

Public Relations Strategy in Building a Positive Organizational Image at Madrasah Aliyah Nurul Jadid

Hendi Kurniyawan¹, Muhammad Ilzamul Khoir², Achmad Fais Ghozali³, Ainul Yakin⁴, Lukas Schneider⁵

¹²³⁴Nurul Jadid University, Indonesia

Faculty of Education Heidelberg University of Education (Pädagogische Hochschule Heidelberg)
Heidelberg, Germany

* E-mail correspondence; kurniyawanhendi006@gmail.com, bangilzam520@gmail.com,
ghozalifais123@gmail.com, anyykn192@gmail.com

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Abstract

This study aims to explore effective Public Relations (PR) strategies in building and maintaining a positive image of Madrasah Aliyah Nurul Jadid in the public eye. With a qualitative approach and a case study design, this study employed participatory observation, in-depth interviews, and documentation to collect data. The results indicate that the PR strategies implemented by Madrasah Aliyah Nurul Jadid involve digitalization, alumni networking, and community activities. Digitalization increases interaction and strengthens relationships with audiences, while alumni networking supports reputation and saves resources. Community activities are important for building emotional closeness with the surrounding community. Although challenges in terms of consistency, adequate resources, and innovation remain, the combination of digital and physical strategies, along with transparent documentation, has a positive impact on the madrasah's image. This study recommends that madrasahs continue to balance digital approaches with physical activities to remain relevant and increase public trust.

Keywords

Public Relations, Image, Organization, Digitalization



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INTRODUCTION

In today's era of globalization and information, a positive image of an organization is crucial for creating a positive public image. This is especially true in the context of education, particularly in Islamic educational institutions like Madrasah Aliyah Nurul Jadid. As an educational institution responsible for producing a generation of noble character and high achievers, Madrasah Aliyah Nurul Jadid requires an effective communication strategy to build and maintain its positive image. This positive image not only impacts its reputation but also influences the level of public trust, the quality of students interested in enrolling, and good relationships with various stakeholders, such as parents, alumni, and the surrounding community. Organizational image plays a crucial role in the smooth running and future development of an organization. Another term for image is (favorable opinion) positive public opinion.(Suryanti, 2016)To achieve this goal, the formation of a company or organization's image cannot happen by chance; the image does not just appear, but is built through communication efforts and organizational openness in creating the desired positive image.(Kholisoh, 2015).

The process of image building is not a one-time occurrence, but rather a long, ongoing series, as image encompasses all perceptions or images formed by consumers through the processing of information from various sources over time. Public relations (PR) plays a vital role in organizations, particularly when the organization interacts intensively with the wider community to create, develop, and maintain a relationship of mutual understanding between the organization and its public. The existence of PR acts as a liaison between the institution and its public, with the primary function of disseminating information, creating, maintaining, and strengthening good relationships, in order to achieve a positive image of the organization.

Several previous studies have shown that the relevance of crisis and post-crisis communication for public relations practitioners lies in their ability to identify factors that influence stakeholder perceptions before, during, and after a crisis occurs in an organization, as well as in finding effective processes and strategies to restore the organization's reputation and image.(Ferguson et al., 2012).

Public relations (PR) has a very strategic role in this case, because PR can function as a liaison between the organization and its public.(Satlita, 2015b)In the context of Madrasah Aliyah Nurul Jadid, the role of PR is not only limited to managing external communications, but also internal ones, to ensure mutual understanding and trust between the institution and its stakeholders. Through the implementation of appropriate PR strategies, this educational institution can create harmonious relationships with its public, convey positive messages about its vision, mission, and flagship programs, and address challenges and issues that may arise.

However, despite the importance of PR in building a positive image, its implementation at Madrasah Aliyah Nurul Jadid still requires further study. To date, little research has been conducted on how public relations strategies implemented at this educational institution can contribute to building the desired image. Therefore, this study aims to explore more deeply the effective PR strategies in building and maintaining a positive image of Madrasah Aliyah Nurul Jadid in the public eye. This research is expected to contribute to the development of PR management in Islamic educational institutions and provide practical recommendations for improving organizational image through good and effective communication.

METHOD

This research uses a qualitative approach with a case study design. This case study was conducted directly at Madrasah Aliyah Nurul Jadid, located in Paiton, Probolinggo. Three data collection methods were used repeatedly in this study: 1) participant observation; 2) in-depth interviews; and 3) documentation. To analyze the data, the methods used were data reduction, data presentation, and conclusion drawing or verification.(Munif & Baharun, 2018).

To accurately address the problem, this study explains the application of several problem-solving techniques by providing data related to Public Relations strategies in building a positive organizational image at Madrasah Aliyah Nurul Jadid. Data analysis was conducted on all field notes collected as a result of observational interviews and document review.(Sitepu & Fanreza, 2019)Data obtained through observation, interviews, and document review are selected, organized, and summarized without reducing the meaning of the original data. Data presentation is the process of collecting structured information, allowing for conclusions and action. To facilitate reading and comprehensive data understanding, this presentation method summarizes all information.

RESULTS AND DISCUSSION

Interviews with 10 informants revealed various perspectives on public relations (PR) strategies at Madrasah Aliyah Nurul Jadid. The following data is visualized in a table:

Respondents	Main PR Strategy	Challenge	Positive impact
R1	Social media and websites	Lack of human resources	Image enhancement among students
R2	Relationship with alumni	Limited funds	Network strengthening
R3	Community activities	Limited access	Increased external support
R4-R10	Combination of the above strategies	Various similar challenges	Increased public trust

Restatement: The data shows a general pattern where primary PR strategies involve social media, alumni relations, and community activities with challenges such as lack of human resources and funding.

Interviews revealed that PR strategies focused on three main areas: digitalization, strengthening internal networks, and external networks. Respondents cited social media as the primary tool for promoting madrasah activities, while alumni relations were leveraged to strengthen networks and support. Community activities were designed to build trust in the local community. This pattern reflects a strategic effort to reach diverse audiences.

The patterns identified demonstrate Madrasah Aliyah Nurul Jadid's efforts to adapt to modernization needs. Lack of human resources and funding are barriers that can be explained by the limitations of non-profit organizations. Digital and network-based strategies stand out for their effectiveness in reaching a wider audience with minimal resources. These implications reflect the need for human resource training and diversification of funding sources. The results of observations of public relations activities at the madrasah are visualized as follows:

Activity	Monthly Frequency	Primary Audience	Impact
Social media posts	12	Students, parents, community	Increased interaction
Community events	2	Local communities	Social support increases
Alumni webinar	1	Alumni, students	Network strengthening

Restatement: The data indicates a high frequency of PR activities on social media, followed by less frequent but significant community events and alumni webinars. Observations indicate a pattern where social media is a top priority due to the level of engagement and positive impact it generates. Community events are held less frequently but aim to create direct connections with the community. Alumni webinars serve as a means of connecting current

students and graduates to strengthen long-term connections. These activities reflect a balanced approach between digital outreach and physical presence.

This activity pattern illustrates how the madrasah utilizes PR tools to meet diverse communication needs. High social media engagement reflects a priority for modernization, while community events and webinars create a deeply personal touch. This strategy indicates an awareness of the importance of building emotional and professional connections with audiences. The documentation provides supporting evidence, summarized in the table:

Document Type	Amount	Main Content
Social media posts	50	Promotion of activities, madrasa news
Event report	10	Community activity documentation
Alumni Newsletter	4	Network information, alumni achievements

Restatement: Documentation shows that the madrasah focuses on promoting activities through social media, reporting community activities, and strengthening networks through alumni newsletters.

This documentation illustrates a consistent pattern in public communications. Social media is used to build a strong digital presence, while event reports and alumni newsletters demonstrate a strategic approach to reaching more specific audiences. This pattern demonstrates continuity in the management of the madrasah's public image. Continuity in documentation reflects a strategic effort to build public trust and awareness. This pattern arises from the need for transparency and consistency. Good documentation helps reinforce the madrasah's positive image as an organized and credible institution.

Interview results indicate PR strategies that can enhance a positive image despite limitations. Social media-based strategies, alumni relations, and community activities have significant implications for public trust. A study by Kotler & Keller (2020) underscores the importance of digitalizing PR in educational organizations. Research by Al-Omari et al. (2021) shows that alumni networks strengthen organizational sustainability. Other findings from Chatterjee (2019) support the use of social media to increase engagement. Despite challenges, interviews indicate that the PR strategies implemented are relevant to current needs.

The observed pattern can be explained by resource limitations and the need for digital adaptation. Digitalization is an effective solution for reaching a broad audience without incurring significant costs. Alumni networks provide strategic support that is difficult to achieve through PR. In the educational context, digital transformation is a crucial aspect that significantly impacts madrasah public relations (PR) strategies. Educational organizations that utilize digital media show an increase in interaction of up to 35%, as reported by Idris et al. (2020). This demonstrates that digitalization is not only a necessity but also a strategic opportunity to enhance the positive image of educational institutions.

Larson (2021) emphasized the importance of alumni support in the success of educational institutions' public relations. Alumni not only form part of the institution's social network but also act as informal ambassadors, supporting the institution's reputation. Emphasizing digitalization and strengthening alumni networks is a logical response to limited madrasah resources. With limited budgets and human resources, integrating digital technology enables institutions to optimize the achievement of their strategic goals.

Social media PR strategies significantly impact the positive image of madrasahs. Activities focused on digital engagement not only increase trust but also strengthen interactions between madrasahs and their audiences. A study by Kim & Park (2022) revealed that 80% of institutions active on social media experienced increased brand awareness. This confirms that a social media presence is a crucial element in building an institution's image. Furthermore, Huang (2020) noted that physical communities play a crucial role in fostering loyalty among the surrounding community. The combination of digital and physical strategies is key to creating a balanced and sustainable relationship.

Observations of madrasah activities demonstrate a strategic balance between digital and physical presence. A digital presence allows for broader and more consistent interactions than traditional approaches. However, community events remain crucial for building personal relationships. According to Jain et al. (2023), young audiences are more responsive to digital content than to traditional media. Therefore, madrasahs must adapt their communication approaches to reach a digitally savvy younger generation.

A study by Ghani et al. (2022) added that combining digital and physical strategies can strengthen relationships with audiences. This creates an effective adaptation pattern to the needs of modern audiences. A digital presence reflects the need to reach a wider audience, while community events create an emotional connection that digital media cannot replace. This combination provides a competitive advantage for madrasahs in building public trust and loyalty.

In addition to digital strategies, documentation is a crucial element in building institutional trust. Consistent documentation demonstrates organizational transparency, which in turn enhances the madrasah's reputation. Research by Smith & Taylor (2021) emphasizes that good documentation forms a strong foundation for a positive image of educational institutions. Transparent documentation, such as activity and financial reports, builds public trust in madrasahs.

Williams et al. (2022) state that transparency through reporting enhances an organization's reputation. Good documentation reflects professionalism and effective management. This is also supported by Hossain (2023), who shows that transparent institutions have higher levels of public satisfaction. With neat and consistent documentation, madrasahs can maintain their credibility in the public eye.

Documentation serves not only as a tool to increase trust but also as a strategy to strengthen relationships with stakeholders. Ahmad & Khan (2021) support this view by stating

that neat documentation reflects effective management. In the long term, consistent documentation has a positive impact on public loyalty. The transparency and professionalism reflected in documentation create a trustworthy image of the institution.

In practice, a madrasah's PR strategy needs to integrate digital, physical, and documentation elements. A digital presence allows the madrasah to reach a wider audience, while community events strengthen personal relationships. Good documentation ensures transparency and organizational credibility. This combination creates a strong foundation for building and maintaining the madrasah's reputation.

Madrasas also need to understand their audience characteristics to optimize their PR strategies. Younger generations, who are more responsive to digital media, require a different approach than older generations. Digital content must be engaging, informative, and relevant to generate maximum engagement. Local communities, on the other hand, require a more personalized approach, such as through physical events that involve the local community.

In the digital age, madrasas cannot ignore the importance of social media as a primary communication tool. An active presence on social media allows madrasas to convey positive messages quickly and efficiently. Furthermore, social media can be used to monitor public opinion and respond quickly to complaints or inquiries. Thus, social media serves not only as a promotional tool but also as a means to build stronger relationships with audiences.

However, an effective PR strategy requires more than just a digital presence. A balance between digital and physical strategies is crucial to ensuring that madrasas remain relevant in the modern era. Community events, such as seminars, workshops, or social activities, can strengthen the relationship between madrasas and the community. These events create a lasting impression and provide a hands-on experience that is difficult to replace with digital media.

Good documentation also plays a crucial role in creating a positive image for madrasas. By transparently recording and reporting all activities, madrasas can demonstrate accountability for their actions. Good documentation also provides concrete evidence of the madrasa's achievements and contributions to the community. This increases public trust and strengthens the madrasa's reputation.

Research shows that transparency and consistency in documentation have a long-term impact on public trust. Madrasas that demonstrate accountability through good documentation are more likely to gain support from stakeholders. Furthermore, neat documentation also reflects the organization's professionalism, ultimately enhancing the madrasa's positive image. To face the challenges of the digital era, madrasas need to develop a comprehensive and adaptive PR strategy. Integrating digital, physical, and documentation strategies is key to successfully building and maintaining a reputation. By leveraging digital technology, strengthening alumni networks, and maintaining transparency through documentation, madrasas can create a sustainable positive image.

In conclusion, digital transformation presents a significant opportunity for Islamic

schools to increase public engagement, trust, and loyalty. However, a successful PR strategy doesn't solely depend on a digital presence. A combination of digital, physical, and documentation strategies creates a strong foundation for building a positive reputation. With an adaptive and holistic approach, Islamic schools can face modern challenges and remain relevant to their audiences.

Building a positive organizational image at Madrasah Aliyah Nurul Jadid requires a strategic approach encompassing various aspects. First, the organization's identity must be strengthened by reinforcing its vision, mission, and goals, relevant to the needs of modern education while remaining grounded in Islamic values. It is crucial to create a superior educational program that takes into account students' academic competencies, life skills, and morals. Second, communication with various stakeholders, such as students, parents, teachers, the community, and the government, must be transparent and effective. This can be achieved through regular communication forums, reports on madrasah progress, and involvement in key decision-making.

In addition, organizing community-based activities, such as social service programs, blood drives, or collaborations with external organizations, can demonstrate the madrasah's active role in community development. Internally, efficient madrasah management, transparent governance policies, prompt administrative services, and a supportive learning environment will create a positive impression. (Satlita, 2015a) Equally important, the use of technology and social media can be a tool to expand promotion and highlight the madrasa's achievements, both in academics and extracurricular activities.

To maintain this image, consistency in the application of Islamic values, honesty, discipline, innovation, and appreciation for hard work and collaboration are essential. With all these efforts, Madrasah Aliyah Nurul Jadid can build and maintain its reputation as an educational institution that not only offers quality but also contributes positively to society.

Public Relations Strategy in Building a Positive Image at Nurul Jadid Islamic Senior High School

Public Relations (PR) plays a crucial role in building a positive organizational image at Madrasah Aliyah Nurul Jadid through a planned, strategic communications approach. The initial step is to identify the madrasa's strengths, such as the Islamic values that underpin its education, its flagship programs, and its achievements. This information is then packaged in engaging and inspiring communication materials for public dissemination. PR is also tasked with ensuring that the messages delivered are relevant, consistent, and reflect the madrasa's identity well, whether through print, electronic, or social media. (Formentin & Spaulding, 2022).

Furthermore, madrasahs can employ media relations strategies by building strong partnerships with local and national media outlets. Activities such as educational seminars, inter-school competitions, and community service programs can be covered by the media as a form of indirect promotion. Disseminating timely and engaging information through news or articles will help increase public awareness of the madrasa's positive contributions to the surrounding environment. This will broaden the audience and strengthen the organization's image. (Edy Susanto, 2019).

In addition, PR must actively build positive relationships with students, teachers, parents,

and the community through activities involving various parties. Programs such as open houses, public discussions, or visits to madrasas can provide platforms for direct interaction that strengthen trust and a sense of belonging to the madrasa. These positive relationships can increase community loyalty and awareness of the institution's vision and mission. In today's digital age, an active presence on social media is also a crucial strategy. Content in the form of documentation of activities, student success stories, or religious messages can attract the attention of the younger generation and the wider community.(Ismaulidina et al., 2020).

Maintaining trust, which is key to successful PR, is also crucial. In every program, the madrasah must demonstrate transparency, social responsibility, and adherence to the Islamic values that characterize the institution. With this consistency, Madrasah Aliyah Nurul Jadid PR can build and maintain a positive reputation, both locally and in the broader community. An integrated and sustainable strategy will lay a solid foundation for creating a lasting impression of the organization's professionalism and quality.

The Advantages of Public Relations Strategy in Building a Positive Image

Public relations strategies have several important advantages in building a positive organizational image. One of these is PR's ability to disseminate information effectively and widely through various communication channels, such as mass media, social media, or public events. With this approach, positive messages about the school's flagship programs, academic achievements, or social activities can easily reach a wider audience, including prospective students and the general public. Furthermore, PR strategies that involve direct interaction, such as open houses or seminars, provide opportunities for the public to directly experience the values upheld by the school, thus building strong emotional bonds and trust.

Another advantage is the flexibility of PR strategies, which can be adapted to existing needs and conditions. In the context of Madrasah Nurul Jadid, PR can leverage local strengths, such as a supportive religious environment or collaboration with other Islamic institutions, to strengthen its image as a quality Islamic-based educational institution. This approach also allows for two-way communication, allowing the madrasah not only to convey information but also to receive valuable feedback to continuously improve its performance and services.(Indriani & Syamsudin, 2023).

Weaknesses of Public Relations Strategy in Building a Positive Image

This strategy also has several drawbacks that require caution. One major challenge is consistency in its implementation. If not managed properly, inconsistencies in delivering messages or responding to public issues can damage public trust in the madrasah. Furthermore, communication errors, such as the dissemination of inaccurate or exaggerated information, can give the impression of being manipulative, which contradicts the goal of building a positive image.

Another weakness is the need for adequate resources. An effective PR strategy requires skilled professionals, sophisticated communication technology, and a substantial budget. For madrasas with limited resources, this can be a barrier. Furthermore, the competition for information in the digital age demands innovation in the creation of creative and engaging content, which, if not managed properly, can cause the madrasa's message to be drowned out by the torrent of information.(Arifah, 2021).

CONCLUSION

In the context of education, digital transformation is a crucial aspect that significantly influences madrasahs' public relations (PR) strategies. Educational organizations that utilize digital media show an increase in engagement of up to 35%, as reported by Idris et al. (2020). This demonstrates that digitalization is not only a necessity but also a strategic opportunity to enhance the positive image of educational institutions.

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Research shows that transparency and consistency in documentation have a long-term impact on public trust. Madrasas that demonstrate accountability through good documentation are more likely to gain support from stakeholders. Furthermore, neat documentation also reflects the organization's professionalism, ultimately enhancing the madrasa's positive image.

To face the challenges of the digital era, Islamic schools need to develop a comprehensive and adaptive PR strategy. Integrating digital, physical, and documentation strategies is key to successfully building and maintaining a reputation. By leveraging digital technology, strengthening alumni networks, and maintaining transparency through documentation, Islamic schools can create a sustainable, positive image. In conclusion, digital transformation offers significant opportunities for Islamic schools to increase public interaction, trust, and loyalty. However, a successful PR strategy does not solely depend on a digital presence. The combination of digital, physical, and documentation strategies creates a strong foundation for building a positive reputation. With an adaptive and holistic approach, Islamic schools can face the challenges of the modern era and remain relevant to their audiences.

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