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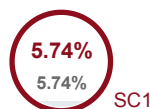
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The Role of Public Relations Management in Building School Branding

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Abstract. This study examines the role of public relations (PR) management in building school branding at SMPIT Imam Bukhari. Using a qualitative case

study approach, it explores how PR contributes to creating a positive image through effective communication, strengthening stakeholder relationships, and promoting flagship programs. The findings indicate that PR plays a strategic role in disseminating information, enhancing the school's reputation, and increasing parent and community engagement. Supporting factors include solid internal collaboration, digital technology optimization, community involvement, and the unique identity of the school, such as the Tahfizh Al-Qur'an program. However, challenges such as the dominance of class teachers in communication and limitations in social media management remain to be addressed. This study provides theoretical and practical contributions regarding PR management strategies to improve the quality of education and the appeal of Islamic-based schools.

Keywords - Public Relations Management, School Branding, Positive Image

Abstract. This research discusses the role of public relations management (PR) in building school branding at SMPIT Imam Bukhari. Applying a qualitative case study-based approach, the research explores how Public Relations plays a role in building a positive image through effective communication, strengthening relationships with stakeholders, and promotion of flagship programs. Findings show that the role of Public Relations is very strategic in disseminating information, strengthening the school's reputation, and increasing parent and community involvement. Supporting factors for success include solid internal collaboration, optimization of digital technology, community involvement, and unique school identities such as the Tahfizh Al-Qur'an program. Nonetheless, challenges such as the dominance of homeroom teachers in communication and the limitations of social media management still need to be addressed. This research provides theoretical and practical contributions related to PR management strategies in improving the quality of education and attractiveness of Islamic-based schools.

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8 | Pages

Pages | 7

Keywords - Public Relations Management, School Branding, Positive Image

1. I. Introduction

Developing increasingly sophisticated technology and communication, schools can use social media, the web and other digital platforms as a forum for expanding communication. So this becomes a new challenge to manage the school's brand and reputation, in line with increasing competition between schools in attracting students and efforts to gain community support. As said by Budi Haryanto, the more positive the school's brand image, the stronger the community's impression and tendency to choose it [1] means that the school must have a strong positive brand in order to attract people to choose the school. Schools need to brand themselves to be different from other schools and give a more prominent impression to both prospective students and parents. Therefore, an educational institution must have the ability to manage its school so that it has distinctive characteristics that influence school branding [2]. Types of marketing practices implemented by schools, including market research and market monitoring; vocabulary and images used in brochures and other publicity materials; and branding or branding [3].

Brand is not just a name; in marketing communications, a brand does not only include a name or logo, but is also a promise from an organization of work units) to customers to fulfill the principles held by the brand [4]. Brands influence people's choices to buy or own something [5] A brand is formed through a gradual process that involves various interrelated elements. Customer satisfaction with the service is a major factor, where positive experiences can increase loyalty and drive recommendations [6]. Branding a school is very important because it can improve academic achievement, attract new students, and influence parental trust. Currently, school branding is very varied, some label their educational institutions as healthy, memorize the Qur'an [7], there are also those that brand friendly schools for children [8], schools that train children's creativity in the field of entrepreneurship, developing children's talents in the field of sports, or also branding schools with superior programs in the field of science [9], and also other branding that can improve the school's image. Creating branding can connect learning to an interesting, active and enjoyable way of teaching, through school identity uniforms that are attractive and different from others, or through habits that have not been implemented by other schools but can become school habits and culture. At MP IT Al Furqon Palembang, the implementation of the school community relations program was carried out, including by preparing a work program. Public relations has an important role in this process and must be able to recognize existing potential and phenomena that occur. This is necessary to design effective programs in building a positive image of the school [10]

Building school branding really requires a good and strong management role, one of which is public relations management. A management approach that includes the design, identification, control and supervision of programs carried out by human resources professionals with specialized knowledge in the field. To carry out an assessment is not only seen from the results but also assessed from a process perspective [11]. Public relations acts as a liaison between the community and educational institutions, introducing educational institutions through various initiatives such as well-thought-out programs, marketing these programs to the community, and showing off student achievements to the wider community, especially to parents students [12]. Public relations includes all planned communication, both outward and inward, between the organization and all its audiences in order to achieve the goals that have been set based on mutual understanding. The idea of public relations is mainly concerned with the implementation of community support [13]. Public relations (public relations) play an important role in building and maintaining positive relationships between various community or public groups that are related to the organization. The main objective of this role is to create an environment where there is trust, understanding and cooperation between the organization and its stakeholders. This harmonious relationship is an important foundation for motivation, involvement and active public participation in supporting organizational growth and development. Through public relations efforts, effective communication is carried out to convey the organization's vision, mission and values to the public transparently [14].

Public relations acts as an intermediary that ensures that various groups of people, such as customers, business partners, government, media and the public at large, understand the organization's goals and feel involved in its achievements. This can be achieved through communication campaigns, outreach activities, collaboration with the media, and organizing events involving the public. By increasing public motivation, public relations helps create a supportive climate where individuals and groups feel motivated to participate in organizational activities in accordance with what Bagea outlined in his book entitled Educational Strategy Management. This encouragement of engagement creates a sense of ownership and shared responsibility that supports organizational development. For example, in the context of educational institutions, the role of public relations can increase the participation of parents and communities in various educational programmes and initiatives. Proactively including the public also means involving them in the decision-making process or asking for feedback that can help organizations respond to their needs and expectations. This helps create loyalty and reinforce reciprocally beneficial relationships, where the public feels heard and appreciated in Rahmat's opinion.

Management can be said to be running well if all management functions in school development have been carried out, and parties such as students' parents, the community, school committees, and public relations teams actively play a role in promoting the school through various social media platforms [15]. However, in its implementation, the public relations sector cannot run alone because branding is not only the responsibility of public relations, public relations is carried out through a solid "TEAM and is coordinated directly by the Head of the Madrasah with madrasah council staff [16]. Public relations management can help schools meet these expectations by carrying out open communication, strengthening relationships with parents and the

community, and providing clear information about achievements, school activities and school excellence that other schools do not have. Awareness of the importance of public relations needs to be shared not only by the leadership of the organization or those who manage it, but also by every unit within the organization or institution. In the development of the school image, public relations work is carried out through the implementation of internal and external work programs. These each contribute to the development of the school image [17]. Public relations efforts in developing the school image are carried out through complementary internal and external work programs. Internal programs involve activities within the school such as routine communication, improving the quality of education, awards for outstanding students and staff, and extracurricular activities [18]. The goal is to build togetherness, motivation and a positive learning environment. External programmes involve links with the community, such as participation in social activities, promotion through the media, collaboration with other institutions, and events such as open houses. This program increases the school's visibility and reputation in the eyes of the public [19]. Through a combination of the two, public relations helps build a positive image that strengthens trust and attracts outside interest.

The strategic role of public relations and public service management in improving the quality of education in schools is a topic discussed in several previous studies. The study emphasizes the important role played by public relations **public relations in improving the quality of education. This** is done by emphasizing the benefits of PR in building trusting relationships with stakeholders, encouraging parent involvement, and offering continuous support to students [20]. This study emphasizes the important function of Public Relations in developing the image of cultural educational institutions at Madrasah Aliyah Negeri 1 Palembang. This research highlights the strategic value of the role of Public Relations in formulating, planning and implementing Public Relations programs which are created jointly with the head of the madrasa, and act as a liaison that connects educational institutions and the community [21]. The Public Relations section in the image development process at State Vocational High School 2 Tondano stated that the main function of Public Relations in forming the school's image includes several important aspects. Public relations acts as an effective communicator, manager of public relations both internally and externally, as support for management, as well as forming the corporate image of the Corporate Image) [22]. In an effort to improve the school's reputation, the public relations management method of SMPN 1 Tellu Siattinge shows how, in the context of educational institutions, public relations functions as an efficient communication channel and partners with students' parents and the community [23]. Creating the Image of Madrasahs. This research reveals that the most important factors in strengthening school programs at MTsN Bandar Lampung through the Excellent Class Program are having professional teachers, forming a team of teachers to negotiate in each subject, and having an active school committee [24]. These five studies are relevant to the title "The Role of Public Relations Management in Building School Branding", namely from the aspects of socialization, effective communication, and building a positive image of educational units. However, the main focus of this research is how public relations helps schools project a good image in the eyes of society through their superior programs and the characteristics that contribute to public relations management's ability to do so.

The school's achievement to have advantages that can be an attraction cannot be separated from the culture implemented in the school environment. The school culture implemented by SMPIT Imam Bukhari is to form a strong culture based on Islamic values, where all school activities, both academic and non-academic, are guided by Islamic principles. Activities such as congregational prayer, reading the Qur'an, and dhikr became daily routines for students, instilling a culture of discipline, courtesy, and responsibility to students, in which the formation of noble morals became the main focus. This can be seen from the interaction between students, teachers and all school members based on Islamic etiquette, various extracurricular activities provided at SMPIT Imam Bukhari, such as scouting activities, PMR, arts (MTQ), martial arts, futsal, informatics and tahsin, all aim to develop students' potential in an atmosphere that maintains Islamic values, and also the learning culture at SMPIT Imam Bukhari emphasizes cooperation, discipline and mutual respect, create a positive and supportive atmosphere for students' intellectual and spiritual development.

With this school culture, SMPIT Imam Bukhari is a school that has various superior programs to form students with character and achievement. One of the main programs is Tahfizh Al-Qur'an, which focuses on memorizing and deep understanding the Al-Qur'an, making it a spiritual foundation in everyday life. Apart from that, this school also implements the Islamic Curriculum, a curriculum based on Islamic values which is integrated with formal education, so that it is able to develop students' academic and spiritual abilities. Not only the academic aspect, this school also prioritizes the Character Building as part of forming students' noble character. This program includes developing Islamic discipline, responsibility and ethics which are the characteristics of SMPIT Imam Bukhari. Leadership and Public Speaking programs are also a focus for training students to have the ability to lead and communicate effectively in various situations. From superior programs and school culture running well, this can be proven by the consistent achievements of SMPIT Imam Bukhari, both academic and non-academic, both at the local and provincial levels. This school also prioritizes Islamic character education, which instills the values of discipline, responsibility and noble morals in students. A conducive learning environment supported by modern facilities and competent teaching staff is one of the main attractions for parents. These advantages make SMPIT Imam Bukhari one of the main choices among Islamic-based schools, as well as building strong and trusted school branding.

In this regard, public relations is considered to play an important role in helping to create a good perception of SMPIT Imam Bukhari. In addition, public relations management plays a role in linking schools with the public at large in order to disseminate information about school initiatives and raise awareness of the institution among the general public. **Public relations not only plays a role in** creating a positive image of educational institutions but can establish and maintain relationships both internally and externally at school, bridging between schools and parents or the community to convey the latest information regarding school [25]. After getting to know Imam Bukhari Middle School more closely, a positive image will be formed about the school, which in turn creates harmonious relationships with students' parents and the community. This then leads to various supports for each program implemented by the school.

Based on the background of the problem above, the researcher formulates the problem as follows: 1. What is the **role of Public Relations Management in building** school branding at SMPIT Imam Bukhari? 2. What are the supporting factors for the role **of Public Relations Management in** building school branding at SMPIT Imam Bukhari? This research aims to: 1. Outlining **the role of public relations** management in building school branding at SMPIT Imam Bukhari, 2. Outlining **the supporting factors for Public Relations Management in** building school branding at SMPIT Imam Bukhari. **The urgency of this research is to understand the** various roles **of public relations management in building the school's image** and the supporting factors involved in the process. This research aims to increase understanding and perception, especially regarding effective school administration, differences and achievements, considering the increasingly fierce competition throughout educational institutions. There are two benefits of this research: theoretical and practical. Findings from this research could, theoretically, be the focus of additional scientific investigation and serve as a guide for future research on the function of public relations in improving school reputation. In practical terms, this research is expected to provide insight into how to improve the quality of education and provide guidelines regarding the function of public relations in creating school brands.

2. II. Method

This research applies a case study methodology with a qualitative approach. Because the aim of this research is to thoroughly study and **understand the impact of public relations and supporting factors in** developing school branding at SMPIT Imam Bukhari, a case study technique was chosen. The aim of the qualitative approach in this research is to understand social or human phenomena by depicting detailed and complex images

communicated verbally. This research was carried out in a natural setting and presented in-depth opinions from the sources. The research subject will involve several related parties, including: the principal or head of the education unit, school public relations officer, teacher, parents of students. The data obtained is the result of interviews with sources, as well as other supporting data such as archives, photos that support the main data.

Data Collection Techniques, namely 1) In-depth interviews (in-depth interviews) with research subjects to explore the role of public relations and its supporting factors. 2) Participatory observation in the school environment to directly observe the implementation of the public relations role. 3) Documentation study of related documents, such as strategic plans, public relations activity reports, and media publications. Thematic analysis will be used in examining data collected from documentation studies, interviews and observations. Three main data analysis components were applied in the study: data reduction, data presentation and conclusions. To confirm that the researcher's experience corresponds to reality, the results of the interview are compared with information from other sources. Triangulation of sources, prolonging the period of study of observations in the field, increasing persistence through observation. Apart from that, member checking will also be carried out to validate research findings with research subjects. This research pays attention to ethical aspects of research, such as informed consent, data confidentiality, and does not harm research subjects. Research permits will also be requested from the parties concerned before the research is carried out.

3. III. RESULTS AND DISCUSSION

1. Public Relations Management

Public relations management is a systematic approach designed to build and maintain a positive image of the organization through structured communication and collaboration with various parties. Public relations management in educational institutions has a strategic role in building harmonious relationships with all stakeholders, both internal, such as teachers, staff and students, and external, including parents, communities and cooperation partners. The implementation of public relations management includes the design of effective communication programs, the management of social media as a means of information and promotion, and the implementation of publication activities aimed at strengthening the positive image of educational institutions in the eyes of the public. This strategy is designed to create reciprocal relationships that support the achievement of educational goals and the school's reputation [26]. The role of Public Relations (Public Relations) in the educational context is very important, namely First, school public relations must have good communication skills, both verbally and in writing, and be able to interact directly and indirectly through print and electronic media. Communication between educational institutions and parents of students can be done via online platforms such as WhatsApp groups [13]. In terms of public relations communication (PR) at IT Middle School, Imam Bukhari has not yet reached the optimal level in conveying information, this is due to the dominance of the role of homeroom teachers in conveying information and notifications related to institutions to parents and students. The homeroom teacher plays a strategic role in such communications, so the primary responsibility for the delivery of information tends to depend on them. This condition shows the need to strengthen a more structured and integrated institutional communication system to support the PR function more effectively.

Both Public Relations functions to build and maintain a positive image of educational institutions. Their duties include conveying information related to success, achievement and positive initiatives carried out by students, teachers and schools. This process supports increasing public trust in educational institutions, while attracting the interest of prospective students and parents to join [20]. SMPIT Imam Bukhari has carried out publications well, as evidenced by the consistency of public relations in disseminating information regarding activities organized by the school as well as the publication of student achievements and achievements in disseminating information which can be easily accessed by the public via social media owned by the school, including Facebook, Instagram, YouTube and the web. The role of public relations is supported by competent experts in the field, who ensure that the delivery of information takes place effectively and efficiently. This shows that this institution maximizes the public relations function in improving communication and the school's image in the public eye. **The role of public relations at** SMPIT Imam Bukhari is in line with what Yilfiana expressed regarding the important role of public relations as a publicist who has the responsibility to disseminate the results of institutional activities to the community. This publication can be done through various media channels, both print and digital, such as newspapers, bulletins, magazines, journals, school websites and social media platforms such as Facebook, Instagram, WhatsApp and Line. [13]. The aim of this publication is to ensure that students' achievements can be known by their parents, so that parents feel satisfaction and pride in the education their children receive at SMPIT Imam Bukhari.

Third, Community relations (PR) in educational institutions act as strategic mediators that connect internal elements of the institution, such as foundation chairs, school principals, teaching staff and educational staff, with external elements, especially the community, including parents of students. This function aims to ensure effective, transparent and mutually supportive communication between educational institutions and external stakeholders in order to create harmonious relationships and strengthen public trust in these institutions [13]. The role of Public Relations as a relationship builder at SMPIT Imam Bukhari is reflected in their efforts to build good relationships with the internal and external public. In terms of the internal public, Public Relations plays an important role in strengthening relations between school principals, teachers and administrations through activities such as regular studies at the end of each month involving all school members, joint sports every weekend and competition activities between students. From an external perspective, SMPIT Public Relations Imam Bukhari is building collaboration with various parties, including parents and the community, who support activities.

However, this effort has not been completely optimal, because only certain groups attended it. Apart from that, SMPIT Imam Bukhari has not fully received a positive assessment regarding financing, considering the assumption that this school is relatively expensive, especially in the context of current economic conditions. The public's apathy towards Islamic programs is in accordance with many people who view Islamic education as not always relevant to practical needs in the modern world. This resistance arises from a lack of understanding of the benefits of integrated Islamic education in forming a generation that is not only intellectually intelligent but also moral and has Islamic character. In challenging economic contexts, families often prefer more affordable educational institutions, even if the programs are not fully aligned with their spiritual or moral needs.

The four PR management at SMPIT Imam Bukhari also play a strategic role in planning, organizing and promoting various events and educational programs. Public relations is responsible for ensuring that information on activities such as seminars, workshops, extracurriculars and school festivals is widely shared, both through social media and direct communication. With this approach, SMPIT Imam Bukhari succeeded in inviting active participation from the community, both as participants and supporters of activities, thereby strengthening the relationship between the school and its community. For example, activities such as parenting sessions, family recitations, and school festivals are not only a place to share Islamic knowledge and values, but also strengthen a positive impression of the school. Public relations ensures that each event is designed to reflect the school's vision and mission, while creating an inclusive and positive environment for all participants. Through effective promotional strategies, these events become a means to introduce the advantages of SMPIT Imam Bukhari to the wider community, build trust, and increase the attractiveness of the school.

Fifth, **Public Relations also plays a** role in establishing relations with the mass media. The role of public relations in establishing relations with the mass media is not only aimed at disseminating information, but also at strengthening the positive image of schools in the eyes of the public. With the media as a strategic partner, schools can build public trust, raise awareness about flagship programs, and expand audience reach. However, at SMPIT

Imam Bukhari, direct relations with the mass media are still an area that has not been optimized. Until now, schools have not had formal cooperation with the media to publish information or manage reporting. This is both a challenge and an opportunity for public relations teams to expand their communication strategies into a more professional realm.

2. Supporting Factors for Public Relations Management

This research identifies a number of supporting factors that play an important role in supporting public relations management (public relations) at SMPIT Imam Bukhari to build strong and sustainable school branding, namely,

First, Solid Internal Collaboration, the key to success in creating school branding that is oriented towards the needs of the wider community [2] Public relations management at SMPIT Imam Bukhari has succeeded in building solid collaboration between the public relations team, teachers and homeroom teachers. This collaboration is an important foundation in ensuring that every element of the school contributes to the delivery of a consistent message to the community. The public relations team serves as the main communication bridge that designs strategies to promote the school's vision, mission and values. On the other hand, teachers and homeroom teachers are the implementers in the field who ensure that the message is conveyed well to students and parents. This synergy creates harmonization between internal and external communication that supports the success of school branding. In the process, close cooperation between the public relations team and the homeroom teacher plays a crucial role, especially in building more personal relationships with parents. The homeroom teacher, who interacts directly with students and parents, spearheads the strengthening of the emotional connection between school and family. They not only convey information related to school activities and policies but also become active listeners to parental input and needs. This role is supported by a public relations team that provides communication materials such as brochures, banners and social media designed to convey the school's identity in an interesting and professional manner.

This synergy also reflects a proactive public relations management strategy in creating a positive image in the eyes of the public. With good coordination, the messages conveyed through various media are not only informative but also reflect the school's core values, such as integrity, independence and spirituality. This helps build public trust in schools and increases the attractiveness of SMPIT Imam Bukhari as a superior Islamic-based educational institution. Through this approach, SMPIT Imam Bukhari not only seeks to attract prospective students but also strengthens the loyalty of parents who have entrusted their children with their education at this school. Consistent and collaborative communication is the key to creating harmonious relationships with society. By continuing to maintain this synergy, schools are able to maintain their positive image while inspiring the surrounding environment as a model for modern and quality Islamic education.

Second, Optimizing Digital Technology, a strong digital presence increases brand loyalty and public trust in educational institutions [6]. Professional social media management is one of the main advantages in Imam Bukhari's SMPIT branding strategy. By utilizing digital platforms such as Instagram, Facebook and WhatsApp, schools have succeeded **in reaching a wider audience**, including **prospective students, parents and the** general public. Social media is an effective tool for introducing superior programs, student activities, and various school achievements. All this was designed with the aim of strengthening **the attractiveness and improving the positive image of the school** in the public eye. Creative, informative and relevant content not only helps disseminate information quickly but also creates effective engagement, so that people feel closer to school. However, although social media has become a strength in the school's branding strategy, SMPIT Imam Bukhari still faces challenges in its management. One of the main obstacles is the lack of human resources who have sufficient capabilities in the digital field. Social media management requires specialized skills, such as graphic design skills, content writing, digital ad management, and data analysis, all of which play an important role in creating a strong online presence. Without these skills, it is difficult for schools to maximize the potential of social media as a strategic branding tool. These limitations have an impact on the consistency and quality of the content produced.

In some cases, posts may be less structured or not attract the audience's attention optimally. Additionally, lack of expertise in analyzing social media data is also a challenge, as schools cannot fully understand audience preferences or evaluate the effectiveness of their digital campaigns. This has the potential to reduce the competitiveness of schools in building a strong image in the digital world. To overcome this challenge, SMPIT Imam Bukhari can consider several strategic steps. First, provide training to the public relations team or recruit experts in the field of digital marketing to improve the quality of social media management. Second, build collaboration with external parties, such as social media consultants or digital training institutions, to get support in managing branding strategies professionally. With these measures, schools can optimize the potential of social media as an effective branding tool, while facing digital challenges with more confidence.

Third, Parent and Community Involvement, stakeholder involvement is an important factor in building a positive image of educational institutions [20]. Based on this opinion, SMPIT Imam Bukhari has created a supportive program through parenting session programs and community activities such as family recitations, SMPIT Imam Bukhari seeks to strengthen the emotional relationship between school and society. The parenting session program is designed to provide parents with guidance regarding parenting patterns that are in line with Islamic educational values. In this session, parents not only gain new insights into children's education but are also invited to understand the vision and mission of the school, thereby creating harmony between education at home and at school. Apart from that, community activities such as family recitations are a forum for strengthening emotional ties between the school and the surrounding community. This recitation not only provides spiritual benefits for participants, but also builds a sense of togetherness and involvement between parents, teachers and the school. By involving the community in religious activities, schools can strengthen their position as educational institutions **that not only focus on academic achievement but also on** forming a character based on Islamic values. The combination of these two programmes creates a harmonious relationship between the school and its community. Parents feel valued as partners in the educational process, while schools obtain the moral and social support essential to developing a conducive learning environment. This strong relationship is one of the keys to building public trust in schools, which ultimately has an impact on strengthening the positive image of schools in the eyes of the public.

Fourth, the Uniqueness of School Identity, the element of differentiation plays an important role in the marketing of Education [3] Prominent school identities, such as the Tahfizh Al-Qur'an program and the use of yaumiyah practice books, are the main differentiators that provide strong differentiation for SMPIT Imam Bukhari compared to other schools. The Tahfizh Al-Qur'an program, designed to build students' love for the Qur'an, focuses not only on memorization but also on understanding its meaning and applying its values in everyday life. This program is a characteristic of the school which illustrates its commitment to producing a generation that excels academically and spiritually. Apart from that, the Yaumiyah practice book is an important tool in building students' Islamic discipline and character. This book is used to record daily worship, such as praying five times a day, reading the Koran, and daily behavior that reflects Islamic morals. With this book, students are not only directed to be consistent in their worship, but are also invited to reflect on themselves and evaluate their spiritual development independently. The role of teachers and parents in monitoring the book also strengthens the collaborative relationship between home and school. This unique identity-based branding makes a deep impression on students and parents, and creates a memorable educational experience. By focusing on forming an Islamic character through these distinctive programs, the school has succeeded in building a strong image as an educational institution that not only prioritizes academics but also moral development. This is an attraction that is difficult to find in other schools, thereby increasing public trust in schools. This identity advantage is also a factor that supports the creation of long-term loyalty

from students and parents. Unique programs designed with full awareness of spiritual and academic needs make SMPIT Imam Bukhari the main choice for people who seek quality education with strong Islamic values. Thus, school identity is not only an effective branding strategy but also the main basis for building a sustainable educational community.

4. IV. CONCLUSION

Manajemen Humas di SMPIT Imam Bukhari memiliki peran yang sangat penting dalam membangun then mempertahankan citra positif sekolah. Humas bertanggung jawab dalam menyusun strategi komunikasi yang efektif, memperkuat hubungan dengan berbagai pemangku kepentingan, serta meningkatkan reputasi sekolah di mata masyarakat. Pertama, komunikasi yang baik antara humas dan pihak internal seperti guru, staff, dan siswa, serta external seperti orang tua dan komunitas, sangat krusial dalam mencapai tujuan tersebut. Meskipun di SMPIT Imam Bukhari, peran humas dalam menyampaikan informasi masih dominan melalui wali kelas, hal ini menunjukkan kebutuhan untuk memperkuat sistem komunikasi institutional yang lebih terstruktur agar fungsi humas dapat lebih efektif. Kedua, humas berperan sebagai pembangun citra positif dengan menyebarkan informasi mengenai prestasi dan kegiatan positif sekolah. Di SMPIT Imam Bukhari, humas telah berhasil memaksimalkan penggunaan media social untuk orang-orang memberikan vaporak positif dalam menarik perhatian orang tua dan calon siswa. Ketiga, peran humas sebagai mediator antara pemangku kepentingan internal dan external sangat penting dalam menjaga hubungan yang harmonis then memperkuat kepercayaan masyarakat terhadap sekolah. Humas SMPIT Imam Bukhari telah melaksanakan tugas ini dengan baik, meskipun masih ada tantangan dalam memperluas partisipasi masyarakat dan mengatasi pandangan negatif terkait biaya pendidikan. Keempat, peran humas dalam merencanakan dan mempromosikan acara pendidikan juga sangat strategis. Melalui kegiatan seperti parenting session dan festival sekolah, SMPIT Imam Bukhari berhasil membangun hubungan yang lebih erat dengan masyarakat dan memperkenalkan keunggulan sekolah. Kelima, meskipun hubungan humas dengan media mass di SMPIT Imam Bukhari belum optimal, ini menjadi peluang untuk memperluas jangkauan komunikasi sekolah. Dengan kerja sama media yang lebih profesional, SMPIT Imam Bukhari dapat meningkatkan visibilitas dan memperkuat citra positif di mata audience. Secara keseluruhan, meskipun terdapat beberapa tantangan, manajemen humas di SMPIT Imam Bukhari telah menunjukkan langkah-langkah positif dalam membangun citra sekolah yang kuat dan menjalin hubungan yang lebih baik dengan Masyarakat.

Empat faktor utama dalam mendukung peran manajemen humas yaitu pertama Kolaborasi Internal yang Solid, Sinergi antara tim humas, guru, dan wali kelas menjadi fondasi penting dalam memastikan penyampaian visi, misi, dan nilai-nilai sekolah secara konsisten kepada masyarakat. Kolaborasi ini tidak hanya memperkuat komunikasi internal tetapi juga menciptakan hubungan yang harmonis dengan orang tua dan masyarakat, mendukung citra positif sekolah sebagai institusi pendidikan Islam yang unggul. Kedua Optimalisasi Teknologi Digital Pengelolaan media social yang profesional telah menjadi kekuatan utama dalam menjangkau audience yang lebih luas. Melalui platform digital seperti Instagram dan WhatsApp, sekolah berhasil mempromosikan program unggulan dan membangun engagement dengan masyarakat. Namun, tantangan seperti keterbatasan sumber daya manusia di bidang digital masih perlu diatasi untuk mengoptimalkan potential media social sebagai alat branding strategis. Ketiga Keterlibatan Orang Tua dan Masyarakat Program seperti parenting session dan pengajaran keluarga memainkan peran penting dalam mempererat hubungan emosional antara sekolah, orang tua, dan masyarakat. Melalui kegiatan ini, sekolah tidak hanya membangun dukungan moral tetapi juga menciptakan synergi antara pendidikan di rumah dan di sekolah, memperkuat kepercayaan masyarakat terhadap institusi. Keempat Keunikan Identitas Sekolah Identitas khas seperti program Tahfizh Al-Qur'an dan buku amalan yaumiyah memberikan diferensiasi yang kuat bagi SMPIT Imam Bukhari. Program ini menggambarkan komitmen sekolah dalam mencetak generasi yang unggul secara akademik dan spiritual, menciptakan pengalaman pendidikan yang berkesan dan membangun loyalitas jangka panjang dari siswa dan orang tua.

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