

A Mapping Concept: Public Relations Management in Islamic Education

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Abstract. Public relations management provides a deeper understanding of the role and importance of public relations management in the context of Islamic education, as well as highlighting strategies and best practices that can be applied in public relations management in Islamic educational institutions. Public relations is important in building a positive image of academic institutions, conveying clear and accurate information, and establishing harmonious relationships with various stakeholders, such as parents, students, local communities, and mass media. Islamic education has a strategic role in the formation of character, Religious Understanding of Students. This paper discusses various aspects of public relations management in Islamic education, ranging from understanding the basic concepts and principles of public relations, the role and function of public relations in the context of Islamic education to effective communication strategies and techniques.

Keywords: Management provides, Public relations, Islamic Education.

1 Introduction

Several relevant factors can be considered in understanding management and public relations in Islamic education. Among some of these understandings that can be explained, namely: a) The development of Islamic Education, Islamic Education has an essential role in shaping the character, morals, and religious values of students. In recent years, there has been an increase in public interest and awareness of Islamic education. This creates a greater need to manage the relationship between Islamic educational institutions and society. b). The Complexity of Communication Challenges in the era of globalization and advances in information technology, communication challenges are increasingly complex. Islamic educational institutions need to confront various social media platforms, diverse public opinion, and sensitive issues related to religion and education [1]. In this context, public relations management becomes important to manage communication effectively and build a positive image. c). Increased Transparency and Accountability: The community has higher expectations for the transparency and accountability of Islamic educational institutions. Public relations management can assist in conveying clear, open, and accurate information about the activities, programs, and achievements of Islamic educational institutions to the community [2].

It can also help build trust and involvement of parents and communities in Islamic education. d). Parent and Community Involvement: Parents and the community have an important role to

play in supporting Islamic education. They are key partners in shaping character, facilitating learning, and supporting learners. Public relations management can help strengthen engagement and collaboration with parents and the community, thus creating a supportive educational environment. e). Importance of Effective Communication: Effective communication is key to strengthening the relationship between Islamic academic institutions, parents, students, and the community. Public relations management helps ensure that important messages are conveyed in easy-to-understand language and through a variety of relevant communication channels. Thus, all parties can easily access information about Islamic educational institutions' programs, activities, and successes. Public relations management in Islamic education can be carried out effectively by following the above points. This will strengthen communication, build harmonious relationships with the community, and increase understanding and support for Islamic education in Indonesia.

2 Methods

This research is carried out by Literature Study, which is a research method carried out by collecting, studying, and analyzing references or sources obtained in writing or in written form, such as books, journals, articles, documents, and other significant sources of information with the topic / title to be researched [3]. Research Procedure This literature research method is used to compile concepts about expressive writing (EW), which can later be used as a foothold for developing practical steps as an alternative to public relations approaches. This research data collection technique is documentation in the form of searching for data about things or variables in the form of notes, books, papers or articles, journals, and so on. Data collection analysis in this paper will be carried out by selecting, comparing, combining, and sorting out various understandings until relevant ones are found [4].

3 Results and Discussion

Public relations management in Islamic education includes systematic efforts to effectively manage and foster relationships between Islamic educational institutions and the wider community, consisting of parents, students, communities, and other stakeholders. The main purpose of public relations is to foster understanding, generate trust, and garner support for Islamic educational institutions using a variety of communication strategies that have been proven to be efficacious. Public relations management in the context of Islamic education requires careful planning, proficient execution, and comprehensive evaluation of communication initiatives specifically designed to disseminate appropriate information, correct misunderstandings, champion the achievement and delivery of high-quality academic programs, and perpetuate positive perceptions about Islamic educational institutions. The overarching objectives of this discipline revolve around fostering friendly relations with society at large, strengthening parental involvement, and ensuring the seamless transmission of important messages related to Islamic education in a clear and impactful manner [5].

3.1 Management of Public Relations Management in Islamic Education

Public relations management in Education is a fundamental aspect of multifaceted managerial efforts undertaken by educational institutions, encompassing the facilitation and achievement of seamless collaboration between various stakeholders of educational institutions and communities, who serve as beneficiaries and beneficiaries of the institution's alumni [6].

Public relations management in Islamic education refers to systematic efforts to manage and promote the relationship between Islamic educational institutions and the wider community, including parents, students, communities, and other stakeholders [7]. Public relations aims to create understanding, trust, and support for Islamic educational institutions by utilizing various effective communication strategies [8]. Public relations management in Islamic education involves planning, implementing, and evaluating communication activities designed to convey accurate information, overcome misunderstandings, promote success and quality educational programs, and maintain a positive image of Islamic educational institutions. The main objective is to build a harmonious relationship with the community, strengthen parental involvement, and ensure that important messages related to Islamic education are conveyed clearly and effectively [9].

Several things can be learned through public relations management in education, including: a). Effective communication: Public relations management in education teaches the importance of effective communication in building good relationships between educational institutions and the community, parents, students, and other stakeholders. In managing public relations, it is important to develop good communication skills, including conveying messages clearly, listening well, and responding appropriately. b) Understand the needs and expectations of the community: In public relations management, it is important to understand the needs, expectations, and aspirations of the community related to education. Through research and analysis, educational institutions can identify community needs, understand relevant issues, and design appropriate communication strategies to meet those expectations [10]. c). Building a positive public image: Through public relations management, educational institutions can learn how to build and maintain a positive public image. It involves conveying accurate information, managing public opinion, overcoming misunderstandings, and promoting the success and achievements of the institution. Understanding how to build a positive image is important to increase trust and support from the community. d) Managing crises and conflicts: Public relations management also involves the ability to manage crises and conflicts that may arise in an educational context. Through a sound understanding of crisis communication, educational institutions can respond appropriately in challenging situations, manage conflict wisely, and build a strong reputation amidst challenges. e). Increased participation and stakeholder involvement: In public relations management, educational institutions such as parents, students, communities, and community organizations can learn how to increase stakeholder participation and engagement. Through open, transparent, and inclusive communication, institutions can build strong relationships with stakeholders, increase their understanding of educational programs and activities, and gain greater support in achieving educational goals. Through effective public relations management, educational institutions can gain benefits such as improved reputation, greater involvement of stakeholders, and higher community trust [11].

3.2 The Role of Public Relations Management in Improving Public Image and Understanding of Islamic Education

The role of public relations management in improving the public's image and understanding of Islamic education in Indonesia is very important. Here are some critical roles public relations management plays: a) Building a positive image: Public relations management is tasked with building a positive image of Islamic education in Indonesia. They work to promote the success, achievements, and values of Islamic education to the people. This is done through delivering accurate, clear, and inspiring information about existing Islamic education programs and sharing success stories about student achievement and the contribution of Islamic educational institutions to society. b) Convey a clear message: Public relations management is important in conveying a clear and understandable message about Islamic education.

They use various communication channels, such as mass media, websites, social media, and community events, to disseminate information about Islamic educational programs, activities, and values. By conveying a clear message, people can understand well what Islamic education has to offer and its benefits for students and society. c) Overcoming stereotypes and misconceptions: Public relations management is also tasked with overcoming stereotypes and misconceptions about Islamic education in society. They take a proactive approach to explain and clarify the values, practices, and objectives of Islamic education to eliminate existing misconceptions and help society better understand the contribution of Islamic education in shaping students' character, morals, and spirituality. d) Increase dialogue and engagement: Public relations management plays a role in facilitating dialogue and engagement between Islamic educational institutions, parents, students, and communities. They hold meetings, discussion forums, and community events that involve stakeholders in decision-making processes, provide input, and forge mutually beneficial collaborations [12].

Public relations in the field of education is a basic aspect of the multifaceted managerial efforts of educational institutions. This includes facilitating and achieving seamless collaboration between various stakeholders of the academic institution and society at large, who serve as both beneficiaries and beneficiaries of the institution's alums. Public relations, as a function of management, can assist in choosing common channels of communication, fostering mutual understanding, exercising control and cooperation between organizations and their public, addressing management issues, increasing knowledge and response to public opinion, and serving with a sense of responsibility towards the public interest in general, thus acting as a beacon of wisdom and guidance. It is undeniable that an educational institution needs a relationship with the community, commonly known as public relations, to maintain its existence and effectively serve the community. This can only be possible through reaction or interaction from the community, moral support, and available educational media and resources within the community.

The cooperative relationship between educational institutions and society must continue to be maintained because the aspirations, abilities, and circumstances of society are not static but rather continue to develop under the influence of the wider landscape of society. As a result, changes in society require appropriate adaptation in educational institutions. This change in educational institutions is best implemented through a situational approach, which relies on building effective relationships and collaboration with the community. By combining the interests of academic institutions and society, unique characteristics and dynamics emerge

within educational institutions. Therefore, it becomes important to use professional, efficient, and practical techniques and strategies to manage disseminating information to the public.

To manage information for both the internal community (students, teachers, and employees) and the external public (parents, the public, government agencies, and businesses), it is essential to establish specialized departments that strategically and wholeheartedly handle tasks related to public relations. Certain public relations principles must be upheld to determine the success of the relationship between the educational institution and society. These principles include, but are not limited to: (a) the principle of human relations, which emphasizes the importance of effective communication among individuals; (b) the principle of interpersonal communication, which advocates two-way and dialogical exchange, recognizes that communication plays an essential role in shaping individuals as social beings, especially in leadership positions within educational institutions; (c) the principle of participatory style, which encourages the exploration of aspirations based on input and advisory input from teachers, employees, students, parents, and the wider community; (d) the principle of persuasion, which underscores the importance of leaders who have the ability to influence others; (e) informative principles, which require leaders in educational institutions to have the skills to manage and convey strategic information to internal and external stakeholders; and finally, (f) the principle of relationship building, which highlights the need for leaders to foster creativity and innovation in developing relationships with teachers, employees, and students, thus providing inspiration and motivation [13].

Public relations in Education plays a vital role in the success and sustainability of educational institutions. By encouraging effective communication, promoting collaboration, and embracing the principles of human relations, interpersonal communication, participation, persuasion, informative, and relationship-building, educational institutions can thrive and fulfill their mandate to serve society and meet its evolving needs. Establishing a dedicated public relations department equipped with a professional and strategic approach will undoubtedly contribute to the overall success of educational institutions in managing their relations with internal and external publics.

By actively involving the community, public relations management can increase understanding and support for Islamic education and build strong relationships between institutions and communities [14]. e) Managing crises and conflicts: Public relations management also plays a role in managing crises and conflicts related to Islamic education. They are responsible for responding quickly and appropriately in challenging situations, managing sensitive issues wisely, and communicating steps taken to address those issues. By doing this, they can minimize the negative impact on the image of Islamic education and maintain people's trust. Through the active role of public relations management in improving the image and understanding of the community about Islamic education in Indonesia, it is hoped that Islamic education will be increasingly valued, recognized for its value, and get wider support from society as a whole.

3.3 Challenges and Obstacles in Public Relations Management in Islamic Education

Several challenges and obstacles must be faced in managing public relations in Islamic education. Here are some of them: a) Negative stereotypes and prejudices: Management Public relations in Islamic education often face negative stereotypes and prejudices that develop in society. Sometimes, there are wrong perceptions about Islamic education, such as the

assumption that Islamic education only teaches religious aspects without paying attention to academic aspects or is less inclusive of differences. Public relations management needs to overcome these stereotypes and convey an accurate and balanced message about Islamic education. b) The complexity of religious issues: The management of public relations in Islamic education is also faced with the complexity of the religious problems that often become sensitive in society [15].

Decisions and policies related to Islamic education can cause dissent and controversy. Public relations management must face this challenge with wisdom and good leadership to manage communication carefully and build understanding among all parties involved. c) Technology and social media: Advances in information technology and social media have brought new challenges in public relations management in Islamic education. Information can easily spread widely and quickly, both true and incorrect. Public relations management must actively monitor and respond to various social media platforms, maintain the reputation of Islamic educational institutions, and appropriately disseminate accurate information to avoid spreading misinformation or slander. d) Limited resources: Limited resources, be it in terms of personnel, budget, or infrastructure, can be an obstacle to managing public relations in Islamic education [16].

Public relations management may find it difficult to carry out its duties without adequate resources. Therefore, efforts must be made to increase the resources available in public relations management. e) Rapid change: Rapid social, political, and technological changes can also challenge public relations management. Policies, societal demands, and communication preferences continue to change over time. Public relations management needs to adapt to these changes and remain relevant in delivering messages following the times. Facing these challenges and obstacles, public relations management in Islamic education needs to develop effective communication strategies, build good relationships with stakeholders, and continuously improve the ability to respond to existing dynamics [17].

In general, the difference between obstacles and challenges in the context of managing public relations in Islamic education is as follows: a). Obstacles: Obstacles refer to concrete things or situations that hinder managing public relations. Barriers can be limited resources, restrictive regulations, or external factors such as negative perceptions or stereotypes that are difficult to change. Obstacles can be real hurdles that need to be overcome to achieve the goal of effective public relations management. b). A challenge refers to a condition or issue requiring creative thinking, adaptive strategies, and extra effort to confront or overcome. Challenges can stem from changes in the social environment, technological developments, differences of opinion, or sensitive issues related to Islamic education. Challenges require a proactive and innovative approach to deal with them [18].

In managing public relations in Islamic education, obstacles usually refer to obstacles that must be overcome, such as limited resources or negative perceptions. In contrast, challenges are more directed at complex issues or dynamics that require adaptation and intelligent solutions. However, in everyday usage, the terms obstacle and challenge are often used interchangeably and can have similar meanings depending on the context and interpretation given.

Technological developments are also a challenge in managing public relations. These challenges can come from the speed with which information is received, especially by ordinary people. Inadequate information filtering can also cause all data to be widely spread, including false news

and hate speech. Such challenges can weaken public trust in an Islamic educational institution [19].

These challenges can also be an advantage, such as utilizing the development of social media to provide valid information about the institution, the curriculum used, and the teaching materials used in the institution. In addition, technological developments can also be used to transparently report learning carried out by institutions. Students' assessments can also be reported validly and transparently to improve relations and trust between Islamic educational institutions and the community [20].

Conclusion

The development of Islamic education plays an important role in the formation of students' character, morals, and religious values. In recent years, there has been a marked surge in public interest and awareness towards Islamic education, highlighting the urgent need to effectively manage the complicated relationship between Islamic educational institutions and wider society. Moreover, in today's era of globalization and rapid advancements in information technology, communication challenges are becoming increasingly complicated. Islamic academic institutions are now faced with the difficult task of coping with the complexities of various social media platforms, accommodating diverse public opinions, and carefully addressing sensitive issues related to religion and education.

Public relations management is very important in building a positive image, increasing understanding, and strengthening relationships with the community in the context of Islamic education. Through effective communication and appropriate strategies, public relations management can help increase public trust, involvement, and support for Islamic education. Public relations management needs to develop effective communication strategies to convey important messages to the community. It involves the use of various relevant communication channels, such as social media, websites, publications, and community activities. Effective communication strategies also consider language that is easy to understand, the use of appropriate technology, and responsive to people's needs and expectations.

Public relations in Islamic education also involves the ability to face and manage crises or sensitive issues that may arise. This requires quick response, transparency, and skill in handling complex situations. Public relations management in Islamic education has an important role in building a positive image, increasing understanding, and strengthening relations with the community. With effective communication strategies, deep understanding, and the ability to manage crises, public relations management can help achieve the goal of inclusive, quality Islamic education and broad support from the community.

The emergence and advancement of technology pose significant and diverse challenges when it comes to managing public relations. This challenge is particularly evident in the speed at which information is disseminated, especially among the general public, who may not have specialized knowledge in the field. The lack of adequate screening mechanisms can further exacerbate the situation, resulting in the widespread spread of information, ranging from unsubstantiated news to hate speech. As a result, these challenges can potentially erode the trust individuals place in

Islamic educational institutions, which rely heavily on maintaining a positive reputation and cultivating a sense of credibility.

However, it is important to recognize that these challenges can also present opportunities for growth and improvement in the field of public relations. For example, one can leverage the development of social media platforms to communicate effectively and provide accurate and reliable information about the institution itself. This can include sharing details about the mission of the institution, the curriculum used, and teaching materials used in the educational context. In addition, technological advances can facilitate transparent reporting of these institutions' learning processes. Assessments on learners can also be reported validly and transparently, thus fostering closer relationships and nurturing trust between Islamic educational institutions and the broader communities they serve.

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