

Analysis of Public Relations Problems in Al-Falah Elementary School

Endah Parawangsa¹ Risfa Khoerunisa Harliani² Tin Rustini³

Elementary School Teacher Education Study Program, Universitas Pendidikan Indonesia,
Bandung City, West Java Province, Indonesia^{1,2}

Email: endahparawangsa2733@upi.edu¹ 2106246@upi.edu² tinrustini@upi.edu³

Abstract

Public relations has an important role in school organizations, but there are many problems in implementing the roles and functions of public relations at Al-Falah Elementary School. This will be the focus of study in this research. This research uses a qualitative approach, in which the researcher tries to describe what happened in the field (field facts) into a narrative. public relations has roles and functions including as a mediator with external parties, promoting the existence of schools and maintaining harmony with the community by sticking to the eight principles of public relations. As for carrying out his public relations duties at Al-Falah Elementary School, there are three main problems in carrying out their roles and functions, namely multiple positions, miscommunication and lots of extortion. The solution is to work with school principals, utilize technology and cooperate with authorized agencies.

Keywords: Problems, Relations, Society



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INTRODUCTION

Schools as social institutions organized by the community must meet the needs of the community, schools have an obligation to provide guidance to the community about the importance of management, such as the nature of the relationship between school and society. The objectives and functions of management, scope, alternative techniques and principles for managing school and community relations. Schools must also know clearly what the real needs of society, expectations and demands of society. The higher the public's knowledge about the education of their children, the higher the quality of education in Indonesia, especially at the Elementary School (SD) level. Because the community or parents are also very influential in the management of education.

School institutions and the community must establish cooperation. This collaboration is intended to improve the quality of education in elementary schools so that student achievement also increases. School is a social institution that cannot be separated from society, and vice versa, society cannot be separated from school. Because both of them have mutual interests, schools are formal institutions whose purpose is to educate, train and guide young people for the future.

The management of school and community relations is a form of collaboration carried out on the basis of the responsibilities and goals of both. The community is a group of individuals who seek to organize education or help run educational programs, so the participation of the community for schools is very important. Without community participation, a school is just an organization that cannot meet the needs of society. Community participation is not just collecting funds, but having authority in every aspect. Etymologically, public relations is translated into English "public relations", namely the relationship between the school and the community as a reciprocity between the school institution and the community. The term public relations was first put forward by the President of the United States.

Humas (Public Relations) plays a very important role in the world of education, including in elementary schools. Elementary school public relations is responsible for establishing effective communication between the school, students, parents, and the wider community. Their roles include managing the school's image, promoting school activities, and maintaining harmonious relations between all parties involved in the educational process. In this introduction, we will explore the important role played by primary school public relations.

In order to carry out educational activity efforts as aspired by the state, a container or place is needed where these educational activities take place. The container or place where educational activities take place is what we commonly call a school or educational institution. Some of the characteristics of schools as formal educational institutions are as follows (Gazali, 2013): (a) Organized specifically and divided into types and levels that have a hierarchical relationship; (b) The age of students at a certain level of education is relatively homogeneous; (c) Relatively long education time in accordance with the educational program to be completed; (d) The material or content of education is more of an academic and general nature; (e) There is an emphasis on the quality of education as a response to future needs. Schools as formal educational institutions carry out the mandate of the 1945 Constitution, namely to increase faith and piety as well as noble character in order to educate the nation's life.

If we look closely at the field, we know that the nature of school and society is of course very dominant in relation to current developmental activities or activities. As one example, schools really need students to be made members of educational organizations, even though at school there are several elements that are interrelated and cannot be separated. In schools, teachers are needed who are competent (experts) in their scientific fields, besides that teachers are also given the task of being able to manage and advance the achievements of students so that they can be of benefit to themselves and to society in general. To produce quality teachers is not an easy thing to do, there are many factors that need to be considered so that teachers are labeled as quality educators. One of the factors that can provide teacher quality to be the best can be seen in terms of the principal's leadership, because we know that the principal's job is not only as a leader who only works behind an office desk but the principal must be able to advance the elements in the school. school environment.

Because of the many duties of the principal as a leader in a government agency, to ease the task of the principal, he is assisted by several representatives including the vice principal in the field of student affairs, whose job is to organize and provide the best direction for students, the deputy principal in the field of infrastructure facilities. whose job is to fix the facilities in the school environment and the vice principal in the field of public relations whose job is to establish good relations with the community. The vice principal of the school in the field of public relations is given the authority to establish good relations with the surrounding community, because it is the community that will give the trust to be able to entrust their students to the school in question. The community will believe in the existence of the school and will fully support it if the school gives good achievements to its students or achievements in general for the school concerned. With this belief system, people will feel at ease entrusting their children to study at school.

RESEARCH METHODS

This study uses a qualitative approach, where researchers try to describe what happened in the field (field facts) into a narrative. The qualitative approach was chosen because of the research background which is a natural setting (as it is). In addition, this approach was chosen because the researcher wanted to know the symptoms, all information, or information obtained based on observations, interviews and direct documentation during the research process at Al-Falah Elementary School. Qualitative research that is flexible and flexible makes researchers

try to develop and follow any changes that occur to the object of research. The qualitative research model according to Sugiyono (2013: 15) is: A research method based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, sampling data sources is carried out purposively and snowball, data collection techniques were carried out in a triangulation (combined) manner, data analysis was inductive/qualitative in nature, and the results of qualitative research emphasized meaning rather than generalization.

The focus of this research is to focus more on public relations in improving the image of SD Al-Falah. A more in-depth study of the problems found in public relations to improve the school's image and the efforts made to overcome these obstacles. Sources of data in qualitative research are words obtained from interviews, actions, documentation, additional data such as documents, and others. Lofland in Moleong (2011: 157) explains that, "The main data sources in qualitative research are words and actions, the rest is additional data such as documents and others." There are two types of data used in this study, namely primary data and secondary data. Primary data were obtained from interviews with informants, public relations activities and field observations. There were eight informants who were considered to be related to the research theme, both from within the school and outside the school. The eight informants were the deputy head of public relations, the school principal, the deputy head of student affairs, the deputy head of curriculum, the public relations and protocol teacher, two students, and the students' parents. Secondary data comes from documents, records, public relations archives and data attachments as well as relevant research results which can be used as supporting data.

Data collection is a way of obtaining data in conducting research activities.

1. Observation. According to Cartwright in his book Herdiansyah, observation is a process of seeing, observing and observing and recording behavior systematically for a certain purpose. Observation is an activity to find data that is used to provide a conclusion or diagnosis. The object of this observation is the management of the Public Relations Division at SDN Sukamantri, Bandung Regency, in entertaining guests and carrying out the process of communicating with the participating community, namely observing interactions with observers (recital congregation).
2. Interview. According to Maleong in Hardiansyah's book, an interview is a conversation with a specific purpose carried out by two parties, namely the interviewer (who asks questions) and the resource person (who gives answers to these questions).
3. Literature Study. The preparation of this paper uses the literature study method by collecting literature (related materials) sourced from books, journals, and other sources related to the knowledge of Educational Administration and Supervision. After the study material is deemed sufficient. collected. then the material studied can be well studied which then the author tries to conclude a new knowledge results from the analysis of the study material.

RESEARCH RESULTS AND DISCUSSION

The school organization from its inception until it can run well certainly establishes relationships with various parties, both internal and external. The task of establishing this relationship is one of the functions of community relations. Public relations or public relations at schools have a strategic role which is expected to contribute to improving the quality of schools in various fields, one of which is in terms of reputation. Public Relations or Public Relations involves a process of mutual communication between an organization and various publics, both internal and external publics, with the aim of supporting the functions and objectives of the organization's management. The main objective is to strengthen cooperation and fulfill common interests, based on the principles of mutual understanding and mutual trust. Many large organizations have a dedicated public relations department, although that can also

lead to double duty. Therefore, public relations needs to have effective communication management to carry out their roles and functions in supporting company activities (Musyarrofah, 2018).

Educational Public Relations involves communication involving educational issues and serves as a message to the wider community. Public relations activities involve communication activities, which are not only limited to schools but include all forms of communication about education. Public relations or public relations is very important in building a positive image, not only within the company, but also in social institutions such as educational institutions. Educational institutions as a place to channel knowledge to the nation's next generation also need a public relations management function. In educational institutions, public relations plays a role in marketing and building a good image so that people can trust the educational institution. In addition, public relations in educational institutions is also tasked with fostering and managing good relations with the internal public, such as between employees, because good internal relations are very important in building and maintaining the educational institution itself. In addition to relations with the internal public, public relations in educational institutions also plays a role in fostering and maintaining good relations with external publics, namely the community. To gain the trust of the public, public relations must be able to maintain good relations and listen to the wishes and opinions of the public.

In this global era, where everything is developing rapidly in terms of education and technology, there will be changes in various aspects of life. Therefore, educational institutions must also be able to adapt to these changes. In the global era, educational institutions must have the courage to face global problems that may arise as a result of changes in aspects of people's lives, especially to anticipate negative opinions from the public. In facing global problems and anticipating negative opinions, educational institutions need a public relations function as part of management. Several public relations functions in educational institutions according to (Pohan, 2018) include:

1. Become a communication mediator in educational institutions, either through face-to-face communication or through the media or the press.
2. Assist in promotional activities and educational institution publications. Public Relations plays a role in marketing and promoting educational institutions.
3. Maintain good relations with the community or internal public and create a positive image for educational institutions. Maintaining good relations with the community aims to gain their trust.

Public Relations in an educational institution plays a role in marketing and building a good image, so that people trust the educational institution. In addition, public relations in educational institutions also plays a role in fostering and managing good relations with internal publics such as between employees because good relations within the internal public are needed to build and maintain the educational institution itself. At the same time, public relations also plays a role in fostering and maintaining good relations with external publics, namely with the public. To gain the public's trust, public relations must be able to maintain good relations and listen to the wishes and opinions of the public (Zhou et al., 2020). In carrying out its roles and functions, public relations has principles. There are eight principles in developing better human relations. According to (Putri & Kadewardana, 2018) consists of:

1. Importance of Individual. This principle explains that individual interests must be considered in each employee and recognize each other's feelings. Apart from that, ensuring the treatment of each person as an individual, employee, worker and so on is also important so that morale can be maintained. improve and performance can also be satisfactory If there are employees who naturally resist changes that they do not understand.

2. **Mutual Acceptance.** This principle explains that employees, trade unions and management or superiors need to have an attitude of mutual acceptance as individuals and groups and the need to respect each other's functions and responsibilities. Understanding between leaders and subordinates is also needed in carrying out various tasks given.
3. **Common Interest.** This principle explains that employees, trade unions and management are bound to each other from a common interest. The existence of this attachment to the creation of organizational goals that are carried out jointly through the cooperation of all organizational components. Indrawijaya (2010: 100) also argues that cooperation is often considered the goal of an organizational system. Cooperation carried out because of common interests can also provide benefits for the organization and have a good influence on the behavior of its members. Furthermore, shared interests carried out through cooperation can increase productivity and can create harmonious relations between people, groups and so on. Therefore, when shared interests are successfully implemented, individual security and their ability to work can also be said to be successful.
4. **Open Communication.** This principle explains that sharing ideas, information and feelings with all components of the organization is very important as a path to understanding and better decisions. Open communication is also important to gain mutual understanding and carry out tasks effectively and so on. Davis (1957: 229) also suggests that when open communication is not carried out, the results can include misunderstandings, lack of motivation, insecurity, conflict, and the inability to make effective decisions.
5. **Employee Participations.** This principle explains that better results can occur when there is a balance in seeing the perspectives of people at all levels in the organization. Then there is an attitude of mutual sharing and problem solving of the people affected. Employee participation is also carried out by involving participants in conveying opinions, ideas, and suggestions for all components within the organization.
6. **Local Identity.** This principle explains that individuals can receive the greatest opportunity for recognition, pride and job satisfaction through identification with their local work unit
7. **Local Decisions** This principle explains that the people closest to the problems that affect them can develop the most satisfying solutions if given the authority to solve the problem. So, if there are problems that occur to them, when they are given the authority to solve them, then they can actually solve these problems with solutions that can also be satisfying.
8. **High Moral Standard (High Moral Standard).** This principle explains that the most appropriate basis for assessing the "correctness" of an action involving people is a test of morality and it affects human rights. High moral standards must also be considered in every action, attitude or behavior as professionals, leaders and workers.

CONCLUSION

Public Relations is required to fulfill its role and function by adhering to the principles of public relations. In its implementation there were many obstacles, for example the problems faced by public relations at Al-Fatah Elementary School. SD Al-Fatah is located at Jl. Captain Sangun No.06, RT.01/RW.03. Public Relations at Al-Falah Elementary School faces various problems in carrying out their duties. There are three problems faced, namely multiple positions, miscommunication and extortion. Public Relations at Al-Fatah Elementary School doubles as a class teacher. There are no special officers who focus on being public relations, which causes the performance of public relations to be less than optimal. For example, when there are guests and public relations are teaching or when there is an assignment to carry out socialization, the public relations officer has an obligation to teach. The solution is to work hand in hand with the school principal. The principal backs up the tasks that must be done while the public relations officer is teaching in class.

The next problem is the miscommunication that occurs. For example, when the teacher conveys information related to students' tests, they do not convey it to parents or other information so as to allow interruptions from parents to the school. To minimize this, what is done by public relations to carry out the function of the mediator is to maximize the use of technology, namely by creating a WhatsApp group with parents so that parents get information directly from public relations. As for external parties, such as institutions that are invited to collaborate, such as villages, sub-districts or other agencies, communication is going well and there is no significant miscommunication.

Finally, the problem faced is that there are a lot of illegal levies to schools from various parties acting on behalf of local community organizations. This is because SD Al-Falah is a private elementary school which is considered by these elements to help them, for example extortion that has occurred is asking for a seat. Al-Falah Elementary School already has an official license, so this extortion should not have happened. The public relations officer has a function to maintain harmony with external parties, although the public relations officer admits that they are still unfamiliar, so this is difficult to overcome. The solution taken is to communicate with more authorized parties such as the village.

Thus it can be concluded that public relations has roles and functions including as a mediator with external parties, promoting the existence of schools and maintaining harmony with the community by sticking to the eight principles of public relations. As for carrying out his public relations duties at Al-Falah Elementary School, there are three main problems in carrying out their roles and functions, namely multiple positions, miscommunication and lots of extortion. The solution is to work with school principals, utilize technology and cooperate with authorized agencies.

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