relations of SDIT Iqra' 1 Bengkulu City improves the image of the school. Knowing what efforts are made by Public Relations in improving the image of SDIT Iqra' 1 Bengkulu City.

The output to be achieved in the research is to be able to contribute to the

² SDIT Iqra' 1, 2019, "Profil SDIT Iqra' 1 kota Bengkulu," artikel diakses pada tanggal 2 Februari 2024 dari <https://www.sditiqra1bengkulu.sch.id/html/profil.php?id=profil&kode=11&profil=Visi%20dan%20Misi>

³Soemirat, Soleh, dan Ardianto, Elvinaro, *Dasar-dasar Public Relations*. Bandung: Remaja Rosdakarya, 2017



development of communication science, especially in knowing and providing an in-depth description of the aspects of PR strategies based on relevant theories so that they can become reference materials for further research, besides that it is expected to produce input / input that is useful for SDIT Iqra' 1 Bengkulu City, especially in making further PR strategies.

Methods

This research is qualitative in nature. According to Bogdan and Taylor a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people or observable behavior.⁴

Meanwhile, according to Denzin and Lincoln, the term qualitative refers to an emphasis on processes and meanings that are not tested or measured strictly in terms of quantity, intensity or frequency.⁵

The method used in this research is a case study. The case study method is better understood as an approach to study, explain, or interpret a 'case' in its natural context without outside intervention. In addition, it is used to look in detail and analyze a case in individuals, groups, processes, activities, and so on in the hope of producing a rich and holistic description.⁶

This research is a single instrumental case study conducted to describe an issue, namely how the Public Relations strategy in improving the school image of SDIT Iqra' Kota Bengkulu means trying to collect a large amount of information related to the research topic to then study, explore, explain or interpret it in its context in detail and naturally, without any intervention from outside parties.

Data will be collected through interviews and document review. Data analysis will use Miles and Huberman which focuses on in-depth description. Meanwhile, data validity uses a source triangulation and method triangulation approach.

⁴ Moleong, Lexy J, *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya, 2021

⁵ Denzin, N.K. dan Lincoln, Y.S, *Handbook of Qualitative Research*. Second Edition. London: SAGE Publications, 2018

⁶ Patton, Michael Quinn, *Metode Evaluasi Kualitatif*. Jogyakarta: Pustaka Pelajar, 2009



Results and Discussion

Results

Communication strategy is a combination of all communication elements such as communicators, media, recipient messages to their effects (influence) designed so as to achieve optimal communication".⁷ Strategy is basically a concept, management or planning to achieve goals. Communication strategy which is a combination of communication concepts with communication management to achieve predetermined goals. The success of communication is determined through its strategies and techniques, if communication is seen from the government, then the government apparatus is the communicator.

Basically, a strategy is a plan that has been designed by an organization or agency with a long period of time to discuss a matter ranging from general to specific matters in order to achieve a goal that has been designed, then used as a reference for several aspects. Therefore, the communication strategy that will be carried out by SDIT Iqra '1 in building the school's image will be discussed in the stages of public relations strategy which includes, planning, implementation and evaluation. The data obtained from the results of this study were obtained from interviews with informants, namely Mr. Fery Apriansyah, S.Pd as Public Relations of SDIT Iqra' 1 Bengkulu city.

The stages of the Public Relations Strategy in improving the school image are as follows:

1. Planning Stage

In the planning stage, SDIT Iqra' 1 utilizes media in the current digital era, social media is a very effective tool in disseminating information, including school achievements. Schools can introduce various achievements achieved through platforms such as Facebook, Instagram, and others. While Facebook is still mostly used by parents, it is important for schools to remain active there as they are

⁷ Cangara, Hafied, *Perencanaan dan Strategi komunikasi*, Jakarta: PT Raja Grafindo Persada, 2019



significant stakeholders. Through Facebook, schools can expose activities, share information on achievements, and report on various activities happening in the school environment. However, it is not only limited to Facebook, schools also need to utilize other platforms that are more widely used by the younger generation to ensure that school information and achievements can be reached by a wider and more diverse audience. Thus, strategic use of social media can help improve the image and reputation of the school and strengthen communication with all parties involved. This was conveyed by Mr. Fery Apriansyah, S.Pd public relations staff of SDIT Iqra 1 as follows:

“Besides that, maybe from the outside, we can introduce school achievements. We still upload school achievements, especially now with social media. Not only Facebook, we still seem to be dominated by older people. That's why we still use Facebook, exposing school activities, conveying information on existing achievements, and also whatever school activities we convey”.

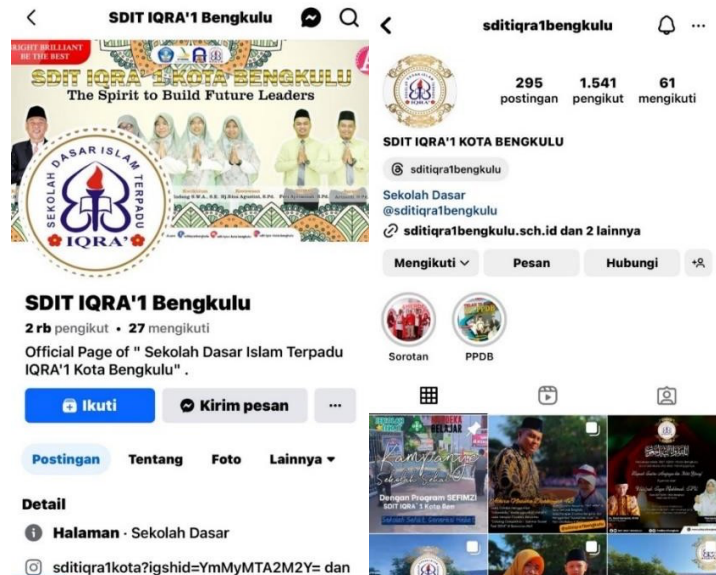


Figure 4.1 Social media of SDIT Iqra' 1

Source: Instagram and Faacebook SDIT Iqra' 1

Public relations (PR) strategy has a crucial role in improving the image of SDIT Iqra' 1 Kota in Bengkulu. As an educational institution, SDIT Iqra' 1 must



be able to build and maintain good relationships with various related parties, including parents, the surrounding community, the government, and the mass media. Effective PR aims to create a positive perception of the school, which in turn can attract more students, gain support from the community and increase parental satisfaction. This was explained by Mr. Fery Apriansyah, S.Pd, the public relations staff of SDIT Iqra' 1 who stated that:

“quality assurance yes with that there are some that are targeted when later coming out of SD IT Iqra 1. And it has indeed been famous from the past for strategies if our marketing is like a marketing strategy. A lot of it is word of mouth, which is certain because there is a service from what we provide. Indeed, in addition there is social media, but we prioritize service. When later the guardians of students who send their children here are satisfied, they will definitely get from where to where and that is an extraordinary strategy. That's why we always prioritize service. Starting from the arrival of students we welcome when learning and the accompanying homeroom teacher remains in the classroom”

2. Implementation Stage

In the implementation stage, the public relations strategy carried out by SDIT Iqra' 1 Bengkulu City focuses on utilizing social media to reach various segments of the community. Recognizing that the younger generation and young parents use Instagram more, the school increased their presence on the platform to share school information and achievements. In addition, they also utilize TikTok, which is popular among guardians, to create interesting and informative content. In the past, schools used newspapers as a medium of communication, but now they have turned to social media for greater effectiveness. To this end, the school has a Media Kreasi Sekolah (MKS) program, which showcases the school's activities and achievements through various social media platforms. This strategy not only expands the reach of information but also strengthens relationships with parents, students and the wider community. This was also stated by Mr. Fery Apriansyah, S.Pd as the Public Relations Officer that:



“And for parents who are young, a lot of them go to Instagram, so we have to improve also on Instagram social media. There are also many guardians of our students using tiktok, we also use tiktok. In the past, we used a lot of newspapers, that's why we have something called MKS (school creation media) at the back, we have displayed it.”

The PR strategy implemented by SDIT Iqra' 1 Bengkulu City involves various digital platforms to disseminate school information and achievements. The school is not only active on social media such as Facebook, Instagram, and TikTok, but also optimizes the use of the internet and their website. The school website is built to provide contact information, achievements and various school activities with an attractive appearance, making it easy to access information for all parties. The school's achievements, including outstanding accomplishments such as MURI records, are expressed with attractive designs to increase the attractiveness of the school. As a private school, SDIT Iqra' 1 emphasizes superior service, ensuring that any information shared can add value and enhance the school's reputation in the eyes of the community.

This approach not only strengthens communication with parents and students but also positions the school as an innovative and outstanding institution. This was conveyed by Mr. Fery Apriansyah, S.Pd as Public Relations that:

“Media, internet, our website is also built from there so that contact information and so on can be seen from there, including school achievements such as the muri, it doesn't exist in schools, let alone elementary schools, well we do expose it extraordinarily with an attractive design that also becomes a selling point for schools, I think that's a little description, but in essence we are private, indeed prioritizing service.”

During the COVID-19 pandemic, SDIT Iqra' 1 Bengkulu City adapted their PR strategy by utilizing radio broadcasts as an alternative communication medium. During this period, the school used the radio to deliver lessons and important information to students and parents, replacing face-to-face methods that



were not feasible. School teachers were actively involved in hosting radio shows, providing learning materials and interacting with listeners. This strategy not only ensures the continuity of the teaching and learning process in difficult situations, but also extends the reach of school information to communities that may not have access to digital platforms. By utilizing radio, SDIT Iqra' 1 was able to maintain connectivity and engagement with students and parents during the pandemic, while demonstrating flexibility and innovation in delivering education. Mr. Fery Apriansyah, S.Pd as Public Relations explained that:

“In the past, we did this during the COVID era, through radio, we also filled in for teachers, so we organized learning through radio broadcasts.”

SDIT Iqra' 1 Bengkulu City runs various social activities that aim to engage students and support the surrounding community. One of the main activities is the suka-duka program, where the school prioritizes participation in local activities, such as sharing sacrificial meat with the surrounding community during the Eid al-Adha celebration. In addition, the school also implements the Jum'at Berbagi program, where students collect one handful of rice every Friday to be donated to the needy. This was also added by Mr. Fery Apriansyah, S.Pd as Public Relations, that:

“Yes, there is, ma'am. One of them is that we have joys and sorrows, and we have to prioritize activities around the school. Especially since there will be qurbani soon, we also have to share with the surrounding community. Not only that, we also have a Friday program. it is indeed provided to be collected here, the program is that one of the students brings a handful of rice.”

This public relations strategy carried out by SDIT Iqra' 1 Bengkulu City takes the initiative not only to teach students about the values of social care and responsibility, but also to strengthen the relationship between the school and the community. Through these activities, SDIT Iqra' 1 is committed to contributing positively to the community while building character and empathy in students.



3. Evaluation Stage

At the evaluation stage, SDIT Iqra' 1 conducts a review to improve the positive image of the school, one of which is by analyzing social media. In the fast-paced digital era, visuals are an important element in communication, especially in the world of education. Attractive and informative visualizations can help an educational institution convey its messages and values more effectively. SDIT Iqra' 1 Bengkulu City understands the importance of visual communication strategies to improve the school's image in the eyes of the public. As part of its efforts to enhance its positive image, the school plans to strengthen its visual content, such as videos and photos, featuring various student activities and school achievements. As stated by Mr. Fery Apriansyah, as the Public Relations Officer that:

“Going forward, we plan to increase visual content, such as videos and photos, showcasing student activities and school achievements. We believe that by strengthening the visual elements, we can provide a clearer and more engaging picture of the learning environment we offer”

In an effort to provide high-quality education, SDIT Iqra 1 Bengkulu City strongly emphasizes the importance of the role of teachers in the learning process. The quality of teacher performance is one of the key factors in achieving holistic and quality education goals. Therefore, the school is always committed to continuously improving the performance of its educators through various professional development programs and periodic evaluations.

In accordance with what was conveyed by Mr. Fery Apriansyah, S.Pd as Public Relations that:

“We at SDIT Iqra' 1 are always committed to improving the quality of education, and one of the key aspects of that is teacher performance. Teacher performance evaluations are conducted regularly to ensure that they are providing the best for the students.”

In an effort to improve the quality of education, SDIT Iqra' 1 Bengkulu City consistently implements various strategies to improve teaching and learning



performance at the school. One of the main focuses in this improvement is the use of technology in learning and the development of more interactive teaching methods. Teacher performance evaluations conducted provide an overview of the effectiveness of these strategies, as well as areas that require improvement and reinforcement. As Mr. Fery Apriansyah, S.Pd as Public Relations stated that:

“The evaluation results showed a significant increase in the use of technology in learning, as well as an improvement in teachers' ability to better manage the classroom. We also noted an increase in student engagement, which we believe is a result of a more interactive teaching approach.”

This technology and interaction-oriented approach is proof that SDIT Iqra' 1 is committed to continuous innovation in providing the best learning experience for students. By continuously evaluating and adjusting learning strategies, the school strives to ensure that every student can reach their full potential in a supportive and dynamic environment.

Discussion

Based on the results of the study, that the Public Relations strategy of SDIT Iqra' 1 Bengkulu city in improving the school image which includes 3 elements in accordance with the theory of Cutlip, Center and Broom is as follows:⁸

1. Planning Stage

The planning stage is a crucial element of strategizing Public relations (PR) of SDIT Iqra' 1 Bengkulu City to improve the positive image of the school.

⁸ Cutlip, Scott M, H. Center Allen dan M. Broom Glen, *Effective Public Relations*. Jakarta: Fajar Interpratama Offset, 2016



The planning process begins with the identification of specific, measurable and relevant goals and objectives. The main objective of this planning is to improve and enhance the school's image through a series of well-structured public relations activities. SDIT Iqra' 1 Bengkulu city has set clear and measurable objectives, such as increasing public awareness of the school's academic achievements and extracurricular activities. These objectives should be specific, measurable, achievable, relevant and time-bound (SMART). The next step is to identify key audiences, such as parents, prospective students, alumni and the surrounding community. Understanding the characteristics and needs of the audience will help in designing effective messages. The messages delivered are consistent and illustrate the excellence of SDIT Iqra' 1 Bengkulu city. For example, emphasizing the quality of Islamic-based education, student achievement, and innovative and creative activities that support character development. These messages should be designed to build trust and enhance the positive image of the school.

2. Implementation Stage

The implementation phase is the phase in which the public relations (PR) plan that has been prepared is implemented to achieve the goals and objectives that have been set. This process includes the implementation of various PR activities and initiatives by utilizing the strategies and action plans that have been made previously. The main objective of the PR strategy is to improve the image of the school. This could include increasing recognition of the school's achievements, strengthening community relations, and promoting the school's social programs. Objectives should be specific, measurable, achievable, relevant and time-bound (SMART). Clear and consistent messages are developed to convey the information to the target audience. These messages reflect the school's values and achievements, such as academic excellence, social activities and commitment to the community. For example, highlighting the Jum'at Berbagi program and sacrificial activities as part of the school's social commitment. Based on the situation analysis, choose the most effective channel to reach the target audience. In this case, SDIT Iqra' 1 utilizes social media, school websites, digital tabloids, and even radio broadcasts.



Each channel must be selected based on the audience to be reached and the effectiveness in delivering the message. In addition, to improve the positive image in the community, SDIT Iqra' 1 also implements various strategies such as the use of social media.

In today's digital era, social media is a very effective tool in disseminating information, including school achievements. Schools can introduce various achievements achieved through platforms such as Facebook, Instagram, and others. While Facebook is still mostly used by parents, it is important for schools to remain active there as they are significant stakeholders. Through Facebook, schools can expose activities, share information on achievements, and report on various activities happening in the school environment. However, it is not only limited to Facebook, schools also need to utilize other platforms that are more widely used by the younger generation to ensure that school information and achievements can be reached by a wider and more diverse audience. Thus, strategic use of social media can help improve the image and reputation of the school and strengthen communication with all parties involved.

3. Evaluation Stage

SDIT Iqra' 1 conducts evaluations in assessing the media coverage obtained from each activity. This includes analyzing the number and quality of news stories that appear in print, online and social media. This evaluation provides insight into how the media portrays the school and the impact of the communication strategies that have been implemented. In addition, SD IT Iqra 1 conducts evaluations to consider the long-term impact of PR strategies. For example, whether there is an increase in the number of new student enrollments, whether there is a positive change in community perception, and whether there is an increase in the involvement and participation of parents and alumni in school activities. This is evidenced by the increasing number of students enrolling each year and also the increasing achievements of the school.



Conclusion

Public Relations strategy in improving the image of SDIT Iqra' 1 Bengkulu city by doing several stages including: 1) Planning, Public Relations of SDIT Iqra' 1 sets specific, measurable, and relevant goals, such as increasing recognition of academic achievement and strengthening relationships with the community. This plan includes developing consistent messages and selecting effective communication channels to reach the target audience, 2) Implementation, Public Relations of SDIT Iqra' 1 utilizes various media, including social media (Facebook, Instagram, and TikTok), digital tabloids, and radio broadcasts to disseminate information and reach a wider audience, then conducts social activities for the community such as the Friday sharing program and sharing sacrificial meat during Eid al-Adha, 3) Evaluation conducted by Public Relations of SD IT Iqra' 1 includes media analysis, long-term impact, and community involvement.

The use of social media has been effective, Public Relations of SDIT Iqra' 1 Bengkulu city is advised to continue to explore and utilize new digital platforms and emerging communication technologies. This is important to stay relevant to the evolving audience and ensure school information is accessible to all segments of the community. Building partnerships with local organizations and conducting more joint activities can strengthen relationships and increase support from the surrounding community. To increase audience appeal and engagement, the PR of SDIT Iqra' 1 Bengkulu city should continue to develop innovative and engaging content across all communication channels. This includes utilizing videos, infographics and interactive content that can increase engagement and provide information in a more interesting way.



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