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### **THE EFFECTIVENESS OF LEARNING MANAGEMENT IN MIN 6 TAPANULI TENGAH**

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#### **Abstract**

This study aims to describe the level of effectiveness of public relations management implemented at MIN 6 Tapanuli Tengah, as well as to analyze the process of implementing community relations management can be achieved. The data collection technique used the interview method. This study uses a qualitative approach with a descriptive study method. The research data were obtained from observation guide sheets, interview guidelines, documentation. The results obtained from this research are first, there is good cooperation from all educators and teaching staff as well as management, especially public relations so that there is good communication to parents and the community; and second, there are tangible results when public relations is carried out properly in accordance with what has been programmed, it will get support from the head of the madrasa.

**Keywords:** Effectiveness, Public Relations Management.

#### **INTRODUCTION**

School and community are inseparable environments. School as a place of learning, while the community environment is a place of implications from the process of education and teaching in schools (Umar, 2016: 18-29). What and how to learn at school is always associated with its use for improving life and life in society (Ikhwan, 2018: 1-16). The community as one of the school owners supports and participates in improving education in schools. Schools and communities have very close contact continuously (Amin, 2018: 106-125). The educational environment is everything that exists and occurs in the educational process, because groups of educational objects or environments participate in efforts to develop themselves (Hasbullah, 2018: 13-26).

Schools as educational institutions, where learning and teaching activities occur or as places where the educational process takes place, have an important and large role in producing quality students as superior human resources (Ginanjar, 2017). However, to lead to quality human resources, the quality of an educational institution is also needed (Sanaky, 2008: 83-97). In this case, education management pays attention to the environment in the form of humans, namely society in realizing a quality educational process (Rajagukguk, 2009:77-86; Umar & Ismail, 2018). The goal is to create harmonious situations and conditions between the school management and the community, so simultaneous and comprehensive cooperation and contact from both parties is needed (Mundiri, 2016; Miftachurrohman & Atika, 2018: 473-480).

The cooperative relationship between the school and the community follows environmental changes with a situational approach, enabling the school to exist and be intact. Because, living together with the community, as well as being an innovator for the community (Nurul, 2018: 36-48). According to Habib, et.al. (2021:269-275) public relations are all forms of contact and relationships held by an organization with all forms of public both internal and external, this relationship includes all forms of communication. It must also be remembered that for the formation of a communication there must be elements of receiving and giving or dialogues with related parties, and the elements in it (public relations) are (1) management function; (2) communication function; (3) research and assessment functions; and (4) a function designed to enhance mutual understanding, harmony, and democratic input into a decision-making process.

Furthermore, Sari & Soegiarto (2019:47-64) argues that Public Relations or Public Relations is an effort that is deliberately carried out, planned continuously to create mutual understanding between an institution/institution and the community. Thus, educational institutions do not stand alone in educating children, but work together with the community. Rahman (2019) added that in addition to the collaboration of educational institutions and the community, participation from the family and education stakeholders is also needed in order to achieve shared educational goals.

Indeed, relevant research on public relations management has been examined from various perspectives. Among them are discussing the aspects of public relations management application (Hasanah, 2008; Yuniarti, 2016), efforts to increase community participation (Suardi, 2017; Dwiayama, et.al., 2020: 63-71), basic concepts and development of public relations management in educational institutions (Hadi, 2018: 67-

84), and the relationship between public relations management and education quality (Rizki & Ary, 2021: 335-341).

Looking at the literature review above, it is understood that the various relevant studies above still leave "blank" space in an effort to examine public relations management in educational institutions. The aspect in question is the study of the effectiveness of public relations management itself. Thus, the researcher seeks to deepen the study, which is summarized in the research title, "Effectiveness of Public Relations Management at MIN 6 Tapanuli Tengah." Through this research, it is hoped that concepts and findings about the effectiveness of public relations management in educational institutions will be obtained.

## **RESEARCH METHODS**

Data collection techniques using the interview method. The method used in this study is a qualitative method. Qualitative research is research that produces and processes descriptive data, such as interview transcriptions, field notes, pictures, photographs, video recordings and so on (Assingkily, 2021). This research is said to be qualitative because basically this research aims to study or examine an object in a natural setting without any manipulation in it, and the expected results are not based on quantity measures, but rather the meaning or quality of the phenomena observed.

In this study, researchers interviewed the head of the madrasa directly and their activities in the madrasa regarding the management of public relations from planning, implementation to evaluation so that the objectives of managing public relations were well achieved.

The researcher chose the qualitative method because he wanted in-depth and thorough research results on the phenomenon to be studied. In addition, researchers used this method because the subject of this study was the head of the madrasa who controlled the process of community relations management. So, the researcher chose qualitative by searching data through interviews, documentation, and observation.

The main problem in this study is to determine the level of effectiveness of public relations management at MIN 6 Tapanuli Tengah. This shows that the research aims to describe the level of effectiveness of public relations management carried out at MIN 6 Tapanuli Tengah, as well as to analyze the process of managing public relations that has been implemented.

In order for this research to be more focused, the researchers provide problem boundaries in their research studies, namely the effectiveness of communication in this study is limited to cognitive effects, there is no survey research for students due to pandemic conditions, the subjects who become informants to obtain data are limited to only one person, namely Head of Madrasah MIN 6 Tapanuli Tengah.

## **DICUSSIONS AND RESULT**

Public relations management plays an important role in improving quality, especially the image of educational institutions towards society (Maulana, 2019:147-166). Moreover, this increasingly sophisticated era has made the role of public relations more significant with various flyers or posters that can attract interest and attention to educational institutions (Thaibah, 2019:61-66). Thus, public relations and educational institutions are one unit in creating superior human resources (Sara, 2020).

### **Appointed Deputy Head of Madrasah for Public Relations**

As for the role played by the head of MIN 6 Tapanuli Tengah in managing public relations it can be said to be effective, this can be seen from the points of the results of this study, which are as follows: First, the head of the madrasah appoints a public relations representative and asks the public relations representative to make a work program. Taliana (2021) emphasized that the main purpose of a madrasah/school to appoint a deputy head of public relations is to be at the forefront of aspects of service quality and efforts to improve institutional social competence. Furthermore, Paudi, et.al. (2020) added that the appointment of the deputy head of public relations greatly assists the main duties and functions of the madrasa head as the leader of an educational institution in the field of cooperation, school/madrasa socialization, and improving the quality of institutional social services.

Second, the madrasah head helps and fully supports the program from the public relations representative in any form, including support related to costs. According to Rusminingsih (2019), the deputy head of public relations plays an important role in socializing the work program and vision and mission of madrasahs/schools. Furthermore, Abidin (2011) explained that student/student guardians really need information services related to schools/madrasahs, this role is of course optimized through the appointment of deputy head of public relations at madrasahs. On this basis, the principal of the madrasa has

a big share in his leadership to fully support the duties, roles and functions of the public relations sector.

### **Activities and Work Programs of the Deputy Head of Madrasah Public Relations**

The forms of activities carried out by the vice principal in the public relations sector supported by the madrasah head are first, school relations activities with the community through certain media intermediaries such as: Internet/School Websites, dissemination of information through print media, school exhibitions and trying to be independent in publishing magazines or school bulletin. Supporting this activity, Utari (2013) explained that the website as a real form of technological progress in the world of education today, can function as a school/madrasah public relations medium. In fact, Laugi (2018:109-126) added that the role of websites is more communicative and fast in conveying information about schools/madrasas to the public, especially student guardians.

Second, school-community relations activities through face-to-face meetings, for example: joint meetings with school committees, consultations with community leaders, and serving guest visits. In connection with this activity, Widiawati (2021) explains the importance of public relations deliberations with school committees as an effort to develop a governance system for educational institutions. Furthermore, Basofi (2020) explains that public relations efforts with the community, school committees, and guests are a form of attracting public interest.

Third, internal activities through the delivery of information through circular letters; use of bulletin boards at schools, organizing wall magazines, issuing school bulletins to be distributed to school members, placing advertisements/special notifications through the mass media, and performing arts activities. In line with this effort, Kasa (2017) informed that the implementation of performing arts in schools/madrasas can attract public interest. In fact, these activities also have an impact on optimizing child development.

Fourth, the head of the madrasa added that the efforts he made in managing public relations started with recruiting educators who had to have good basic Tarbiyah qualifications so that the objectives of implementing community relations were achieved effectively and efficiently. The community relations management process carried out at MIN 6 Tapanuli Tengah is inseparable from various obstacles that occur during educational programs. The main expectation of the performance of community relations management at MIN 6 Tapanuli Tengah is collaboration between all staff, employees and

educators to maintain policies, programs that have been designed so that they continue to work both for parents of students and for the community.

## CONCLUSION

Based on the explanation above, the effectiveness of public relations management at MIN 6 Tapanuli Tengah is concluded to be effective. This is marked by 2 (two) things, namely first, there is good cooperation from all educators and teaching staff as well as management, especially public relations so that good communication occurs with parents of students and the community; and second, there are real results when public relations carries out its duties properly according to what has been programmed, it will get support from the head of the madrasah.

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