

Public Relations in an Islamic Perspective; Implementation Study at Madrasah

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Manajemen hubungan madrasah dengan masyarakat merupakan rancangan rangkaian kegiatan untuk menciptakan hubungan harmonis antara lembaga formal dan masyarakat melalui organisasi yang berlangsung secara kesinambungan dan saling mendukung untuk tujuan dan kebutuhan bersama. Hal ini disebabkan sekolah sebagai lembaga sosial yang diselenggarakan dan dimiliki oleh masyarakat, harus memenuhi kebutuhan masyarakatnya. Masyarakat merupakan sekelompok individu yang membutuhkan pendidikan, sehingga berasal dari kebutuhan tersebut maka masyarakat menyelenggarakan pendidikan itu. Berasal dari sinilah keduanya memiliki kepentingan yang saling berkaitan, yaitu dapat dikatakan bahwa sekolah sebagai lembaga formal berperan dan mendapat kepercayaan untuk mendidik, melatih dan membekali generasi muda guna masa depannya sedangkan masyarakat berperan sebagai implikasi dari pendidikan tersebut. Tujuan diadakannya manajemen hubungan masyarakat diantaranya adalah sebagai sarana penentuan sumber dan kebutuhan belajar, tersedianya tempat-tempat penelitian, pemenuhan sarana dan prasarana, pemenuhan sumber dana dan daya manusia yang terungkap dalam cipta, rasa, karsa, dan karyanya. Dalam naskah ini akan di bahas bagaimana manajemen hubungan masyarakat dalam perspektif Islam.

Kata Kunci: *Manajemen, Madrasah dan Masyarakat*

INTRODUCTION

Basically the management of education is very important because the work is heavy and difficult so it requires the division of tasks, work and responsibility.¹ The division of tasks in

the management of education is manifested as an education management. From here, management education is defined as the science of managing educational resources to create an atmosphere of learning and learning process so that learners can develop their potential that is needed

¹ Bambang Ismaya, *Pengelolaan Pendidikan* (Bandung: PT. Refika Aditama, 2015), 1.

him, society, nation and state.² A good educational management will improve the outcomes of all potentials owned through school institutions.

Schools as social institutions organized and owned by the community, must meet the needs of the community. Schools have a legal and moral obligation to always provide information to the community about its goals, programs, needs and circumstances and vice versa the school must know clearly what the needs, hopes and demands of society.³ The success of a school institution will be greatly influenced by its relationship with the community. Both have interrelated interests, which can be said that schools as formal institutions play a role and gain the confidence to educate, train and equip the young generation for their future while the community plays a role as an implication of that education.

Therefore, it can be said that the community is a group of individuals who need education so that comes from these needs then the community organizes the education. Without the community, a school institution can not play well because it can not meet the needs and goals of the community. This reminds us that society is part of a great system of society.

Based on the above facts, it is important that the management of school and community relationships so that as a formal institution (school) can be done in accordance with the needs of the community. Therefore, here the author seeks to peel on the relationship management school and community (PR) in school.

School Relations with Society (PR)

The term public relations (public relations) first put forward by the United States President is Thomas Jeferson in 1807. But at that time with the term Public Relations is associated with Foreign Relations.⁴ The dictionary published by the Institute of Public Relations (IPR), a leading public relations institution in Britain and Europe, published in November 1987, explains that public relations is a series of activities organized in such a way as a series of campaigns or integrated programs and they are continuous and regular.⁵

Ibnoe Syamsi in Suryosubroto also suggested the definition of public relations is an organization's activities to create a harmonious relationship with the community so that they support it

² Daryanto dan M. Farid, *Konsep Dasar Manajemen Pendidikan di Sekolah* (Yogyakarta: Gava Media, 2013), 1.

³ Bambang Ismaya, *Pengelolaan Pendidikan...*, 151.

⁴ Suryosubroto, *Manajemen Pendidikan di Sekolah* (Jakarta: PT. Rineka Cipta, 2004), 154.

⁵ Mulyono, *Manajemen Administrasi & Organisasi Pendidikan* (Jogjakarta: Ar-Ruzz Media, 2009), 202.

consciously and voluntarily.⁶ Then Bonar still in Suryosubroto confirms the statement Syamsi, public relations runs its business to achieve a harmonious relationship anatar body organization organisasi with the surrounding community.⁷

Maisyaroh in Hermino says that school and community relationships are a process of communication between educational institutions and communities with a view to improving people's understanding of education needs and practices and ultimately working together to improve the quality of education in educational institutions.⁸

The Internaltional Public Relations Association in Hermino, public relations is one of the most well-planned and sustainable management functions through private and public organizations and institutions to gain understanding, sympathy and support from the public.⁹

Public Relations is a distinctive management function and supports the coaching, maintenance of shared pathways between the organization and its public, concerning communication activities, understanding, acceptance and cooperation; involving management

in dealing with problems / problems, assisting management to face public opinion, supporting management in following and utilizing change effectively; acts as an early warning system in anticipation of user trends in research as well as sound and ethical communication techniques as the primary means.¹⁰

Based on the description of several definitions above can be concluded that the management of school relations with the community is a series of activities to create a harmonious relationship between formal institutions and the community through organisasi ongoing and mutually support for common goals and needs.

Basic Concepts of Public Relations at School

Elsbree in Ismaya expressed the purpose of school relationships with the community such as¹¹: to improve the quality of learning and growth of children. Not only in children but also improving public understanding of the importance of education and improving the quality of life of the community. Having understood the importance of education, it is expected that there will be cooperation in developing enthusiasm / spirit of mutual assistance

⁶ Suryosubroto, *Manajemen Pendidikan...*, 155.

⁷*Ibid.*

⁸ Agustinus Hermino, *Manajemen Kurikulum Berbasis Karakter: Konsep, Pendekatan dan Aplikasi* (Bandung: Alvabeta, 2014), 64.

⁹*Ibid.*

¹⁰ Daryanto dan M. Farid, *Konsep Dasar Manajemen...*, 145.

¹¹ Bambang Ismaya, *Pengelolaan Pendidikan...*, 159.

between the school and the community for the sake of progress of both parties.

Based on these objectives, Ismaya divided the function of school relations with the community into 2 parts, namely¹²: the school function in society and society in school education. The function of schools in the community here as an institution of change (agent of change) that mengintroduksi changes in knowledge, ways of thinking, lifestyle, habits, social procedures and so forth. Then as a selecting agency the school is entitled to select members of the community according to their ability and potential in providing guidance in accordance with that capability, so that each individual can be developed and utilized its potential as much as possible. Not only that, the school is also a clas leveling agency that helps improve the social level of citizens and thereby reduces differences in tradition, customs and culture, so that there is a greater adaptation effort in the unity of the nation. As an institution of preservation that preserves and passes on cultural traits that should be nurtured and continued.

Meanwhile, the function of the community in school education among others is the community as a source that provides students, teachers, facilities and infrastructure of the school. In addition, as a result of school education consumers, who receive back and

provide employment for the school's graduates and participants in the process of education in schools, which constantly follow and also influence the process of education in schools.

In this case further PR has the benefits, namely the determination of sources and learning needs. Availability of research sites. Fulfillment of facilities and infrastructure. Fulfillment of resources and human resources are revealed in the creation, taste, intention, and his work.

Jalal and Supriyadi in Daryanto and Farid principles of public relations abbreviated with TEAM WORK, are as follows ¹³ : Together (together / cooperation), between the one with the other in the organization in order to achieve organizational goals effectively and efficiently. Empathy (good at feeling the feelings of others), denagn always appreciate the opinions and the work of others. Keeping to swear off makes others offended. Assits (help each other), light hand in helping other people's work in the organization so as to avoid negative competition. Maturity (maturity maturity), adult in the face of problems, can control doro from emotions so as to solve the problem well and benefit together. Wilingness (mutual compliance), upholding joint decisions by obeying the rules as a result of mutual agreement. Organization (mutually organized),

¹²*Ibid.*

¹³ Daryanto dan M. Farid, *Konsep Dasar Manajemen...*, 146.

working according to the rules of play in the organization and in accordance with the duties and kewajiba of each member. Respect, respect the young with the elderly and vice versa so as to keep the cohesiveness of work. Kindness (mutual kindness), be patient, respond to others well.

Furthermore, Soetopo and Soemanto in Kompri describe the elements involved in school relationships with the community, including¹⁴: Schools, is a tool of society that is entrusted with the obligation to provide education. School is a social institution that grows and develops from and to society, therefore all forms and objectives of the school kesumuanya should be directed at the formation of personal style and the ability of citizens. Furthermore, the relationship between school and parent should be brought into a constructive relationship with the school program. Parents can not be separated at all from their relationship with school. Therefore, the relationship between the two should be guided more sympathetically. Then the student is a very important element of the school as well as the teacher without any school-mad students will not exist. Teachers' duties are not merely to convey knowledge but also to educate students.

Types of School Relationships and Society

¹⁴Kompri, *Manajemen Pendidikan-2* (Bandung: Alfabeta, 2014), 283.

Purwanto argues that the relationship of school and community can be classified into three types of relationships, as follows¹⁵:

Educational relationships, cooperative relationships in terms of educating students, between teachers at school and parents in the family. This relationship is intended to avoid differences in principles or even contradictions that result in doubt on student stance and attitudes. This may be done by holding periodic meetings between teachers and parents as members of the committee or the like, visiting parents' home teachers outside of school time or holding meetings between teachers and parents of class students to hold open dialogue on educational issues often in schools and families.

Cultural relationships, this relationship is a cooperative business relationship between school and community that allows for mutual fostering and developing the culture of the community where the school is located. In this connection it is hoped that the school can become the center and reliable source of the norms of life (religion, ethics, ethics, social and so on). To realize this relationship, schools must mobilize students to help various social activities, together with the surrounding community to work

¹⁵Ngalim Purwanto, *Administrasi dan Supervisi Pendidikan* (Bandung: PT. Remaja Rosdakarya, 2014), 194.

together to improve the irrigation of rice fields and also to organize religious or national celebrations.

Institutional relations, this relationship is a cooperative relationship between schools and other institutions or official agencies, whether private or governmental. For example, school relationships with puskesmas, local government, agriculture service, market, and so on should be done in order to improve and advance education.

Based on the above three relationships, it is concluded that the relationship of all three is very important in conducting the education *teruutam* in improving the quality of education through self-reliance by utilizing the resources available around the school which is certainly in accordance with the culture and vision of the school mission and the community. In addition, the three relationships are also able to foster mutual responsibility between schools, teachers, communities and parents on the importance of an educational process to achieve the goals of education together.

Process of Public Relations Management in School

Public Relations management can be said as the application of management functions (planning, organizing, interpretation, leadership and evaluation) in public relations activities. Hermino explains that public

relations management means conducting research, planning, implementation and evaluation of various communication activities sponsored by the organization.¹⁶ Here is the relationship management process of school and community¹⁷: [1] This plan includes: (a) clearly establishing school and community relationships, (b) determining the program according to the means with the objectives and determining the program developer procedure, (c) determining the school and community relationship schedule according to the time available in the school and (d)) determine the source and amount of cost required for each activity. [2] Organizing, the activities include: (a) identifying tasks that the school is capable of performing, (b) distributing tasks in accordance with the capabilities of school personnel, (c) formulating rules and relationships for school and community relations activities. [3] Movement, every personnel starts to carry out activities and leaders to keep all personnel perform activities in accordance with the objectives. [4] Coordination, this activity is carried out so that although each personnel get the tasks that dieda but still implement to the goals set together. [5] Control, this activity is done to know the success of the school and community relations program and

¹⁶ Agustinus Hermino, *Manajemen Kurikulum Berbasis...*, 72.

¹⁷*Ibid.*, 73.

to know the obstacles that appear to immediately sought the solution.

School Relations and Society Implementation Techniques

There are several techniques that can be done to provide an overview of the schools that people need to know about¹⁸: Written techniques, written methods can be realized in forms such as reports to parents, school bulletins, newspapers, school exhibitions and pamphlets. Oral Techniques, this technique can be done by visiting the homes of parents, residents or community leaders, parent calls and meetings. Demonstration Techniques, public relations can be implemented in the form of demonstrations in the form of performances or exhibitions conducted schools to show the success of their students. In this case the principal can or teacher can deliver educational quality improvement programs as well as problems and constraints faced in realizing the program. Electronic Engineering, such as by telephone, television, or radio as well as a means for promotion. In addition, through this technique, it will help the community to be more familiar with the situation and development of schools by delivering announcements relating to the implementation of education.

Because the Principal as a leader holds responsibility for his work. Principal in running the technique of implementation of school relationships with the community is required to socialize (beru mam'amalah); Deliberate with followers and ask for their opinions and experiences (Q.S. Ali Imron: 159)¹⁹.

School relationships with the wider community can also be formed in the form of an organization, generally familiar to us is through a container organization with the name "school committee". The principles for the organization of "school committees" that connect between the school and the surrounding community is ideal is with the seven principles as argued by Afiful Ikhwan.

There are seven principles of organization (public relationships with schools) are said to be ideal: (1) division of team work work, (2) clear authority hierarchy, (3) high formalities, (4) impersonal, (5) personal decisions according to competence,) career path, (7) the separation between personal interests and the organization. A healthy public relations organization must understand the essence of human beings of mutual organizing; human beings as

¹⁸ Daryanto dan M. Farid, *Konsep Dasar Manajemen...*, 153.

¹⁹ Afiful Ikhwan, Leadership in Islamic Education; Study of Thematic Al-Qur'an and Al-Hadist, Ulul Albab: Jurnal Studi Islam, Volume 17, No.1, Tahun 2016, 41-42.

individuals, leaders and organizational vessels.²⁰

In addition to the above seven principles, techniques for implementing or implementing school and community relationships using a goal-oriented approach. This goal-oriented approach places the formulation or placement of the objectives to be achieved in a central position, for the purpose is the giver of direction in what implementation²¹ - what has been planned from the future agenda between school and community relationships.

Equally important, the most important thing to consider in the implementation techniques or implementation of school and community relationships is a mature planning at the beginning, which contains elements: (1) a number of predetermined activities, (2) processes, (3) to be achieved, and (4) concerning the future in a certain time. As Allah Almighty affirms in the Qur'an: "Hi who believe! Be fearful of Allah, and let every one see what He has done for tomorrow; and fear Allah, Allah knoweth all that ye do." (QS. al-Hasy: 18)

²⁰ Afiful Ikhwan, Model Organisasi Ideal Bagi Perguruan Tinggi Islam di Indonesia, EDUKASI: Jurnal Pendidikan Islam, Volume 02, Nomor 01, Juni 2014, 410.

²¹ Afiful Ikhwan, *Pengembangan Kurikulum Pendidikan Agama Islam (PAI)* (Tulungagung: STAI Muhammadiyah Tulungagung & Insan Cita Press Malang, 2013), 118.

Management of Public Relations in an Islamic Perspective

In the perspective of Islam, communication is an integral part of human life because all our movements are always accompanied by communication. Communication in question is an Islamic communication, ie communication of morals al-karimah or ethics. Communication of morals al-karimah means communication that comes from Al-Quran and Hadith (Sunnah of the Prophet). As well as communications that generate good for themselves as well as for others, as the phrase says: One's salvation lies in keeping oral.

In the Qur'an very easily we find concrete examples of how Allah SWT always communicate with His servants through revelation. To avoid mistakes in receiving messages through these verses, Allah also gave freedom to the Messenger of Allah to redact his revelation through the maan Hadith. Both hadits are Qouliyah (sayings), Fi'iliyah (deeds), Taqrir (consent) of the Prophet, then added with the birth of the commentators so that through their hands collected so many books of interpretation.

Communication is very influential on the continuation of human life, whether human as a servant, members of society, family members and humans as a universal unity. All human life can not be separated from

communication. And communication is also very influential on the quality associated with others. Islamic Communication is the process of delivering Islamic messages using the principles of communication in Islam.

In this sense, the communication or relationship of the Islamic community emphasizes the message element, the message or the values of Islam, and how, in this case about the style of speech and the use of language (rhetoric). The Islamic messages conveyed in Islamic communication include all Islamic teachings, including *aqidah* (faith), *shari'a* (Islam), and morals (*ihsan*).

About the way (*kaifiyah*), in Al-Quran and Al-Hadith found various guidelines for communication goes well and effectively. We can term it as a rule, principle, or ethic of communicating in an Islamic perspective. Islamic principles, principles, or ethics of communication is a guide for Muslims in communication, both in intrapersonal communication, interpersonal in daily intercourse, orally and writing sermons, or in other activities in this organize.

In the literature on Islamic communication we can find at least six types of speech or *qaulan* which are categorized as Islamic principles, principles, or ethics of communication:

- 1) True, honest word (*Qaulan Sadida*)

"And fear the God of those who, if they have left behind those weak children, whom they fear for their welfare, therefore they should fear Allah and let them speak the truth". (Surah An-Nisa ': 9)

- 2) Targeted, communicative, to the point, easy to understand (*Qaulan Baligha*)

"Those are the ones that Allah knows what is in their hearts, so turn away from them, and teach them a lesson, and say unto them the words which are in their souls." (Surat an-Nisa ': 63)

- 3) Good words (*Qaulan Ma'rufa*)

"Hi wives of the Prophet, you are not like other women, if you are righteous, so do not bow in speech so that you want to have the person with the disease in his heart and say a good word." (Surah Al-Ahzab: 32)

- 4) Noble words (*Qaulan Karima*)

"And thy Lord hath commanded that ye should worship none but Him, and ye should do good unto thy father thoroughly: If any one of them, or both, shall be old in thy care, then ye shall not say unto them the words "ah" and do not yell at them and speak to them noble words ". (Surah Al-Isra ': 23)

- 5) Soft words (*Qaulan Layyinan*)

"Go both of you to Pharaoh, surely he has exceeded the limit,

so speak to him both in gentle words, hopefully he remembers or fears". (Sura Thaha: 43-44)

From that verse it can be deduced that *Qaulan Layina* means soft talk, with a pleasant voice, and full of hospitality, so that it can touch the heart means not hardened sound, like snapping, raising the voice. Anyone does not like to talk to people who are rude. Rasullulah always speak the word gently, until every word that he uttered touched the heart of anyone who heard it. In Tafsir Ibn Kathir mentioned, the meaning of *layina* is the word satire, not with the word frank or straight, let alone rough.

The above verse is Allah's command to the Prophet Moses and Aaron to speak softly, not rudely, to Pharaoh. With *qaulan layina*, the heart of communicant (person who invited to communicate) will feel touched and his soul moved to receive our communication message.

Therefore, in Islamic communication, as much as possible avoided harsh words and sounds (intonation) of a loud and high tone. God forbid being harsh and abusive in preaching, because violence will cause *dakwah* will not work, what

happens is the *ummah* will stay away. Even in God's prayer God commands us to beg mildly, "Pray to your Lord with low self-esteem and tender voice, God does not love those who transgress limit," (Surat al-A'raaf: 55)

6) Light words (*Qaulan Maysura*)

"And if you turn away from them to obtain mercy from your Lord whom ye expect, speak unto them worthy speech". (Surah Al-Isra ': 28)

Thus some verses of the Qur'an that explain in general about communication or public relations that must be run by humans in general and Muslims in particular. Below from some al-Hadist also found the principles of communication ethics or public relations, how the Prophet SAW teach communicate to us. Here are the hadiths:

- 1) From Abu Hurairah RA, the Messenger of Allah (peace and blessings be upon him) said: Who believes in Allah and the Last Day let him say good or silent, whoever believes in Allah and the Last Day should honor his neighbor and those who believe in Allah and the Last Day he glorifies his guests (HR Bukhori and Muslim);

- 2) *قل الحق ولو كان مرا qulil haqqa walaukana murrana* (say what is right though bitter taste);
- 3) *لا تقل قبل تفكر laa taqul qabla tafakur* (do not talk before thinking first).
- 4) The Prophet SAW advocated a fine talk, as Ibn Abi Dunya narrated: "Name what is good about your friend who is not present at the meeting, especially the things you like about your best friend as your best friend expressed your kindness when you are not present".
- 5) The Prophet SAW said: "Allah does not like those who turn the facts with their tongues like a cow that chews grass with his tongue". The message of the Prophet (s) is broadly meaning that in communicating it should be in accordance with the facts we see, we hear, and we experience.

According Mujamil Qomar the principles mentioned above, can actually be the basis of ethics for every Muslim, when doing the communication process, both in daily association, da'wah, and other activities. The Arabic phrase says; *سلامة الإنسان في حفظ اللسان* the salvation of a person lies in keeping verbal.

Therefore public relations in the Islamic perspective is an attempt to

achieve a harmonious relationship between one school and society through a process of mutual or two-way communication based on Islamic teachings. The main function of public relations is to grow and develop good relationships between institutions or organizations with their public, internal and external, in instilling understanding, fostering motivation and public participation in an effort to create opinions that benefit institutions or organizations, especially Islamic institutions or organizations. The central purpose of community relations to be achieved is the organization's goal, because community relationships are established or intensified to support management that seeks to achieve the organization's ultimate goals.

CONCLUSION

School relationship management with the community is a set of activities to create harmonious relationships between formal institutions and the community through oraganisasi ongoing and mutually support for common goals and needs. The basic concept or purpose of school relationships with the community, include: (a) to improve the quality of learning and growth of children. (b) to increase public understanding of the importance of education and improve the quality of people's lives. (c) to develop enthusiasm or the spirit of mutual assistance

between schools and communities for the sake of advancement of both parties.

The function of public relations is divided into two, namely: (a) the function of school in society, including agent of change, selecting agency, class leveling agency, agent of preservation and (b) function of society in education covering as source and consumer of education result. The principles of public relations are: (a) together, (b) empathy (sensing the feelings of others), (c) assists (mutual assistance), (d) maturity, (e) willingness, (f) organization, (g) respect, and (h) kindness, or abbreviated as TEAM WORK.

The type of school relation with the community is divided into 3, namely: (a) educational relations, (b) cultural relations and (c) institutional relations. The process of managing school relationships with the community includes: planning, organizing, mobilizing, coordinating and controlling.

The techniques of school relationships with the community, namely in the form of written techniques, oral techniques, display techniques, and electronic engineering. Public relations or communication means in Islamic perspective, namely: (a) *Qaulan Sadida* (true, honest words); (b) *Qaulan Baligha* (targeted, communicative, to the point, easy to understand); (c) *Qaulan Ma'rufa* (good words); (d) *Qaulan Karima* (noble

words); (e) *Qaulan Layyinan* (soft speech) and (f) *Qaulan Maysura* (light words).

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