

MANAGEMENT OF SCHOOL AND COMMUNITY RELATIONS IN BUILDING A POSITIVE IMAGE OF SCHOOLS (CASE STUDY OF SDN 1 RATOLINDO)

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Abstract: This research aims to describe; (1) the role of school and community relations; (2) school and community relations strategy; and (3) the impact of school and community relations. This study used a qualitative approach with case study design. Data collection techniques through interviews, documentation studies, and observations. The data analysis process is carried out by collecting, condensing, presenting, and drawing conclusions/verification. The results of the research show that: (1) the role of school and community relations consisting of: relations, supporters, communicators, and publicists is carried out well, according to the results of the principal's management and support from the school community; (2) school and community relations strategies are carried out in various ways through internal and external programs, where internal programs include various activities within the school (meetings, completeness of infrastructure, developing teacher competency, placement of resources according to interests and talents, as well as publications via social media). External relations consist of several programs involving the general public and government agencies, either directly or indirectly; (3) the impact of school and community relations involving parties within the school or the wider community, this causes school members to become more confident and motivated, increased trust among internal parties, increasingly conducive relationships within the school, an increase in the image of the school's human resources, the number of relationships, complete facilities. And infrastructure. The impact outside the school that occurs, explains the branding and building of the school, increasing public interest, good competitiveness, creating satisfaction with parents, improving the school's image, and spreading positive information in the community.

Keywords: School And Community Relations Management, Positive Image Of The School

Introduction

Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble morals, and skills needed by themselves and society. In Tojo Una-Una district, which is a disadvantaged area, a community is needed who is aware and concerned about education as the future of a district, region, and even

a country.

Gazali (2013). The birth of formal educational institutions cannot be separated from the condition of society. Formal educational institutions such as schools are actually born and developed by adhering to democratic principles for the benefit of society. This means that the existence of schools arises from, by, and for society (Afiati, dkk 2023).

Educational institutions need to carry out a communication function to the community. This can be done by providing information about the various educational programs being implemented and the various challenges faced so that the public has an understanding of the real conditions experienced by educational institutions. With the community's understanding of the real conditions experienced by educational institutions, it is hoped that the community will have a sense of sympathy and participate actively in providing input on the development of educational institution programs. Mulyono 2011).

The existence of human management in education has the main function to foster and develop the relationship between educational institutions and the public internally and externally in order to instill understanding and foster public motivation and participation in an effort to create a climate of opinion (public opinion) that benefits educational institutions. Although simple, school-community relationship management strategies can be an effective tool to increase the potential of a school and direct efforts toward achieving goals. Therefore, school-community relations management involves a series of activities, including planning, implementation, organizing, and evaluation, designed to design activities with the aim of achieving predetermined goals (Muhammad, 2019).

People in this era of globalization have been able to be critical and selective in choosing schools for children's education, which can be the cause of competition between educational institutions (Mukmin, 2020). The main essence of community school relations activities is to explain and convince the community about the quality of the school (Çoruk, 2018)

The existence of community school relationships in an educational institution acts as a bridge between schools and the community. Community school relations are considered to have an important position because they are one of the strategies for shaping the image of schools (Afkarina, 2018).

This harmonious relationship between schools and students' parents is increasingly realized and understood how important education is for children. Therefore, this relationship must continue to be fostered properly and the management of school relations with parents must be implemented and have good management so that it can run optimally. Management is a systematic

process that must be carried out properly, starting from planning, organizing, directing, and controlling (Yulianti, 2016).

Schools are the second educational institution after family education and require an important role in the community because schools are in the middle of the community and are expected to establish mutually helpful educational cooperation between the two (Harini, 2014). Parents are very important to be involved in various school activities, with the support of various parties, especially parents of students, the educational process at school can be carried out properly and smoothly. So that quality schools can be created and able to compete with other schools.

Schools in Tojo Una-Una Regency are flocking to raise their image using various strategies because efforts to image education, will create the quality of education. So that the educational process provided is in accordance with the wishes of the community, satisfaction from the community will lead the institution to a positive image in the eyes of the public.

Imagery is basically an understanding of the impressions that arise from an understanding of reality. In today's era, companies, organizations, and schools are very sensitive to public criticism. The survey results show that more than 50% of top executives believe that maintaining a good image is very important to avoid negative impressions in society as well as maintain a positive image to gain support from the community and maintain a good reputation.

School image is the perception, consensus, and information related to a school regarding its activities, achievements, vision, mission, and other aspects that can influence public judgment, both directly and indirectly. This image enables the public to distinguish between one school and another. School image holds various values in the eyes of the community; schools with a positive image attract significant attention from the public, thereby increasing the interest in that school. In addition to prioritizing quality when selecting schools, parents are also influenced by their perception of the school's image. The school's image or reputation often becomes a crucial factor and consideration for parents when deciding which school to choose (Maamarah, 2016). Schools in Tojo Una-Una Regency are flocking to raise their image using various strategies because efforts to image education, will create the quality of education. So that the educational process provided is by the wishes of the community, satisfaction from the community will lead the institution to a positive image in the eyes of the public.

A good school image causes the public spotlight to slowly increase as time goes by. The existing education field is starting to experience rapid development. The desire of the community, especially the residents of the Tojo Una-Una district, is that schools are able to produce a good generation for the nation and state.

This is evidenced by the incessant efforts of students in looking for a school with the best image in the community, which is currently still occupied by the most favorite school in Ratolindo District, namely SDN 1 Ratolindo, with a total of 498 students, 27 teachers, and 18 classrooms is the most complete school with the most facilities and the most interested with the number of new student registrants as many as 82 (in 2021). 71 (in 2022), and 94 (in 2023). The community really needs a good educational institution in order to shape children's morals and manners so that they can face an increasingly advanced world with technological developments at any time. On the contrary, schools need support and community participation to achieve goals that are also the ideals and expectations of the community. Therefore, schools and the community must have a good relationship so that they can achieve common goals.

The needs of both parties, which take place in two directions, cause schools that are currently competing closely to build activities that attract public attention, namely by conducting school relations with the community so that they can build a positive image of the school in the community so that they can compete, even superiorly, also become the first destination school for their children. SDN 1 Ratolindo has carried out various school activities that involve the community both directly and indirectly so that it is able to attract attention and create a good image in the community.

Creating a positive image is the main goal as a reputation and achievement that must be achieved by schools in the midst of the emergence of many new schools, both private and public that are new competitors to each school. With a good image, the community will provide assessments and responses in the form of trust, respect, and good impressions that will benefit the school. SDN 1 Ratolindo makes an image by making achievements in various fields, then publishes it through face to face and the use of social media Facebook and YouTube under the account name (sdnsatu Ratolindo), this is corroborated by the many posts from the SDN 1 Ratolindo school account which reaches 1,292 photos which contain various kinds of activities and achievements.

According to a survey conducted on the public's view of the current favorite school, namely SDN 1 Ratolindo, parents of students are so proud to send their children to the school, such as the field fact that the author encountered, when there is a competition event in the area, the community, even teachers from other schools will focus on their opponents, when it is said that SDN 1 Ratolindo participates, So they lazily convey that it is likely that they will win. Like the event commemorating last year's national marine day held in Tojo Una-Una Regency from all kindergarten-elementary schools in Tojo Una-Una Regency who participated in 5 champions who were selected 4 main winners from SDN 1

Ratolindo, this further adds to the good image that already exists. Dedi in Happy Ainun Ma'rif (2021) "By building a positive image of the school, it is hoped that educational institutions will be stronger and will then influence prospective students in choosing educational institutions."

SDN 1 Ratolindo is located at Jl. Kartini No. 34, Uentanaga Tengah, Ratolindo District, Tojo Una-Una Regency, Central Sulawesi Province. In general, Tojo Una-Una Regency is a district with a dense level of education. The many assumptions of the public about it is more profitable to entrust their children's education to study in schools with achievements, the image and many enthusiasts are one of the biggest reasons why parents enroll their children in this public school, the branding they apply and the image that has spread well is one of the famous causes and makes this school one of the main references in school selection.

Method

This research was carried out at SDN 1 Ratolindo, located on Jalan Kartini No.34 Uwentanaga Tengah, Ratolindo District, Tojo Una-Una Regency., using qualitative research methodologies and case study approaches. This study aims to conduct an in-depth study of phenomena related to the focus of research, namely the management of school-community relations in building an image. Researchers as critical instruments, data collectors, and other supporting instruments conduct observations, interviews, and document studies to obtain valid data to help answer the research subfocus. Data was collected from various sources, including school principals, vice principals, classroom teachers, Olympic coaches, operators, and parents of students. The data collection techniques used are interviews, observations, and document studies. The data analysis process includes data reduction, data presentation, and data verification, while to ensure the validity of the data, data triangulation techniques are used, including triangulation of sources and methods. The collected data is compared with scientific theories, then conclusions are drawn with descriptive analysis.

Result

This section presents findings on the character profile of Pancasila students at a project school. Data was collected through observations, document studies, and interviews. The results of this study aim to identify the management of school and community relations in building an image. Results are presented in a context diagram to strengthen the character profile of Pancasila students at the moving school.

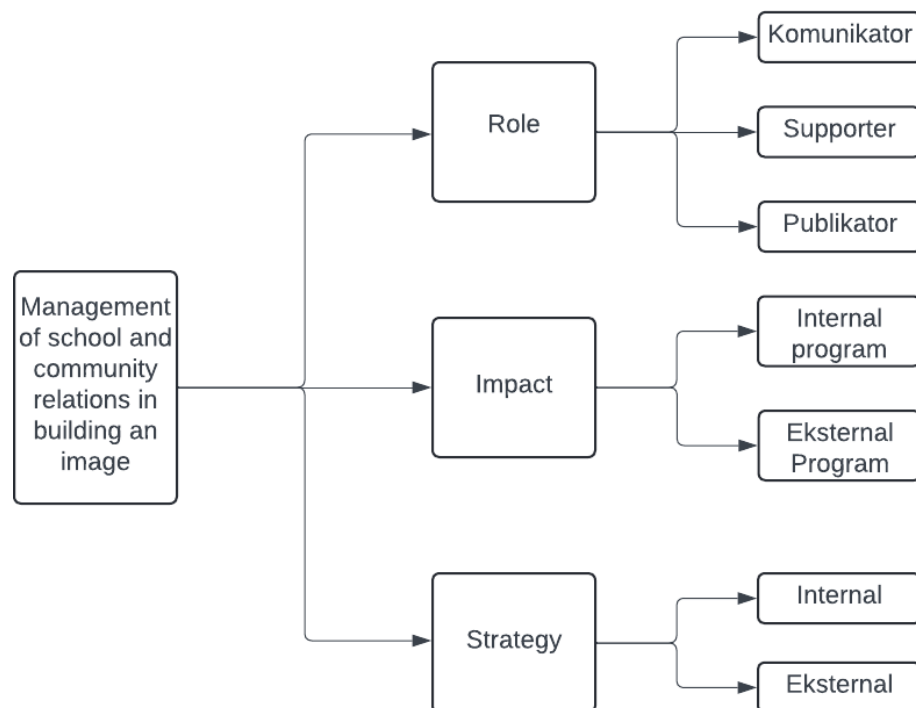


Figure 3.1. Overall Context Diagram Strengthening the Character Profile of Pancasila Students at The Moving Schools

Discussion

In this section, we will analyze the results of the previous segment, to find out more about the management of school and community relations in building the image of SDN 1 Ratolindo which is currently the most favorite school in Tojo Una-Una Regency.

Based on the results of the research, school and community relations management at SDN 1 Ratolindo, that the school has succeeded in creating a good image, including various strategies carried out based on the results of discussions and joint disconnection

The management of school and community relations at SDN 1 Ratolindo has various strategies that have various impacts on the image of the school spread across the community. Strategy management is led directly by the principal, whereas SDN 1 Ratolindo, does not have a division of school and

community relations, and all teachers are involved under the command of the principal the highest leadership in the school.

This harmonious relationship between schools and students' parents is increasingly realized and understood how important education is for children. Therefore, this relationship must continue to be fostered properly and the management of school relations with parents must be implemented and have good management so that it can run optimally. Management is a systematic process that must be carried out properly, starting from planning, organizing, directing, and controlling (Yulianti, 2016). Management is a way of managing an organization to achieve the desired goals so that it is easier to achieve. Therefore, establishing a relationship between the school and the parents of management students is very necessary. In creating good school management, management is needed to improve the quality of education, which includes planning, funding, efficiency, and effectiveness in the implementation of the school system (Wardhana, 2007).

According to Juhji (2020) in the book *Education Management in Educational Institutions*, the role of school-community relations carried out includes the role of relationships, communicators, supporters, and publicists. The relationship between schools and the community has the function of building a management function and maintaining good and beneficial relationships between institutions or organizations and other communities that can influence the success or failure of the institution or organization itself (Ahid, 2018).

School institutions in realizing the ideals of education are closely related to the management of school relations with the community. The management of school-community relations is a communication activity between schools and the community by helping, tolerating each other, and giving each other so that a cooperative relationship that does not harm each other with various circles related to improving the quality of education (Mulyono, 2008: 208).

The role of the relationship carried out by SDN 1 Ratolindo has been carried out so that the school and the community have a good relationship, the creation of an atmosphere of mutual trust, cooperation, and tolerance. SDN 1 Ratolindo strives so that the various relationships carried out can create a good impression as well as comfort where each party can be given a positive impact, this is in accordance with Bertrand's opinion in the book written by Rahmat (2016) that the main function of school and community relations is to establish a good relationship between parents of students as users and educational institutions. It is hoped that the programs offered by educational institutions, both extracurricular (teaching and learning process, field trips, home visits, daily assessment activities, midterm assessments, end-of-semester assessments,

school exams, national exams) and extracurricular (scouts, paskibra, youth red cross, drum band, pencak silat, karate, science club, futsal, basketball, and so on) SDN 1 Ratolindo will receive support from the school community, as well as by the parents of students, both morally and financially.

SDN 1 Ratolindo has made an effort to build relationships that meet the expectations of education consumers. Then create good communication between students' parents and teachers in managing the information conveyed by the school through publications or reciprocal messages so that a positive image of students' parents towards this school is created. In addition, at SDN 1 Ratolindo, the involvement of parents is not only representative but whole, so that communication between parents and teachers is established smoothly. Then there is a lot of support in school management activities (school management) in an effort to achieve common goals through school committee partners running according to the wishes of the school and students' parents.

Mustari (2015) revealed that schools are from, by, and for society. The school program can run smoothly if it receives community support. Therefore, school leaders need to constantly foster a good relationship between the school and the community. Schools need to provide information to the community and parents of students about programs or activities that will be carried out by the school and inform them of what problems or obstacles are faced so that the community and parents of students can know and understand clearly the problems faced by the school. So that the community and parents of students can provide assistance or input regarding various problems faced. School is a place to get various knowledge for everyone. However, quality schools are difficult to realize, due to a poor school management system.

The school committee at SDN 1 Ratolindo is not only carried out at the beginning or end of the semester but the relationship between the school and the committee is established at all times both through direct contact and through social media communication so that the school and the committee can balance each other and position themselves in order to achieve the desired education. The relationship between the school and the community carried out by SDN 1 Ratolindo is not only that, but the school also identifies opinions, perspectives, or community responses to the school.

The opinions, perceptions, or responses of students' parents towards the school as an educational institution certainly cannot be separated from the role played by the school itself. Whether the school is able to create comfortable, quality, and/or quality school conditions or not. This opinion, perception, or response is identified by the school public relations (school representative, i.e. the deputy principal) which will later be brought at a monthly meeting with all

teachers in an effort to improve programs or activities that are not in line with the wishes of the parents of students. This is in line with Dalam Ahid (2018) stating that providing the best services and contributions, as well as useful thoughts to the chairman of the foundation as a manager in order to realize the common goals and ideals. SDN 1 Ratolindo in every meeting, both internal and external, involving the committee.

Cooperation built or established by the school with the student's parents requires good management or management. With the management of the relationship between the school and the parents of students, cooperation can be established well and directed, so that the goals that have been set can be achieved and implemented. Hidayatullah in Afrina Hariesa (2021) revealed that in the concept of the educational environment, we know three types of environments experienced by students at the same time, including the family environment, school, and the surrounding community. Therefore, schools need to communicate all policies and habits implemented at school to parents/guardians of students and the surrounding community.

Disseminating information on the success of educational institution programs, both extracurricular and extracurricular and/or academic and non-academic, to parents of students through WhatsApp group messages supported by their success data displayed on the websites of institutions, schools, journals, Facebook, Instagram, tik tok, and other mass media. This is done to increase the trust of students' parents in the school so that it can programmatically improve the quality of educational institutions. So from all the roles explained, SDN 1 Ratolindo has carried out its implementation in the field as a role of relationship, communicator, supporter, and publicator.

After the role of school and community relations is implemented, of course, the school is silent, with a well-created creation target. SDN 1 Ratolindo conducts various programs in building good relationships in order to create a positive image in the community, some of the programs implemented are in the form of internal and external programs.

School and community relations activities are arranged in the form of routine work programs and incidental work programs. Nasution in Depi, et al. (2018). Routine work programs are activities that are carried out daily continuously and chronologically, while incidental work programs are activities that are carried out in a certain period In addition, according to Purwanto (in Benty and Gunawan, 2015: 87) to carry out these programs, public relations management techniques are needed as a form of communication between schools and the community with the intention of increasing public understanding of educational needs and to encourage willingness and community cooperation

for school improvement. In increasing community participation in the implementation of education in schools, there are several techniques that can be used. These techniques include group meeting techniques, face-to-face techniques, observation and participation, and correspondence with various circles related to the implementation of education.

Internal programs carried out include teacher council meetings, completeness of infrastructure, teacher learning collaboration, teacher placement, student coaching, school website, and social media management. The external program consists of the general public as well as government agencies. Programs with the general public include regular posting of social media accounts, direct assistance to the community, involvement in school activities as well as blessing Fridays. Government agencies are as follows: BAZNAZ cooperation, the National Disaster Management Agency, the National Narcotics Agency, the Central Sulawesi Bank, UNTAD 2, health centers, the media (journalists), as well as the fisheries service.

These various programs are carried out in a structured manner chaired by school leaders, namely the principal, internal programs carried out in phase 1, namely teacher meetings, are carried out routinely every 2/3 times a month, depending on the needs of the school. The completeness of infrastructure facilities is carried out in order to support learning both in the classroom and outside the classroom. Teacher-learning collaboration, to make it easier for teachers to develop strategies and deliver material during class so that students can receive material optimally. Student coaching is carried out in order to improve human resources and also make achievements in bringing the good name of the school. This website and social media management is done in order to expose the achievements as well as activities held by the school.

After the internal program is implemented well, the results of the management in the school itself will be exposed to the wider community, not only there, but the school establishes relationships that involve the community both directly and indirectly, both in the form of cooperation, moral, and financial support.

The implementation of the right strategy through social media can increase the publicity of the school in front of stakeholders by instilling trust and building a positive reputation is a way to obtain a positive image. The success of the relationship between the school and the community in obtaining publicity can be obtained from a harmonious relationship with the media.

From the various strategies and programs that are carried out, of course, this will have an impact on the school and the outside community, the internal impacts consist of increasing trust among internal peers, increasingly conducive

relationships in schools, increasing the image of the school human resources, many school relationships, complete infrastructure, and easy access to coaching in schools. As for the external impacts: the school's branding is explained, the public interest is increasing, good competitiveness, the creation of student-parent satisfaction, the good image of the school, and the spread of positive information about the school in the community.

Conclusion

The management of school and community relations in building the image of SDN 1 Ratolindo, is carried out through roles and strategies that produce impacts both for the school and the wider community. The strategy carried out through the management of the principal in mobilizing the entire school community receives good support from internal and external parties. Internal strategies involve the entire school community and institutional strategies through activities that involve either directly or indirect the community. The support obtained by the school is not only from the ordinary community but also from government agencies, the good relationship between the school and the community facilitates the rise and survival of the school's image among the community.

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