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Implementation Of Public Relations Management Development At Boarding Schools In The Smart Society 5.0 Era

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Abstract

This study aims to describe the implementation and development of public relations management at the Zainul Hasan Genggong Islamic Boarding School in the era of smart society 5.0. The research method used is a case study. Which is located at Zainul Hasan Genggong Pajarakan Islamic Boarding School, Probolinggo. This study uses descriptive qualitative research, with its research methods, namely interviews, documentation, and observation. The results of the study show that public relations management at Zainul Hasan Genggong Islamic Boarding School is very influential. with a good management system in the form of planning, implementation, and evaluation. All programs can run as intended. The Public Relations Management of Zainul Hasan Genggong Islamic Boarding School has been kept up to date, which has also utilized information and communication technology, including the Web, Instagram, Twitter, Facebook, YouTube, and even TikTok. So that the management of public relations is very effective both in the implementation and the results obtained. Although several challenges and obstacles must be faced, all of them can be overcome with a good public relations management system to achieve a better image.

Keywords: Public Relations, Islamic Boarding Schools

Abstrak

Penelitian ini bertujuan untuk memaparkan implementasi dan pengembangan manajemen humas di Pondok Pesantren Zainul Hasan Genggong pada era smart society 5.0. Metode penelitian yang digunakan adalah studi kasus. Yang berlokasi di Pesantren Pondok Pesantren Zainul Hasan Genggong Pajarakan Probolinggo. Penelitian ini menggunakan penelitian kualitatif deskriptif, dengan metode penelitiannya yaitu wawancara, dokumentasi dan observasi. Hasil penelitian menunjukkan bahwa manajemen kehumasan di Pesantren Pondok Pesantren Zainul Hasan Genggong sangat berpengaruh. dengan sistem pengelolaan yang baik di dalamnya berupa perencanaan, pelaksanaan, dan evaluasi. Semua program dapat berjalan sesuai tujuan. Manajemen

Humas Pondok Pesantren Pondok Pesantren Zainul Hasan Genggong sudah mengikuti perkembangan zaman, yang mana pondok ini juga sudah memanfaatkan teknologi informasi dan komunikasi diantaranya, *Web, instagram, Twiter, facebook, youtube* bahkan *tiktok*. Sehingga manajemen humasnya terbilang sangat efektif baik dalam pelaksanaan maupun hasil yang diperoleh. Meskipun beberapa tantangan dan hambatan yang harus dihadapi, semuanya dapat diatasi dengan sistem manajemen humas yang baik untuk mencapai citra yang lebih baik.

Kata Kunci: Humas, Pondok Pesantren

Introduction

Islamic boarding schools are the first Islamic educational institutions in Indonesia and are the "fathers" of Islamic education in Indonesia¹, were founded because of the demands and needs of the times, this can be seen from the history, that pesantren was born out of awareness of the obligation of Islamic da'wah, namely spreading and developing Islamic teachings, as well as producing cadres of scholars and preachers.

Islamic boarding schools have succeeded in making themselves the center of the Islamic development movement. It is the pesantren institutions that most determine the Islamic character of the Islamic kingdoms, and play the most important role in the spread of Islam in Indonesia.² At that time, pesantren had an important message as a center for the spread and socialization of the Islamic religion, so the process of spreading Islam developed so rapidly, both in the city center and in rural communities.

In this modern era, the role of public relations in Islamic boarding schools

is not just dealing with correspondence, but also playing an active role in developing people's lives, especially in matters of religious morality. Islamic boarding school public relations is the spearhead of Islamic boarding schools in the community, they must bring positive changes in the community so that the understanding of Islamic teachings in Islamic boarding schools is in line with the understanding in society.

Public Relations or often referred to as Public Relations is an activity or planned business involving good intentions, sympathy, and mutual understanding to gain recognition, acceptance, and public support through communication or other means including the mass media to achieve mutual benefit and agreement. The term public relations was first put forward by the president of the United States, namely Thomas Jefferson in 1807. However, what was meant at that time by the term public relations was associated with foreign relations.³

The existence of public relations in a public organization is important as a bridge between the organization and the community.⁴ The two mutually form and maintain good and mutually beneficial interactions (mutualism). The success of public relations is determined by how the forms of interaction are carried out in maintaining the relationship. According to Chotimah, Islamic education without community relations cannot develop properly.⁵ This shows that the existence of community relations in an educational institution is very important. However, in several educational institutions, it appears that the role of public relations has not been optimal in interacting to build a good image.

Good public relations will form a positive image of an organization and will be an important selling point to the public. Muchtar and Herdiana stated that an image is an idea, notion, belief, and impression captured by an individual towards an object.⁶ In simple terms, all forms of someone's impression of something can occur if there is proper stimulus delivery. This implies that in carrying out the process of stimulus Messages must use elegant techniques or methods so that they are conveyed properly and effectively to create a positive image in the public. However, the fact is that in some organizations the delivery of messages seems to be disoriented without clear goals

so that ideas or ideas that should be absorbed by the public become biased. This is possible because the role of public relations has not been optimal in establishing good communication and interaction with the public.

According to Fitzpatrick, communication is described as the lifeblood of life, as one of the expressions of a character, nature, or even the nature of individuals to interact with each other, identify themselves, and collaborate.⁷ In connection with the communication built by public relations in creating a positive image of Islamic boarding schools, it is something that must be developed so that Islamic educational institutions in the eyes of society get a good image. The image associated with Islamic educational institutions, especially Islamic boarding schools, will be formed due to the existence of public trust through reciprocal interactions between the audience and the institution. Therefore, the implementation of positive image building in Islamic boarding schools cannot be separated from public opinion.

The image of Islamic boarding schools is built from an identity, characteristics, or characteristics possessed by Islamic boarding schools, both physical and non-physical, so that they become their characteristics for Islamic boarding schools.

⁸ In short, an image is a person's belief and

view of something. In addition, Sutrisno, also stated that the image is the impression of the mind of the individual or group in total on an object.⁹ Thus, to build and improve a good image, precise strategies, and steps are needed for members of an organization. Related to Islamic boarding schools as Islamic educational institution that carries out religious education, it is necessary to carry out the role of public relations to create a positive image.

To improve the positive image of an institution, optimizing the role of public relations must be carried out in a planned, programmed, and directed manner through public relations management. This is important for an institution or organization because it acts as a bridge for communication between parties, both between the institution itself and between the institution and the community. Eddie Jaya et al. cite Lundgren's opinion that decision-making in an organization based on knowledge and understanding that is interrelated with all elements of the organization is a major strength of management organization.¹⁰ Therefore, being in public relations as the front guard in conveying Islamic boarding schools' messages to the community is a necessity that must be optimized.

The existence of public relations is important for an organization. According to

Sukoco, the function of public relations is involved in the implementation, coaching, socialization, and promotion activities.¹¹ Functions are important because they synergize in achieving organizational goals. In Islamic educational institutions, especially Islamic boarding schools, the position of public relations should be a serious concern for institutions because it has an impact on building a positive image of Islamic boarding schools. However, limited human resources are the cause of the failure to optimize the role of public relations in creating the goals of the institution. Yet according to Pamungkas and Setiawan, if it is done well it will become a powerful tool for improving education in Islamic boarding schools.¹² In this context, the image of Islamic boarding schools is attached to the institution itself, especially at Zainul Hasan Genggong Pajarakan Probolinggo Islamic Boarding School in building and enhancing the image of the institution.

Based on the description of the problems above, this study aims to describe the Implementation and Development of Public Relations at Zainul Hasan Genggong Pajarakan Islamic Boarding School, Probolinggo.

Method

The method used in this study is a qualitative method, which this method is

more fundamental to the phenomenological nature that prioritizes appreciation. This qualitative method seeks to understand and interpret the meaning of an interaction event of human behavior in certain situations according to the researcher's perspective.¹³ Qualitative research aims to understand the object directly studied. The qualitative research method is research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are emphasized in qualitative research. This research method uses data collection techniques including observation techniques, interview techniques, and documentation techniques.¹⁴

Results and Discussion

The establishment of Zainul Hasan Islamic Boarding School since its inception was known as the Genggong Islamic Boarding School which was founded by KH. Zainul Abidin in 1839 M / 1250 H. Which is located in the village of Karangbong, Pajarakan District, Probolinggo Regency. The motivation of the founder of the Islamic Boarding School is a noble and noble ideal based on scientific responsibility after seeing the reality of a society that is still illiterate and its people are known to the common people who are completely ignorant of religious knowledge. -religious values such as committing grave sins against Allah SWT, acts of shirk,

adultery, violent behavior among others by seizing other people's property rights and persecution of others as well as acts of gambling committed by society every day.

Departing from the basic premise that is based on the reality of people's behavior, then KH. Zainul Abidin, he is of maghrobi descent and an alumnus of the Sidoresmo Islamic boarding school in Surabaya feels called by his soul to put the knowledge he has learned into practice which is then used as a basis for fighting by spreading religious knowledge both in the form of recitations and conveyed through institutions in the form of Genggong Islamic Boarding School institutions and the word "Genggong" comes from a flower which grows around the pesantren and the flowers are used by the community for men and circumcision makeup. The change in the name of the pesantren was initiated by the leadership of KH. Hasan Saifourridzall with the intent and purpose of wanting to perpetuate the two names of the previous founders of the pesantren with the following chronology

The name Pondok Genggong has been immortalized since the leadership of KH. Zainul Abidin to the leadership of KH. Moh. Hasan from 1839 to 1952 M (113 years). During the leadership of KH. Hasan Saifourridzall in 1952 the Genggong Islamic Boarding School was replaced with the

name Genggong Islamic Student Dormitory "APIG" which was based on the higher interest of the learning community at the Islamic Boarding School, this can be seen from the number of students, the graph increased and the name was enshrined since 1952 AD Until with 1959 M. (7 years).

During the leadership of KH. Hasan Saifourridzall also had the idea to perpetuate the two founders of the pesantren, namely KH. Zainul Abidin and KH. Mohammad Hasan, to be precise, on 1 Muharram 1379 H. / 19 July 1959 M, set the name of the Islamic Boarding School originally named Genggong Islamic Student Dormitory to become Zainul Hasan Genggong Islamic Boarding School, the name of the Islamic boarding school enshrined the two founders of the pesantren. Zainul Hasan Genggong Pajarakan Islamic Boarding School, Probolinggo, it was found that the public relations management process at the Zainul Hasan Islamic Boarding School starts from the planning, implementation, and evaluation processes. This is following Fayol's opinion in his book that management functions include planning, organizing, commanding, coordinating, and controlling.¹⁵ Thus, the implementation of public relations management at the Islamic boarding school is in line with its function. Further discussion regarding the three implementations of public relations

management is discussed in the discussion in the next paragraph.

Planning

Planning carried out by the Zainul Hasan Genggong Islamic Boarding School was made so that all actions taken were directed and focused on the goals to be achieved. This is in line with the theory put forward by Qoimah that planning is the main function of management whose all actions lead to the goals to be achieved¹⁶. According to Marno and Triyo that in public relations management, planning is the first step that needs to be done for every business to improve the image of Islamic boarding schools. Because the implementation of an activity will experience difficulties in achieving goals without planning. These difficulties can be in the form of deviations from the goal or there is a waste of capital that fails all activities to achieve a goal. Planning is always related to the future and the future is always uncertain, many factors are changing rapidly. Without planning, Islamic boarding schools will lose opportunities and cannot answer questions about what will be achieved and how to achieve it¹⁷.

Zainul Hasan Islamic boarding school is based on the scope of work and the objectives of the public relations program. Therefore it is important to pay

attention to the scope of public relations work because the scope of public relations work is the most important and routine unit of work or activity carried out by members of an organization which provides an overview of the scope or complexity of positions or organizations to achieve certain goals.¹⁸ An understanding of the scope of public relations work will determine the direction of the planned public relations work program.

The public relations management planning process at the Zainul Hasan Islamic Boarding School is held once a year by making a work program and presenting it at the Islamic boarding school's annual meeting. In this meeting, all members of the Islamic boarding school were involved so that they could find out and cooperate in realizing the goal of improving the image of the Islamic boarding school. In addition, in the planning process, in addition to the cottage and unit stakeholders, alumni and the community are also involved in the process. they will be invited to discuss this in a meeting held at the end of each semester. This involvement in strategic meetings held by Islamic boarding schools is following the role of public relations, where the role is to bridge and facilitate a good communication in building a good image and image.

According to Dozieret, public relations is tasked with assisting marketing through media publications by mixing them with advertisements to support the desired communication program.¹⁹ Referring to this opinion is illustrated that there is community involvement in building a positive image of Islamic boarding schools, especially at the Zainul Hasan Islamic Boarding School. The same thing was also conveyed by Grunig that public relations work to develop the image or image of the organization. Thus, public relations of Islamic boarding schools as image makers that assist institutions in controlling society in the form of a positive image among the public.

Zainul Hasan Genggong Islamic Boarding School's public relations work program is handled directly by the head of the Islamic boarding school's public relations field who plays a role in the internal environment of the Islamic boarding school including teachers, staff, employees, and students. In addition, the head of public relations also has to play a role in the external environment of the cottage pesantren with the target community in general. This is in line with what was mentioned by Linggar Anggoro that the target of public relations is the internal public (internal public) and external public (external public).²⁰

The preparation of a public relations work program must have a clear direction as to the purpose of an activity to be addressed. This is a basic consideration in the formation of a program that will be executed. Therefore, the purpose of the planned work program is in general so that the programs that will be implemented later can run well and are right on target and the Islamic boarding schools are more optimal, and effective in each of their programs. So that this can create a good impression in the eyes of the public. Specifically, the planning of the Zainul Hasan Genggong Islamic Boarding School public relations program aims solely to preach and spread Islam to the community and motivate people to send their children to Islamic boarding schools.

The implementation of the role of public relations cannot be separated from the role and participation of Islamic boarding school leaders as leaders in the institutions they develop. In Hakiki's opinion, the leadership of a Kyai is seen as capable of building an image or a positive image concerning society²¹. That is, the success of building a public relations role is driven by the existence of effective leadership. According to Antonakis, leadership is also a process of influence that exists between a person and society²². Leadership involvement in extraordinary behavior and can display a substantial level

of expertise, better known as charisma. The charisma that has been formed by a Kyai has played a central role in the theory of leadership. Naturally, society will attribute charisma to a leader when the leader exhibits extraordinary behavior.²³

Kyai is the central figure of every Islamic Boarding School. The central figure of the Kyai is not only because of the knowledge he has, but the Kyai is the founder, owner, and administrator of the pesantren. The kyai's struggle is not limited to knowledge, energy, time, land, and other materials, but all are given to the advancement of Islamic teachings²⁴. In addition, pesantren are seen as charismatic by the community and the role of the kyai can also be agents of change in society in the process of social change. Based on the explanation of the role and whereabouts of the Kyai, it can be said that the Kyai plays a role in the resilience of the pesantren, besides having a high contribution to social change in society. On the other hand, in several Islamic boarding schools, Kyai also acts as a figure who plays the role of public relations.

Based on the results of the research, shows that the planning carried out by the Zainul Hasan Genggong Islamic Boarding School has met planning standards. so that with careful planning children have a positive impact on the implementation of

work programs. In the end, planning is the main requirement and the most important element for any program of activities in educational institutions, especially in the field of public relations, without good planning, the implementation of activities will experience difficulties and even failure in achieving the desired goals.

Implementation

The process of implementing or executing the public relations work program at the Zainul Hasan Islamic boarding school is inseparable from the planning that has been made. Planning that has been made by public relations management at Islamic boarding schools must be implemented or carried out to achieve the goals that have been set. This is in line with the theory put forward by Terry that Implementation is an action to make sure that all group members achieve goals, according to a predetermined plan²⁵.

Sulistiyorini also explained that implementation is an effort made by someone to provide understanding to other people so that he wants to support and work voluntarily in achieving organizational or institutional goals that have been adapted to the work he has done. The implementation aims to encourage members of the organization to be able to carry out the tasks assigned to them properly²⁶.

Zainul Hasan Islamic Boarding School was carried out quite well. The public relations department (PR) always involves all existing elements to realize the plans that have been planned and utilize social media to boost popularity as a means of publication and information on activities at Islamic boarding schools. The activities carried out also involve the surrounding community in various social activities that are very useful, such as weekly recitations, and even empowering the surrounding community to take part in Islamic boarding schools through large activities held by Islamic boarding schools. This is in line with the theory put forward by George R. Terry and Leslie W. Rue that implementation means stimulating group members to carry out tasks with enthusiasm and goodwill²⁷. and it needs to be an outline, this Zainul Hasan Islamic Boarding School in carrying out activities with enthusiasm, the community is present and helps activities come by itself and with the sincerity of the community itself, especially the guardians of students or guardians of students.

Implementation means moving people to want to work independently or with awareness together to achieve the desired goals effectively. During the implementation process, not only focusing on the publication of activities carried out using existing media but the public relations

department also communicates regarding the quality of education to the board of teachers (asatidz) so that the image of the Zainul Hasan Islamic Boarding School institution is maintained and produces students and alumni quality. The successful implementation of improving the image of this Islamic boarding school cannot be separated from communication. Communication is an important key for public relations to improve the image of Islamic boarding schools. This is in line with the opinion of Dozieret which states that the existence of two-way communication between public relations and the public is important in building the public interest.²⁸

With the active participation of community relations, a harmonious relationship is formed between the Islamic boarding school and the community. Therefore, the existence of public relations is an important milestone in various activities carried out by Islamic boarding schools so that all program activities that take place are published so that the public can see and benefit from these publications. Finally, with good interaction between the public relations of the Islamic boarding school and the community, a positive image of Islamic education institutions is created, especially at Zainul Hasan Islamic Boarding School. This success shows the role of public relations. According to Brammeret,

optimizing the role of public relations in an organization is supported by the function and organizational structure as part of top management.²⁹

Public relations at the Zainul Hasan Islamic boarding school are considered to be very good, this is evidenced by the enthusiasm of alumni and the community who always help and disseminate information related to this Islamic boarding school in addition to using existing social media. Then it was reaffirmed that the Zainul Hasan Islamic Boarding School has never looked for students, meaning that those who are engaged in seeking or promoting this Islamic boarding school are institutional units that are under the auspices of the Zainul Hasan Islamic Boarding School and are assisted by the local community and alumni. As well as an effort to improve the quality of Islamic boarding school students, Zainul Hasan also collaborates with various agencies both regional, national, and international.

In principle, internal Islamic boarding school public relations activities aim to provide an explanation of the policies for the implementation and development of Islamic boarding schools, accommodate suggestions and opinions of Islamic boarding school residents related to the development and development of Islamic boarding schools, maintain harmonious

relationships to create cooperation between Islamic boarding school residents³⁰. Therefore, in improving the image of Islamic boarding schools, the public relations of Islamic boarding schools Zainul Hasan Genggong utilizes information and communication technology in the public relations program.

Zainul Hasan Genggong Islamic Boarding School in developing public relations has also implemented the use of information technology media, this is evidenced by the existence of several social media and websites for information throughout, making it easier for the public to access information related to the Islamic boarding school. In this case, the Zainul Hasan Islamic Boarding School has several accounts among them

1. Website:

<https://www.pzhgenggong.or.id/>

2. Instagram

a. Pzh Genggong

<https://instagram.com/pzhgenggong?igshid=MDM4ZDc5MmU>

b. Genggong Nusantara

<https://instagram.com/genggong.nusantara?igshid=MDM4ZDc5MmU>

3. Facebook

a. Pzh Genggong

<https://www.facebook.com/pzhgenggong/?mibextid=RUBZ1f&ti=as>

b. Genggong Nusantara

<https://www.facebook.com/genggong.nusantara?mibextid=ZbWKwL>

4. YouTube

a. Pzh Genggong:

<https://youtube.com/@pzhgenggong>

b. Genggong Nusantara:

<https://youtube.com/@genggongnusantara7610>

5. Tiktok:

https://www.tiktok.com/@pzhgenggong?_t=8YAu4ONODGz&_r=1

6. Twitter

<https://twitter.com/pzhgenggong?t=OUm2x2lMaKpuzmnYIIuHWg&s=08>

Zainul Hasan Genggong Islamic Boarding School in developing the quality of education through one of them, namely by building an image in the community, this is evidenced by participating in holding and making event activities that involve the community. unknowingly every time the haul activities and also hafiah Akhirussanah the enthusiasm of the people who attend and help is very much. In addition, the

pesantren also organizes activities in the form of weekly studies or Sunday morning routines or known as the *Majlis Taklim Al-Ahadi Genggong* which is carried out every Sunday morning and is attended by the surrounding community and is open to the public. And also held several *mejlises* such as *majlis halaqah fiqh*. The Zainul Hasan Islamic Boarding School also holds activities in the form of competitions involving students and the general public such as the *Genggong Go green carnival* which is the largest go green activity in Indonesia based on Islamic boarding schools apart from fun cycling activities also provides various kinds of prizes, activities for planting 1000 trees and trash 10 blessings as well as competitions photography.

Public relations at an Islamic boarding school is a facility for communication activities between the Islamic boarding school and its public, especially with the external public. The role of public relations in establishing cooperation between institutions must also pay attention to several factors in establishing communication both from the delivery and vice versa how we can properly receive information or messages from outside that we get. The background to the formation of public relations at the Zainul Hasan Islamic Boarding School aims to be that this Islamic boarding school can

provide information to the public and that Islamic boarding schools also need good cooperation with internal and external parties as a means of connecting and communicating.

The role of public relations at Islamic boarding schools is urgently needed to build a positive image between educational institutions. Ruslan Relationship, meaning the role of public relations in building a positive relationship between the institution it represents and the external public. Also, seeks to create mutual understanding, trust, support, cooperation, and tolerance between the two parties ³¹ In Ruslan's explanation above, it is stated that the role of public relations is a function of establishing a relationship (can also be interpreted as a relationship) between an organization or institution and its public in establishing a form of partnership or cooperation.

This is what is implemented by the Zainul Hasan Islamic Boarding School. In maintaining existence and improving the quality of education, Islamic boarding schools collaborate with several institutions. Collaboration is carried out by establishing good communication to create mutual understanding and trust. The collaboration carried out by the Zainul Hasan Islamic Boarding School also has an impact on improving the facilities and infrastructure of

Islamic boarding schools so that it supports the quality of education at Islamic boarding schools. Therefore, the existence of this collaboration has a positive impact on the relationship between the Islamic boarding school and the institutions it is woven into, which increases the positive image of the Zainul Hasan Islamic Boarding School.

Evaluation

In every implementation of educational programs and public relations work programs, of course, not everything runs smoothly. Many obstacles will be faced, especially in the process of implementing the program. Therefore, to find out if the implementation of the program is going well or experiencing problems, one stage is needed, namely evaluation. Evaluation is used as a tool to measure an activity carried out and whether it is successful or not. It is said to be successful if the activity can achieve the goals that have been planned before. This evaluation activity is a self-reflection to find out the obstacles faced so that it becomes better in the future and becomes a recommendation for carrying out further activities

Zainul Hasan Islamic Boarding School consists of two stages, namely directly and once a month. This evaluation process also involves all of the cottage and unit stakeholders as well as involving several

members of the community and alumni who are held at a foundation meeting which is held once a semester. This evaluation process emphasizes improvements in the process of implementing the activities of the work program that has been made. This evaluation is overall to achieve the objectives of the implementation according to the desired target. This is in line with the theory stated by Tamam that evaluation is the last stage after the research, planning, and activity stages carried out by an organization³². Evaluation in educational institutions is very important because it relates to the development, progress, or decline of a program. Then regular meetings are held by each unit and field in each sector once a month

Conclusion

Public relations management at the Zainul Hasan Genggong Islamic Boarding School is very influential in improving the image of the pesantren. With a management system in the form of good planning, implementation, and evaluation, all programs can run according to their initial objectives. By utilizing technology in the era of smart society 5.0, the public relations manager at the Zainul Hasan Genggong Islamic Boarding School is very effective both in implementation and in the results obtained. Although several challenges and obstacles must be faced, all of these can be

overcome with a good public relations management system to achieve a good image. This research suggests that Islamic boarding schools can improve the management of public relations to improve the image of Islamic boarding schools.

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