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## IMPLEMENTATION OF PUBLIC RELATIONS MANAGEMENT IN INCREASING PARENT PARTICIPATION IN PRIMARY SCHOOLS

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### Abstract

Public relations management in increasing the participation of student parents is one way of fostering and developing harmonious relationships between schools and school parents in establishing close relationships with school parents. The role and activities of good internal and external relations determine the success of an educational institution in achieving its mission and goals. This research uses a qualitative approach to present, analyze, and interpret to solve existing problems based on data. This qualitative method seeks to understand and interpret the meaning of an event involving human behavior in certain situations according to the researcher's perspective. The research results show that public relations management wants to improve the participation of the parents of students with the factors that influence it, namely the type of age class and the parents' livelihood. The steps taken to increase the participation of the parents of students are the first planning stage, which is how the school prepares the school activity program. The second stage is the implementation, which must be done by establishing good communication. The third stage, namely evaluation, aims to increase guardian participation.

**Keywords:** Public Relations Management; Guardian Participation; Elementary School.

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### Introduction

Development knowledge is primarily determined by development in this world of education, which has a very strategic role in determining the direction of forward and backward quality education (Sayuti, 2022). As is known from year to year, one problem always faced in the world of education is still low-quality education (Usman, 2014). So from that, education was held in place for repair and improved quality education towards being taller (Wibowo & Subhan, 2020).

A school or madrasa is an organization with some helpful power to deliver students/or participants toward the objectives or ambitions they are expected to achieve (Rusmini et al., 2023). Every institution or agency anywhere, including institutions of education, owns and implements procession activity public relations (Rais, 2019). Activities performed to give information and information in frame create A clear understanding to the audience regarding functions and tasks carried out by public relations management Alone (Irmawan & Roesminingsih, nd). However, until now, there are still practitioners of public relations management from educational institutions operating tasks late due to hindering various problems in performance. For one, that is the minimum role of public relations management alone in maximizing duties and authority.

In an attempt to intertwine good communication between parents and school. Need to do management connection school with the community (public relations) with Good. Public relations management must be understood as suite-related management with an activity intertwined with the connection between the institution of education and the community (parents and students) to support the learning process of teaching at the institution of education (Werdiningsih, 2020).

The primary public relations objective of a publicist is to get a positive image from the target public, apart from creating, it also maintains and improves the image so that it doesn't decrease or become harmful in matter Public relations management is things that must be done for the image institution Can Keep going awake and constantly intertwine connection Good institution with public the target (Gista, 2023).

School connections with the public are formed from a connection between party schools and the community (Rahmat, 2021). The connection between schools and the public covers the connection between schools and others, schools and the government, and schools and society in general (Rahmat, 2021).

### **Research methods**

Methods used in research This method is qualitative in nature and descriptive. It is a research effort presenting, analyzing, and interpreting data to solve existing problems based on data. Qualitative method This tries to understand and interpret the meaning of something incident interaction Act in-demand man in a situation-specific according to the perspective of the researcher Alone. Qualitative study aims to understand the object under study in a direct way. Research methods are naturally descriptive and tend to use analysis.

Qualitative research is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. In this approach, the researcher creates a complex picture, examines words, reports detailed views of respondents, and conducts studies in natural situations.

According to Jane Richie, qualitative research is an effort to present the social world, and its perspective on the world, in terms of concepts, behavior, perceptions and issues about the humans being studied.

In research, the qualitative instrument is the researcher's work setting research focus, choosing an informant as a data source, conducting data collection, assessing data quality, data analysis, interpreting data, and creating a conclusion based on his findings. Primary data sources, such as interviews, results observations, and documents written on the research object, and secondary data such as books, archives, or document-related officials, were used in the discussion study.

### **Results and Discussion**

#### **a. Public Relations Management**

According to George R Terry, quoted by Mulyono, management is a typical process that consists of actions: *planning, organizing*, actuating, controlling, and also evaluation carried out To determine as well as reach targets that have been set through utilization source Power people and other resources (Titi, 2022).

According to Sapre, quoted by Husaini Usman, management is a series of directed activities For the use of source Power organizations in a way that effective and efficient frame reaches the organization (Azmi, 2022).

Management is a continuous process that charges abilities and skills owned explicitly by someone to do something activity. An individual or other people will coordinate and use all sources to achieve an organization's objectives in a productive, effective, and efficient way (Ismawanti, 2021).

According to Ruslan, public relations management is an internal process that handles planning, organizing, communicating, and proper coordination of serious and rational in an effort to achieve objectives together from an organization or the institution he represents (Alifiah & Roesminingsih, 2018).

According to Wahjosumidjo, public relations management is a development process connecting institutional education with purposeful society, Possible parents and area residents participate in active and meaningful activity education at school. Public relations management is reciprocal two-way communication between the organization and the public within a support function and purpose management with increased coaching cooperation and fulfillment of mutual interests (Sanjaya, 2019).

**b. Objectives of Public Relations Management**

By general connection to school and community, the desired goal is to enhance the quality of education. As for some objectives of public relations management, among others, as follows:

- a. In order to improve quality learning and growth, participants are educated.
- b. Play a role in understanding the needs of society at the same time, pressure moment now.
- c. It helps develop school programs that are more advanced and beyond grounded in order to be felt directly by the community as user service education.

**c. Public Relations Management Function**

Related to the function of public relations management, Nasution Zulkarnain formulated the functions of public relations management as follows:

- a. As an internal mediator, convey communication in a way directly (via media) to leader institutions and the internal public (teachers, employees, and students)
- b. Support and support related activities with published educational institutions.
- c. Create a positive image for his educational institution.

From the definition above, public relations management functions as an internal media bridge between schools and society in the future school as an institution of social services organized and owned by the community.

**d. The Role of Public Relations Management**

A number of roles in public relations management, among others, as follows:

- a. We are building harmonious connections to the internal public as well as external.
- b. Building two-way communication to the public by spreading messages.
- c. Share policies that have been determined.

The role of public relations management is to deliver all information about the organization to the public or track communication, understanding, acceptance, and cooperation between educational units and society (parents).

**a. Understanding Parental Participation**

Dr. Made Speech states that participation is involvement with someone or some insider activity. He has mental and emotional involvement as well as a physique in using all the abilities he has (takes the initiative) in everything that is done and supports achievement goals and responsibilities answers on all engagement. So participation involvement starts from physical, mental, and emotional levels to support the achievement of school institution objectives.

The student's guardian is a group inhabitant of the governmental Indonesian state with attention and role in the field of education (Astawa, 2017). The student's guardian is a group of people who interact in a continuous way so that there is a patterned and organized social relationship.

According to Cohen and Uphoff, as quoted by Siti Irene Astuti Dwiningrum, participation is differentiated into four categories:

- a. Participation in making decisions. Participation in inner teacher decision-making. This is especially related to determining alternatives with parents and agreeing on various ideas and interests.
- b. Participation in implementation. Participation in inner teacher program implementation is advanced from plans that had been agreed upon before to achieve the objective.
- c. Participation in taking benefits. Participation This is neither free from quality nor quantity from results implementation of the program is possibly achieved
- d. Participation in evaluation. Participation in inner teacher evaluation This is related to program implementation problems. It is essential to know if the implementation of the program has been in accordance with the established plan or if there is deviation.

**b. Participation Objectives Student Guardian**

Participation objectives for the student's parents are:

- a. Introducing the Importance of school for students Guardian

- b. Get moral support and assistance as well as financial requirements for school
- c. Give information to parents about the content and implementation of school programs
- d. Enrich and expand school programs in accordance with the development and needs of student Guardians.
- e. Develop more tight cooperation between family and school in educating children.

**c. Influencing factors Participation Student Guardian**

According to Rodliyah, influencing factors participation of the student's parents are:

a. Gender

Participation provided by a man will be different from that provided by a woman. This matter is caused because the system coating social formation in the students' parents differentiates positions and degrees between men and women, giving rise to differences in rights and obligations.

b. Age

The size level of income will give opportunities for a role that is bigger for parents as well. Income level: This influences the ability of parents to participate in funding schools and investing in the school's progress.

c. Livelihood

The type of work someone will determine the level of income and influence time, free someone who can use for participation, for example, attending meetings held by the school to talk about school program plans to start from short period, medium until long period. Apart from that, it also influences the ability of guardians of students, especially parents, to bear the cost of education for children.

**d. Steps activity in increasing student participation Guardian.**

Activity connection public with school can be interpreted as a Suite activity organization or partner Work in the frame makes the education and teaching process successful targets, as appropriate to society's needs and ultimately can increase public participation, especially parents or parents at school activities for building the school's image. Steps to enhance parent participation have three stages: planning, implementation, and evaluation.

a. Stage planning

Stage public relations planning is carried out in a systematic way by the party school before the activity is held. Planning is defined as a selection process that connects knowledge, facts, imagination, and assumptions about the future to visualize and formulate desired results for necessary activities. A planning process should be done to support the results of implementing maximum school activity; planning is also necessary as initial capital public relations activities become more directed.

b. Stage implementation

Stage implementation to various possible activities carried out by the school to increase participation of guardians of students in school programs who must do a number of activities like communication to student Guardian.

c. Stage evaluation

Stage evaluation activities that have an objective for evaluating the level of achievement objective. Evaluation results can be used as one of the considerations in making decisions. Stage evaluation has the objective of increasing the participation of student guardians.

**Conclusion**

Management is a continuous process that charges abilities and skills specifically owned by someone to do something activity in an individual or with other people with coordination and use of all sources to achieve an objective organization in a productive, effective, and efficient way. Public relations management is planning something business activity to establish and build understanding between an organization and support the public through communications and other means to achieve expedition and agreement. The goals, functions, and roles of public relations

management are to increase quality learning, as a mediator in conveying communication in a direct way, and build connections with the internal and external public.

Public relations management in increasing the participation of student parents is one way of fostering and developing harmonious relationships between schools and school parents in establishing close relationships with school parents. The role and activities of good internal and external relations determine the success of an educational institution in achieving its mission and goals.

In the implementation of public relations, management must exist participation from parents; participation is involvement in someone in a situation, Good mental and physical thoughts, or the emotions and feelings that drive it to give a donation business to achieve goals that have been determined and followed by a responsible answer to activity achiever objectives. The purpose is participation of parents, namely to develop more cooperation between family and school to educate children. Required steps applied to increase parents' participation, namely with three first stage planning, how? School prepares school programs/activities. Stage two is mandatory implementation, which is done by intertwining good communication. The third stage is purposeful evaluation for enhanced participation of student Guardians.

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