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Interrelation of Public Relations Management to Enhance Community Participation in School

Ahmad Nur Ismail

Universitas Islam Negeri Sayyid Ali Rahmatullah, Tulungagung

an.ismaeelilginio17@gmail.com

Ali Priyono

Universitas KH. A. Wahab Hasbullah, Jombang

alypriyono@gmail.com

Muhamad Khoirur Roziqin

Universitas KH. A. Wahab Hasbullah, Jombang

indra@unwaha.ac.id

Irfan Tamwafi

Universitas Islam Negeri Sunan Ampel, Surabaya

irfantamwafi@uinsby.ac.id

HIGHLIGHT

- *The planning of work programs in the field of public relations is carried out through a structured mechanism, the school principal conducts periodic evaluations, community participation is quite good and enthusiastic.*

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ABSTRACT

The purpose of this study was to describe the interrelationship of public relations management in increasing community participation in Islamic elementary school. An ethnographic study was used, with a comprehensive qualitative descriptive analysis. The results of this study; The planning of the work program in the field of public relations at Islamic elementary school has been carried out well, through a mechanism that is carried out at the beginning of each school year led directly by the principal. The principal conducts periodic evaluations of the Public Relations program, and it is carried out effectively and

efficiently. Community participation is quite good and enthusiastic, by implementing a strategy of providing examples, maximum service, working sincerely, and establishing friendship.

Keyword : Public Relations Management, Community Participation, Islamic Elementary School

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A. INTRODUCTION

Citing the book *Quality Assurance for Development School*, a report on the performance of the ET2020 Working Group written by J. Looney (European Institute of Education and Social Policy-EIESP) and Clemson (European Commission) in January-March 2017 (CLooney, Janet; Grainger Clemson, 2020), that reports on research results on several countries in Europe such as Slovenia, Iceland, Romania, Italy, Poland, France, Greece, Cyprus and Latvia, set the 8 (eight) principles developed about schools as a guide in making policies related to quality assurance in particular, and the report to ensure productivity synergies of internal and external quality assurance mechanisms.

These principles can be further illustrated with successful and emerging, or potential examples of policy development from several countries and stakeholder organizations in other European countries. The eight principles are Coherence, Professional Learning Communities, Trust and Shared Accountability, Support Innovation, Shared Understanding and Dialogue, Networks, Building Capacity for Data, and Different Data for Balanced View (CLooney, Janet; Grainger Clemson, 2018).

A recent review by Leithwood et al. in Geoff Berry (Berry, 1997), illustrates the complexity and depth of research relating to school leadership that has taken place over the last two decades. The review considers a number of dimensions and frameworks for looking at the leadership process in schools, the importance of leaders having the ability to utilize expert knowledge, in order to change the school's organizational culture. Broadly described as a process of behavior, values, beliefs, and attitudes of members of a group, organization or society, influenced by actualizing actions towards the achievement of common results.

Facing this era of globalization which is full of changes in values, education should be able to create new experiences, both those that are systematically arranged in the form of formal learning experiences at school and those that are not structured outside of school, namely in the family and community (Abitolkha et al., 2020). In the view of Islam, that the concept of developing human resources cannot be separated from thinking about humans themselves (Haerudin, 2019).

The complexity of the educational problems faced by the Indonesian nation has not yet been completely resolved, it can be seen in the low level of quality of graduates, the facilities for supporting teaching and learning activities are still limited, the curriculum has also not achieved mastery learning (Abitolkha et al., 2020). Another factor is that the leadership process with institutional management has not been able to create a good quality culture (Sirojudin, 2014). The complexity of these problems should be a concern of the government, educational institutions, and the community in dealing with various kinds of problems seriously.

National education aims to develop the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens (Lubis, 2015). Therefore, that these potentials can actually be formed and developed, so that individuals have personalities that are beneficial to themselves and others (Dullah & Munir, 2020).

The process of forming and developing these characters requires a professional management of educational institutions, so that the process of forming the potential possessed by students can be realized optimally through the development of coaching (Fadhilah, 2019). Another factor is the teacher in carrying out his responsibilities, so that it will affect the improvement of the quality of education (Ibnu Waqfin, 2019). Schools have an important role in shaping a quality Indonesian generation, they should receive support from all elements, both from the government and the community (Abdillah & Suryana, 2021).

The principal can realize the following steps, namely: formulating the school's vision and mission, school meetings, character value development policies, setting standards for

students' religious character education, and school regulations relating to the developed characters. In addition, there needs to be the involvement of school residents to carry out the main policies in developing the Islamic character of students, the principal's policy can be implemented by applying exemplary habituation and involving all school members intensively and consistently in achieving the goals of the institution (Tanzeh & Junaris, 2019).

In the process of managing Islamic educational institutions, schools are required to determine targets for improving the quality of institutions according to community needs. In this case, schools carry out work program planning with various kinds of activities as well as activities based on internal and external analysis (Arifin, 2020). Public relations management is one of the facilities that must exist in an educational institution, it is even proven that currently many Islamic educational institutions can growing rapidly due to excellent and directed management, so that it can increase community participation and the quality of institutions (Yuniarti, 2016).

Roushon Fikr Islamic Elementary School is an Islamic educational institution, which is present in the era of the industrial revolution 4.0 in accordance with its vision, which is "to dedicate itself to efforts to empower the quality of human resources through practicing knowledge, doing scientific deeds, and having good morals" that this institution is transforming to adopt modern management by combining various modern technologies in the process of learning activities using the full day school system, as well as developing various scientific disciplines through matriculation programs, Islamic education programs, al-Qur'an education programs, life skills programs, field trip programs, and psychological guidance and consultation (Priyono R. et al., 2021).

The purpose of providing education with a full day school system based on the research results of Tran Thi Bich Lieu explains that: (1) can improve the quality of student performance, (2) help schools improve the quality of education and develop curriculum content, including learning tools (3) can help achieve learning objectives, (4) good school leadership and teacher qualifications can be applied, various extracurricular activities, school autonomy, parent and community involvement, and support, (5) support to help improve school facilities, environment and school leadership capacity that makes

implementation full-day school is more profitable for schools to improve student achievement (Mutohar & Trisnantari, 2020).

Roushon Fikr Islamic Elementary School is one of the basic Islamic educational institutions that is always consistent in shaping students into knowledgeable, skilled, intelligent people but also with good morals. Based on the description of the study of research results and several expert opinions and based on the condition of the research locus, this study aims to determine and describe “the interrelation of public relations management in increasing community participation” in Roushon Fikr Islamic Elementary School Jombang.

Public Relations Management in Islamic Educational Institutions

Management studies are basically understood as division of labor, tasks of responsibilities and collaboration between individuals to achieve organizational goals. or to manage in English means managing the art of managing work. The view referred to, as stated by Andrew F. Sikula, is that “management in general refers to planning, organizing, controlling, staffing, leading, motivating, communicating, and decision making activities performed by any organization in order to coordinate the varied resources of the enterprise so that as to bring an efficient creation of some product or service” which can mean a planning activity, which is interpreted as planning, organizing, controlling, placing, providing direction, encouragement, communication, and decision-making processes carried out by the organization with the aim of organizing the elements of resources, so that they can produce products or services effectively and efficiently (Fauzi, 2019).

According to the experts above, public relations management has a main function that is not much different from management in general. Public relations management functions in general include: planning, mobilizing, organizing, coordinating. According to the authors, it is not enough with the above functions, to achieve the goals to be achieved, then the added functions of direction, provide motivation, supporting facilities and infrastructure, empowerment of human resources, evaluation and communication in the context of activities in educational institutions (Murni, 2017). The description will be explained one by one so that an understanding of the function of public relations management in an educational institution can be implemented as follows:

Public relations management planning is an action to determine in advance what will be done, both determining goals, targets to be achieved in accordance with what is expected and the program to be implemented. Before planning, first analyze the condition of the school related to the need assessment (Yuniarti, 2016). Planning the public relations work program is carried out at the beginning of the year in an open school meeting, then in it discusses the work program which in planning the public relations work program formulates in detail about starting from relationships with parents, alumni, government agencies, the business world (Marsudi et al., 2021).

Implementation as an effort to move also stimulates members to carry out their duties with enthusiasm and a high sense of responsibility, this activity includes guidance and direction, so that group members have creativity in carrying out plans and achieving predetermined goals. The implementation of Public Relations in educational institutions has an important role, with the task of: (a) providing information and conveying ideas to the public, so that the aims and objectives as well as their activities are known; and (b) assisting leaders because they cannot directly provide information to the public (Hidayat, 2017). In the implementation of Public Relations, it is necessary to pay attention to the coordination between the activities in the use of time (Murni, 2017).

Public relations can be evaluated on the work that has been done so far with two criteria, first its effectiveness, namely the extent to which the objectives have been achieved, for example, do the community really feel involved in the problems faced by the school, do they want to provide input for school improvement and so on. The second is efficiency, namely to what extent the existing potential resources have been used properly for the benefit of community activities. This evaluation is carried out when the activity process is in progress or at the end of a program to see how far it has been successful (Murni, 2017). For the controlling stage, look at (1) monitoring the school's relationship with the community, (2) assessing the performance of the school's relationship with the community (Dhuhani, 2016).

Public relations techniques in building community participation, namely by applying exemplary attitudes to teachers, students and parents of students. In addition, specifically in the field of public relations, techniques to build community participation include: (1) written techniques (public relations activity books, pamphlets or brochures for promotion);

(2) oral techniques (visiting students' homes, both ta'ziah and students with problems or illness, calls to parents, meetings or meetings); (3) electronic techniques (PR utilizes media in promotions on social media, whatsapp, and others; and (4) techniques for holding events at school by inviting parents of students to attend and participate in the event (Marsudi et al., 2021).

B. METHOD

This study aims to obtain a comprehensive picture related to the process of planning public relations programs, implementing public relations programs, and monitoring and evaluating public relations programs, as well as public relations strategies in building community participation at Islamic Elementary School Roushon Fikr Jombang. The research approach used is ethnography which is a holistic part of qualitative research, which in the opinion of Christopher & Morrison (Christopher Pole., 2003) is a procedure or step in generating descriptive data including written words from people and also behaviors that are observed in depth on the object of research holistically.

The data collection technique is through an ethnographic approach in field research using documentation, interviews, surveys, and observational analysis techniques at Roushon Fikr Islamic Elementary School Jombang. The data collection techniques include in-depth observations related to the interrelation of public relations management in increasing community participation in Roushon Fikr Islamic Elementary School. In line with the opinion of Christopher & Morrison, namely "ethnographic approach to fieldwork was used, combining documentation, interviews, surveys and observation analysis" (Christopher Pole., 2003). The interview technique was carried out to the principal, school representatives for student affairs & public relations, at Roushon Fikr Islamic Elementary School. Documentation techniques to obtain data in the form of school documents, or notes in Roushon Fikr Islamic Elementary School.

C. RESULT AND DISCUSSION

Roushon Fikr Islamic Elementary School has 24 groups (study groups), consisting of 360 male students and 280 female students, with details on the division of creative classes, innovative classes, independent classes, and inspirational classes. This is supported by the number of teachers and employees as many as 94 people, also supported by supporting

facilities and infrastructure such as internet access (Speedy Telkom), laboratories, libraries, and other very adequate facilities.

The level of active community participation in Roushon Fikr Islamic Elementary School is very high seen from the number of students per class, for that the role of public relations here is very important to build the quality of the institution through the active participation of school elements. In addition, the function of public relations is also as a medium of socialization, by introducing the school to the community so that the public can find out more clearly about Roushon Fikr Islamic Elementary School and can support all activities carried out by the school.

Based on the accreditation data for the Roushon Fikr Islamic Elementary School with the achievement of an "A" accreditation rating in 2018 it shows that this school is in a very good category, this can be seen in the details of the acquisition of school accreditation instruments, namely; The content standard reached a score of 92, process standard 91, graduation standard 92, teaching staff standard 88, infrastructure standard 92, management standard 92, financing standard 89, assessment standard 92, with a total final score of 91.

1. Planning Public Relations Program at Roushon Fikr Islamic Elementary School, Jombang

Planning a public relations program is the first step and thought to be achieved in the field of public relations, this is in line with the statement of the Deputy Head of Public Relations "For the manufacture of work programs carried out at the beginning of each year discussing the first work program, led by the principal, and attended by representatives schools in the academic field, representatives of schools in student affairs, representatives of schools in the field of achievement, representatives of schools in academic fields, representatives of schools in public relations in work meeting forums to discuss the work programs of each field."

Public relations management planning is an action to determine in advance what will be done, both determining goals, targets to be achieved in accordance with what is expected and the program to be implemented. Before planning, first analyze the condition of the school related to the need assessment (Yuniarti, 2016). Planning the public relations work

program is carried out at the beginning of the year in an open school meeting, then in it discusses the work program which in planning the public relations work program formulates in detail about starting from relationships with parents, alumni, government agencies, the business world (Marsudi et al., 2021).

Based on the interview description and relevance to the expert opinion above, that the analysis of the planning of the Public Relations program at the Roushon Fikr Islamic Elementary School is appropriate in the work program planning process which is led directly by the principal and attended by all school representatives, it can be concluded that the public relations program planning Roushon Fikr Islamic Elementary School is doing well, through a structured mechanism that is carried out at the beginning of each school year.

2.Implementation of the Public Relations Program at Roushon Fikr Islamic Elementary School, Jombang

The implementation of the PR activity program is a benchmark for the implementation of the program planning that has been determined, which is then used as evaluation material. The implementation of the PR program at Roushon Fikr Islamic Elementary School is based on the statement of the Deputy Head of Public Relations, that: "Allhamdulillah, I tried to carry out the program to the fullest, taking the time and totality even though I was alone because of the absence of a team, I managed all of this Islamic Elementary unit myself starting from From photos, video editing and so on, I do it myself, even to the publication of social media."

Implementation as an effort to move also stimulates members to carry out their duties with enthusiasm and a high sense of responsibility, this activity includes guidance and direction, so that group members have creativity in carrying out plans and achieving predetermined goals. The implementation of Public Relations in educational institutions has an important role, with the task of: (a) providing information and conveying ideas to the public, so that the aims and objectives as well as their activities are known; and (b) assisting leaders because they cannot directly provide information to the public (Hidayat, 2017). In the implementation of Public Relations, it is necessary to pay attention to the coordination between the activities in the use of time (Murni, 2017).

Based on the description of the interview, it can be seen that the implementation of the PR program at Roushon Fikr Islamic Elementary School has tried to play a maximum role in accordance with the planning of the PR program at the beginning of the school year, although there are still internal obstacles. For example, the study tour program in the implementation of the PR program was carried out well, starting from photos, video editing, and publications to social media were completed on time, even if it was late it might be one day late for completion.

There are several obstacles in the implementation of the PR activity program, namely in its implementation it is only done by one person, so it must add experts in the process. Although the implementation has been going well, it is necessary to add team members so that the implementation is more optimal. This is in line with the opinion of Hidayat and Murni, that the implementation of Public Relations requires coordination between activities in managing time, and also helps leaders because they cannot directly provide information to the public.

3.Evaluation of the Public Relations Program at Roushon Fikr Islamic Elementary School, Jombang

Evaluation of the program of activities of the School Representative for Public Relations, as a benchmark for the implementation of activities to achieve predetermined goals. The evaluation process in the field of public relations in schools as explained by the Deputy of the School of Public Relations at Roushon Islamic Elementary School, that: "evaluation meetings are carried out by the principal and are carried out at the end of the year, usually after this program meeting there will be an evaluation meeting for activities for 1 year. That's all later from the waka-waka we will hold an evaluation meeting, starting from the waka for student affairs, we will ask one by one the programs that have been implemented and those that have not, then what are the obstacles, and how will the program be implemented in the future. For example, in school anniversary activities, PHBI (Islamic Holiday) activities or the commemoration of Islamic holidays will later be evaluated which have been carried out and activities that have not been carried out properly, and whether the event has gone as planned."

Public relations can be evaluated on the work that has been done so far with two criteria, first its effectiveness, namely the extent to which the objectives have been achieved, for example, do the community really feel involved in the problems faced by the school, do they want to provide input for school improvement and so on. The second is efficiency, namely to what extent the existing potential resources have been used properly for the benefit of community activities. This evaluation is carried out when the activity process is in progress or at the end of a program to see how far it has been successful (Murni, 2017). For the controlling stage, look at (1) monitoring the school's relationship with the community, (2) assessing the performance of the school's relationship with the community (Dhuhani, 2016).

Based on the description of the research description and expert opinion above, the author can conclude that the evaluation activities that have been carried out by the principal of the public relations work program at Roushon Fikr Islamic Elementary School are in accordance with the basic principles and functions of modern management and are carried out effectively and efficiently, because it has been implemented periodically, namely; quarterly evaluation and annual evaluation, in which the results of the evaluation are used as material for consideration in preparing a work program in the field of public relations.

4. Public Relations Strategy to Increase Participation at Roushon Fikr Jombang Islamic Elementary School

The form of community participation at Roushon Fikr Islamic Elementary School, as emphasized by the School Representative for Public Relations, that "Thank God the people here are very enthusiastic, when there is an invitation, they immediately come here, because we have a reciprocal relationship when they need what they come here for us. give, when we need what they are we invite them to come. For example, when there was an event on August 17, there was a youth group called the community youth group, to ask our sponsors to also participate. Because the Lurah himself suggested that perhaps in SD here we need a parking lot for the rice fields in this village, but the foundation does not currently need it because there is still land for parking spaces and student guardians if they participate in activities carried out by the school. there is."

Responding to the active participation of the community, of course it is necessary to implement a strategy in building community participation at the Roushon Fikr Islamic Elementary School as revealed by the Deputy of the School for Public Relations, that “our strategy is direct action, not much theory, we must establish a good relationship with the community and student guardians, what they need we provide guardians of students need information we provide and guardians of students want what kind of service we provide. The most important thing is not to go beyond what has been set by the Institute.”

If there are ideas, suggestions or criticism from the public, homeroom teachers, and student guardians, they can go to Public Relations via whatsapp or direct telephone, then Public Relations will convey it to the leadership. For example, if we involve the surrounding community in activities such as slaughtering sacrificial animals, we involve several communities such as Mr. RT. (Chairman of the neighborhood), Mr. RW. (Neighborhood chief), Later we will ask for data on who is entitled to receive it then we will distribute it to the community through RT and RW, if for the management of the meat itself from the foundation itself so the community does not participate, we only involve them when distributing it. Second, there is the foundation’s birthday activity, we also involve the community and we hold competitions, there are traditional competitions that involve students, guardians of students, and the surrounding community.

Public relations techniques in building community participation, namely by applying exemplary attitudes to teachers, students and parents of students. In addition, specifically in the field of public relations, techniques to build community participation include: (1) written techniques (public relations activity books, pamphlets or brochures for promotion); (2) oral techniques (visiting students’ homes, both ta’ziyah and students with problems or illness, calls to parents, meetings or meetings); (3) electronic techniques (PR utilizes media in promotions on social media, whatsapp, and others; and (4) techniques for holding events at school by inviting parents of students to attend and participate in the event (Marsudi et al., 2021).

Based on the description of the interview results, from this information it can be understood that community participation in the Roushon Fikr Islamic Elementary School is quite good and enthusiastic, offers parking spaces to be used, apart from being related to material community participation, of course there are non-material ones, namely the

participation of people. elder in attending the event and then the distribution of report cards.

The strategy used in building community participation is to provide an example (uswah), provide the best service, work sincerely, and establish friendship. This is in line with the opinion of experts, that public relations techniques in building community participation in schools are by applying exemplary attitudes to teachers, students, parents, written techniques, oral techniques, electronic techniques, and techniques for holding events at school are also needed.

D. CONCLUSION

The planning of the work program in the field of public relations at Roushon Fikr Islamic Elementary School has been carried out well, through a structured mechanism which is carried out at the beginning of each school year led directly by the principal. In the implementation of the program in the field of public relations at the Roushon Fikr Islamic Elementary School, it has been carried out maximally in accordance with the planning of the PR program at the beginning of the school year. The principal of the Roushon Fikr Islamic Elementary School conducted an evaluation of the PR program, and it was carried out effectively and efficiently. It is carried out periodically, namely; quarterly evaluation and annual evaluation. The results of the evaluation are used as material for consideration in preparing a work program in the field of public relations. Community participation in the Roushon Fikr Islamic Elementary School is quite good and enthusiastic, by implementing strategies, namely providing examples, providing the best service, working sincerely, and establishing friendship.

There are several obstacles in the implementation of the program activities in the field of Public Relations, namely in its implementation it is only carried out by one person, so it must add experts in the process. Although the implementation has been going well, it is necessary to add team members so that the implementation is more optimal. The suggestion is that coordination between school representatives is needed in carrying out activities and managing time, as well as helping leaders who cannot directly provide information to the community.

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