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# Public Relations Management in Developing Marketing of Islamic Education Institutions at IIBS Ar-Rohmah Pesantren Putri II Malang

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***Abstract:*** *Public relations is the most important part of educational institutions, therefore the quality of management and marketing in an educational institution is one of the important factors in the quality assurance indicators of learning and education. Educational institutions have an important urgency in communicating their goals to the community. The role of public relations as a communicator, building a school image, and marketing. This article aims to describe the management of public relations in developing the marketing of IIBS Ar-Rohmah II Putri Malang boarding school. The method used in this research is qualitative with the type of case study. The data collection techniques are interviews with informants, direct presence in the field for observation, and documentation sources from various reports. The results showed that public relations management consists of public relations planning which includes planning ideas with the main elements of market identification and segmentation, targeting, and positioning. Implementation of public relations consists of coordination between the public relations team and the content creator team then implementing activities under the previous plan. Public relations evaluation consists of two phases, namely the unit evaluation phase and the central evaluation.*
***Keywords:*** *Management, Public Relations, Marketing*

## Introduction

In today's modern era, the quality of management and marketing in educational institutions is important to ensure the quality of learning and education. Therefore, public relations services in education are needed to provide and distribute information about the institution to the public. Public relations management must have an effective and efficient strategy to convey the interests of the institution as well as for the community. Therefore, good social relations skills with a promotional and marketing approach are needed by the public relations department in the management of educational institutions. So that educational institutions have special characteristics in the merger. This characteristic can distinguish the importance of the role of public relations with other parts of the agency. An effective and efficient public relations department is needed for the continuity of the information

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management role for educational institutions for the community and the public.[1]

Public relations management should have an important part that especially disseminates information on the image of the institution with various kinds of communication media. In addition, it has an important part that can disseminate information to the public through various communication media. Public Relations Management has a function as a party that communicates or ties between the institution and the community, both commercial and non-commercial institutions. Public relations management is carried out to attract the public to use the services offered by educational institutions.[2] A structured management system will result in effective, efficient, and optimal educational goals. Educational institutions are closely related to the management system.[3] The presence of public relations as a management function in every educational institution is needed to maintain and improve the image of the school and provide clarity between the community and the school so as to get support and cooperation between the two parties.

Public relations itself functions as a provider of input, understanding, trust, information, and services from and for the public. It all aims to establish a harmonious relationship and trust between educational institutions and the community. In addition, public relations is also a reciprocal communication tool from the public to educational institutions. To avoid the emergence of negative opinions on the institution so that the need for public relations as a management tool in an institution. Public relations is a two-way communication tool (reciprocal) between the educational institution it represents and the community.[4]. This is evidenced by the active response to information on social media. Practical public relations are required to be professional when managing information to ensure their educational institutions continue to exist. Therefore, the effectiveness of the vision and mission of educational institutions is greatly influenced by the

[1] Juhji, *Manajemen Humas Pada Lembaga Pendidikan,* Bandung: Widina Bakti Husada, 2020.

[2] Mustafa Habibi, Pentingnya Manajemen Humas di Lembaga Pendidikan Islam, *Edu Society: Jurnal Pendidikan, Ilmu Sosial, dan Pengabdian Masyarakat*, 2021.

[3] Mulyasa E, *Manajemen Berbasis Sekolah Konsep, Strategi dan Implementasi,* Bandung: Remaja Rodaskarya, 2011.

[4] Sintar Nababan, Model Komunikasi Humas dalam Literasi Media Sosial (Studi Kasus Direktorat Jenderal Informasi dan Komunikasi Publik Kementrian Komunikasi dan Informasi, *MIK*: *Jurnal Ilmiah Manajemen Informasi dan Komunikasi*, 2020.

communication established through the public relations information network.[5]

Therefore, educational institutions must know the programs, needs, circumstances, and goals of the community, and educational institutions must know what the community needs and wants from educational institutions[6]. Therefore, educational institutions can build better relationships with the community, so that the level of public trust will increase towards educational institutions. The main goal of public relations, which must foster public will and gain favorable public opinion to create collaboration based on positive public relations. Thus, it is clear that the purpose of public relations in educational institutions is to improve relationships in order to realize the quality of educational institutions educationally, culturally, and institutionally.[7]. Realize that, marketing is also needed for educational institutions, because as a non-profit institution engaged in educational services, for all levels of education, we need to convince the public and customers that the educational institutions that we manage are easily recognized by the public, and the public will also see this educational institution has a positive reputation and attracts public interest so that people send their children to the institution.

Marketing management in educational institutions is a managerial process carried out by groups and individuals to get what they want by utilizing the quality and quantity of educational institutions by offering the institution's learning system.[8] Marketing can provide opportunities to increase the profit of educational institutions[9]. So the existence of marketing management in addition to focusing on increasing the profit of educational institutions, also focuses on providing satisfaction to customers as a form of stakeholder responsibility for quality and output. Before that, the implementation of marketing must be improved foundations, including paying attention to the quality offered, and carefully looking at segmentation and targeting.[10]. Marketing in educational institutions can be measured

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[5] Sari W,P., Soegiarto A, Fungsi Dan Peran Humas Di Lembaga Pendidikan, *Communicology: Jurnal Ilmu Komunikasi*, 2019.

[6] Abdullah, Pengembangan Manajemen Berbasis Madrasah, *Jurnal Pendidikan Pedagogik*, 2015.

[7] Febriyanti dkk, Peran Humas dalam Manajemen Pemasaran Jasa Pendidikan di MA Al-Mu'awanah Pamulutan Ogan Ilir, *E-Qien: Jurnal Ekonomi Dan Bisnis,* 2022.

[8] Putri B R T, *Manajemen Pemasaran,* Universitas Udayana: 2017.

[9] Agatha Rinta Suhardi, Pelatihan Digital Marketing Pada UMKM Binaan Kadin Jawa Barat dalam Menghadapi Era New Normal, JPDL; *Jurnal Pengabdian Masyarakat Dharma Laksana*, 2021.

[10] Hekayanti H, Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Kualitas Layanan Dan Citra Lembaga di Madrasah Aliyah

through several indicators, namely the satisfaction of users of educational services, public opinion of educational institutions, and the loyalty of users of educational services. Research conducted by Nanda Khavita Sari 2023 entitled Public Relations Management in Developing Marketing for Educational Institutions at SMK Sultan Al-Yasini, the results of the study explained that 1) Public relations participation Public relations management participation in developing marketing educational institutions; 2) Communication with each other and can provide feedback; 3) Evaluation is carried out after each implementation of marketing management of educational services.[11]. The novelty in this study describes the planning, implementation, and evaluation process carried out by the Public Relations Team of the IIBS Ar-Rohmah Putri II Malang Islamic Boarding School in developing the marketing of its educational institutions.

**Method**

This study aims to describe the management of public relations in developing the marketing of Islamic educational institutions at the IIBS Ar-Rohmah Putri II Islamic Boarding School in Malang. The method used is the qualitative research method, which is a research method that aims to obtain an interpretation of reality through an inductive thinking process[12]. This type of research uses case study research by directly observing and describing objects, and events that take place at the time the research is conducted as they are, in this case, the researcher goes directly to see the management process carried out by the public relations team in planning, implementing, and evaluating marketing and conducting in-depth interviews with the public relations department of Ar-Rohmah Islamic Boarding School IIBS Putri II Malang.

The subject of this research is the public relations department of Ar-Rohmah Putri because the public relations department builds a positive image among people on the island of Java and outside the island of Java. Although the financing of education offered is relatively high, it does not reduce the interest and interest of the community in registering their daughters. Data collection in this study was carried out by conducting observations, interviews, and documentation. Meanwhile, data analysis is carried out after data collection and then grouped based on research needs. Data analysis in qualitative research is carried out interactively and takes

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Negeri Bondowoso Tahun Pelajaran 2018/2019, Pascasarjana IAIN: Jember, 2020.

[11]Nanda Khavita, Muhammad Amin, Manajemen Humas dalam Mengembangkan Marketing Lembaga Pendidikan di SMK Sultan Al-Yasini, *JIIP: Jurnal Ilmiah Pendididkan*, 2024.

[12] Andlini dkk., Metode Penelitian Kualitatif Studi Pustaka, *Edumaspul: Jurnal Pendidikan*, 2022.

place continuously so that the data obtained follows the research needs. To determine the validity of the data findings, researchers used triangulation examination techniques and peer discussion through discussion. Triangulation is a technique used to test the validity of data by confirming data with the same source but with different techniques. In this case, for example, data obtained through interviews will be confirmed by observation, interviews, and documentation. This is done so that the data obtained is credible so that the research results really match the facts in the field.

**Results and Discussion**

Educational institutions have an important role in managing learning activities, this aims to make learning activities run following the desired goals. The management of educational institutions must have a clear and measurable plan to be more effective and efficient[13]. One of them is by implementing management. Management is the activity of utilizing human resources and other resources that aim to achieve goals.[14]. Management is defined as a process that involves planning, organizing, directing, and supervising to achieve goals[15]. It can be concluded that management is a process of planning, implementation, and evaluation carried out to achieve predetermined goals. Pondok Pesantren Ar-Rohma IIBS Putri II Malang implements management in marketing or educational marketing, marketing is the process of meeting needs by offering, creating a desired product[16]. Pondok Pesantren Ar-Rohma IIBS Putri II Malang applies marketing management to analyze and market the educational services that the institution has. George R Terry states that management is the process of planning, organizing, directing, and controlling which is carried out to achieve goals through human resources. Therefore, the application of management as marketing is divided into 3 stages, namely planning, implementation, and evaluation.

**Public Relations Planning in Developing Marketing for Islamic Education Institutions at Ar - Rohma IIBS Putri II Malang**

The first step in implementing marketing PR is planning, planning is the process of preparing in detail to achieve certain goals[17]. George R. Tery explained that planning is an effort to select future estimates to describe the

[13] Musnaeni dkk., Pentingnya Manajemen Strategi Dalam Mengingkatkan Kualitas Pendidikan, *Cendekia: Jurnal Ilmu Pengetahuan,* 2022.

[14] Hasibuan dan Malayu S, *Manajemen Sumber Daya Manusia Edisi Revisi,* Jakarta: PT. Bumi Aksara, 2020.

[15] Kristina dkk, *Managerial Skill,* Ponorogo: Unmuh Ponorogo Press, 2019.

[16] Adriyan Payne, *Pemasaran Jasa,* Yogyakarta: Andi, 1993.

[17] Tjokroamidjojo, *Perencanaan Pembangunan,* Jakarta, Masagung: 1986.

activities carried out in order to achieve goals[18]. Meanwhile, Rustiadi argues that planning is the process of determining the stages to be achieved and the strategy for achieving its goals[19]. Based on expert opinion, it can be concluded that planning is the first step to estimating in detail the activities that will be carried out to achieve goals.

The planning of the public relations team in developing marketing at Pondok Pesantren Ar-Rohma IIBS Putri II Malang, begins with the foundation's public relations team planning content ideas. The public relations team of the foundation of Pondok Pesantren Ar-Rohma IIBS Putri II Malang totals 6 people, consisting of one chairman and members. The head of public relations acts as a leader in public relations programs implemented at Pondok Pesantren Ar-Rohma IIBS Putri II Malang[20]. The public relations team has consultants in marketing their educational institutions, consultants are experts who are tasked with providing instructions for activities in their fields. Consultation with marketing consultants is held once a month three times. Then the PR team plans ideas that will be displayed on social media and websites, ideas are things that can trigger thoughts and then produce creations.[21].

Planning content ideas that will be displayed must pay attention to several things related to the main elements of marketing, three things must be considered including market identification and segmentation, targeting, and positioning. Market identification and segmentation is the main spear in marketing this aims to facilitate the public relations team in promoting their educational institutions. Market segmentation is a grouping of targets based on their needs.[22]. The public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang classifies the target to be addressed so that when planning content ideas to be published, it attracts the target. After market segmentation is carried out, the next step is targeting, the targeting process is to direct the target that has been determined in market segmentation.[23] In this case, the

[18] Tery G R, *Principles of Management,* Illonist: Homewood III, 1972.

[19] Rustiadi, *Perencanaan dan Pengembangan Wilayah,* Jakarta: Crespent Press, 2011.

[20] Hasil wawancara dengan bapak Rodif selaku Tim Humas Pondok Pesantren Ar-Rohmah IIBS Putri II Malang, hari Sabtu 11 Mei 2024, pukul 07.50

[21] Widjiningsih, Pelatihan Pembuatan Pola Busana Teknik Draping sebagai Upaya Peningkatan Profesionalitas Guru SMK Tata Busana, *Prosiding Konvensi Nasional APTEKINDO VII dan Temu Karya XVIII FPTK/FT-JPTK SeIndonesia*, 2011.

[22] Tjiptono dan Candra, Pemasaran Jasa, Jawa Timur: Banyumedia Publishing, 2012.

[23] Tjiptono, *Strategi Pemasaran*, Yogyakarta: CV Andi Offset, 2008.

public relations team targets a predetermined target so that the marketing target is as expected.

The next element, positioning, is the placement in the market so that the product gets a good response. After targeting, the next step is to place the educational institution to be accepted in the community. Based on the main elements in marketing that have been applied, it makes the public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang easier to determine the content ideas that will be displayed on the web and social media. In planning the content idea, the public relations team of Ar-Rohma IIBS Putri II Malang displays all activities carried out at the Ar-Rohma IIBS Putri II Malang boarding school without any elements of adding or subtracting, therefore the content idea displayed is really real according to the situation. The public relations team of Ar-Rohma IIBS Putri II Malang developed marketing not only based on online or social media, but also through traditional approaches such as making pamphlets, brochures, and catalogs distributed to target students and advertisements in the mass media.

**Implementation of Public Relations in Developing Marketing for Islamic Education Institutions at Ar - Rohma IIBS Putri II Malang**

Implementation refers to activities that aim to achieve the goals that have been set[24]. Implementation is an application that aims to achieve the goals that have been set at the beginning. After planning is carried out, the next step is coordination between the public relations team and content creators, for example in displaying pesantren activities such as on Saturdays is the scout schedule, the public relations team plans to take documentation and content that will be carried out by the content creator in the form of a take when scout activities are carried out. In this case, the content creator does his job according to the direction of the public relations team. Pondok Pesantren Ar-Rohma IIBS Putri II Malang promotes itself as the best boarding school educational institution in Malang, not without reason both in terms of facilities and teaching provided by the institution to students are very good, and testimonials from alumni. It is also proven by the existence of students who come from outside the city of Malang and even outside the island of Java[25].

Take content that has been done by the content creator is submitted to the public relations team to be processed and published. The next step is the publication of the content that has been taken both on social media and websites and advertisements for the editing process and information about

[24] Mulyadi, Implementasi Organisasi, Yogyakarta: Gajah Mada University Press, 2015.

[25] Hasil wawancara dengan bapak Rodif selaku Tim Humas Pondok Pesantren Ar-Rohmah IIBS Putri II Malang, hari Sabtu 11 Mei 2024, pukul 07.50

the activities that have been taken are carried out directly by the public relations team. In publishing related content, the public relations team has its own section, web publications, advertisements, and social media are carried out by different public relations admins. It is intended that the public relations team focus on the tasks that have been given and can evaluate easily related to the media used as a marketing intermediary for the Ar-Rohma IIBS Putri II boarding school.

The implementation stage is carried out following the plan that has been made to achieve the predetermined goals. Collaboration between the public relations team and the content creator team has an impact on the branding of Pondok Pesantren Ar-Rohma IIBS Putri II Malang. Before the existence of media that could be used for marketing, the public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang promoted by visiting the schools of alumni in Pondok Pesantren Ar-Rohma IIBS Putri II Malang. In the regions of Java and Bali, Sumatra, and Kalimantan, the public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang visited schools one by one to promote their educational institutions. After Pondok Pesantren Ar-Rohma IIBS Putri II Malang was recognized by many people starting from word-of-mouth testimonials and from social media.

The all-digital era is utilized as marketing for educational institutions, making it easier to promote educational institutions. The public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang updates the web and social media according to trends among young people, especially Gen Z such as advertisements published on Facebook, Instagram, and web accounts, this is because the majority of young people receive information from the internet, therefore the marketing development carried out by the public relations team advances rapidly often with the number of students who register at Pondok Pesantren Ar-Rohma IIBS Putri II Malang.

**Evaluation of Public Relations in Developing Marketing for Islamic Education Institutions at Ar - Rohma IIBS Putri II Malang**

The planning and implementation process has been carried out, and the next step is evaluation. Evaluation is a measurement process after the implementation is carried out, it aims to measure whether the program objectives are achieved[26]. The public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang divides the evaluation into two, namely unit evaluation and central evaluation. Unit evaluation is carried out per unit of the Ar-Rohma educational institution because Ar-Rohma has four branches of educational institutions, namely Ar-Rohmah Putri IBS Campus 1, Ar-Rohmah Putri IIBS Campus 2, Ar-Rohmah Tahfidz Campus 3, and Ar-Rohmah Pusdiklat Campus 4. Unit evaluations are conducted once a week.

[26] Sugiyono, *Metode Penelitian Kuantitatif Kualitatif R&D*, Bandung, Alfabeta, 2015.

The public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang, totaling six people, conducts an evaluation once a week led by the head of public relations. The evaluation includes the impact of marketing that has been carried out by the public relations team following targets and objectives.

Evaluation of the public relations team of the Pondok Pesantren Ar-Rohma IIBS Putri II Malang unit meeting conducted by public relations members, then each member presents the results of insight for one week, the reporting is carried out by each section such as ad admin, Instagram, Whatsapp, Facebook, TikTok, and web. This is done so that the evaluation in marketing that has been carried out can show the results, impacts, and obstacles. Obstacles are obstacles that limit achieving goals. After the presentation of the results of the marketing gets a good response or not, the public relations team will analyze the shortcomings and obstacles, and then find the right solution. The public relations team of Pondok Pesantren Ar-Rohma IIBS Putri II Malang evaluates related to the content that has been aired on the social media platform properly and answers the comments of the wider community with language that is easy to understand, in the marketing evaluation carried out also obtained from the survey results of students who entrusted to enter the educational institution Pondok Pesantren Ar-Rohma IIBS Putri II Malang. On average, students get information through social media.

The Ar-Rohmah boarding school foundation has 27 people who are members of the public relations team and are divided by each foundation unit. The evaluation of public relations units carried out every week makes it easy for the public relations team to analyze the obstacles and impacts resulting from marketing that has been carried out, and then evaluate the central public relations. The Ar-Rohmah Foundation's central public relations evaluation was attended by 27 people who were members of the unit's public relations team.[27]. The evaluation carried out is not only focused on marketing but the evaluation of public relations includes all issues surrounding public relations and public relations tasks in educational institutions that must be achieved. Public relations serves as a communicator between educational institutions and the community, therefore public relations has an important role, as good as any educational institution if the public relations team cannot communicate to the public related to programs and facilities owned, the institution will be less attractive.

[27] Hasil wawancara dengan bapak Rodif selaku Tim Humas Pondok Pesantren Ar-Rohmah IIBS Putri II Malang, hari Sabtu 11 Mei 2024, pukul 07.50

**Conclusion**

Based on this research, it can be concluded that public relations management in developing marketing at Pondok Pesantren Ar - Rohma IIBS Putri II Malang plays an important role, as evidenced by the impact of implementing public relations management, namely the increase in new students which is very significant every year, a positive image of educational institutions, and the satisfaction of users of educational institution services. Public relations management consists of public relations planning which includes planning ideas with the main elements of market identification and segmentation, targeting, and positioning. PR implementation consists of coordination between the public relations team and the content creator team then implementing activities according to the previous plan. Public relations evaluation consists of two phases, namely the unit and center phases, in the Ar-Rohma IIBS Putri II Malang unit phase it is carried out every week, while the central evaluation phase is carried out once a month three times.

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