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The Principle of Public Relations in Leadership in Educational Institutions

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Abstract: Leadership within specialized institutions in educational institutions has a very urgent function in facilitating comparative achievements among followers, also providing opportunities for them to develop and innovate. A leader also has an important role in the development of the institution he leads, where the leader becomes an effective communicator that he can actually establish a good communication relationship between personal leaders and followers, as well as those who do not only within the internal relations circle, however, a good relationship must extend beyond the institution's discussion room to the social discussion space around the institution because educational institutions are related to institutions that relate to the surrounding social community. A leader must be able to establish a good relationship between himself, his followers and also the social environment around the institution that might be more focused on the parents of the institution's students, so the principles of public relations must be needed in researchers in educational institutions, because the basis of success in social life is good communication between social individuals.

Keywords: *principles of public relations, leadership, educational institutions*

A. Introduction

Leadership in an institution or organization occupies a very important place in facilitating the achievement of the objectives of the organization. A leader will always be the initial reference in making decisions in an organization, because as a leader is a director, guide and educator (KBBI, 2014) who guides and directs his subordinates to work together in achieving the desired goals.

Leaders are not just influencing subordinates to work according to what they want, but a leader must be able to provide opportunities or chances for his subordinates to develop and innovate in their work and be able to accommodate their inspirations that can help achieve goals. To achieve all these goals, there must be good communication among all the elements that play a role in the organization. A leader also has a role as a public relation (public relations) which is a

good communicator to establish good communication between the personal leader and subordinate

Principles of establishing a good relationship must be owned by every leader in carrying out his leadership, as well as leadership in educational institutions, a leader must be able to foster good relations between his personality and all the influential elements in an educational institution. Leadership in educational institutions involves many stakeholders who influence the development of the quality of education, including: (1) headmaster: Apart from his position as a formal leader of his school, he is also a general manager of overall school education. (2) Teacher: the teacher acts as a leader in the class, that plays a role in determining comfort during the teaching and learning process. (3) community or parents: as motivators for students to always attend

the teaching and learning process (Suryana, 2010). These three elements must be able to work together in producing good output from an educational institution, so in this case there is a need for good communication from the three stakeholders. So in this case the principal who is the leader of the institution he leads must be able to establish a good communication relationship between himself, the teacher and the community.

B. Discussion

1. Definition of Public Relations

Public relations is a management function that can assist in selecting channels or lines of joint communication, mutual understanding, and cooperation between organizations and their public, discuss management issues, increase knowledge and respond to public opinion (Hamdan&Hafied, t.th). here are some expert opinions about the definition of public relations as quoted by Fullchis & Shinta (2018):

a. J. C. Seided

Public relations is a continuous process of efforts to obtain goodwill and understanding from its customers, employees and the public-in general-in by conducting analysis and improvements.

b. W. Emerson Reck

Public relations is a continuation of the process of determining policy, determining services and attitudes that are tailored to the interests of the community or groups in order to obtain goodwill from them.

c. Howard Honhan

Public relations is an art to create a better public understanding, which can deepen public trust in someone or an organization.

d. Glenn and Denny Griswold

Public relations is a management function that assesses public attitudes, demonstrates the policies and procedures of individuals or organizations on the basis of public interests and carrying out work to gain understanding and recognition from the public.

e. J. H. Wright

Expressing that modern public relations is a plan of wisdom and leadership that will instill public trust and increase their understanding.

f. Charles S. Steinberg

To say that the purpose of public relations is to create a good public opinion or response about the activities carried out by the agency concerned.

g. Berney

Defining public relations as an activity persuades the public to have an understanding that supports and has good intentions towards an institution.

h. Frank Jafkins

Public relations is something that summarizes the overall planned communication, both inward communication and outgoing communication between an organization and all audiences, in order to achieve specific goals based on understanding.

i. The British of Public Relations

Defining public relations as an effort to build and maintain mutual understanding between organizations and the public.

j. World Assembly of Public Relations

Define public relations as an art and social science in analyzing trends, estimating consequences, giving advice to leaders of companies or institutions and implementing planned action programs that serve both organizational and public interests (Morissan, 2008)

According to Dominick as quoted by Morissan (2008), that in the PR there are things as follows:

a. Has a close relationship with public opinion

A public relations practitioner has close ties with opinions circulating in the public. A public relations practitioner must try to

influence the public to get a positive opinion for the organization, but in addition, he must also try to gather information from audiences, interpret information and report it to management if the information has an influence on management decisions.

b. Public Relations has a close relationship with communication

A public relations practitioner must be able to interact with the public or the general public to explain the activities or actions of the institution to the public or the community, there are two groups of audiences that are included in the scope of public relations work namely internal and external. External includes employees, labor organizations and shareholders whose names are registered with the company. While external audiences include: government agencies or agencies, dealers, suppliers, surrounding communities, mass media and shareholders who are not listed on the shareholders list.

c. Public Relations is a management function.

This is because one of the main functions of public relations is to help management in setting goals and adjusting to the changing social environment. Public Relations must also routinely provide advice to management so that management can make decisions when changes can affect the institution

From the various definitions above, it can be concluded that in public relations there are activities to instill and obtain understanding, goodwill, appreciation, and trust from the public, whether internal public within an institution or external public or the community outside the institution. The function of public relations itself is to realize a harmonious relationship between the institution and the public, an effort to instill a pleasant

impression, so that public opinion will emerge that is beneficial for the development of the institution, it can be carried out by public relations by conveying or showing things that positive about what has been done and planned, and give information or explanation to the public honestly, so that the public gets good information about the institution.

2. Public Relations Function

Public Relations is a management function that supports coaching, maintenance of shared pathways with the organization and its public, concerning good communication activities, which are able to foster a good understanding of the public, so that institutions are able to obtain the nature of acceptance from the community and cooperation with institutions.

The main function of public relations (Fullchis&Shinta, 2018):

- a. Growing good communication between institutions and the public both internally and externally in order to instill understanding. In the sense that a PR or PR practitioner becomes an "intermediary way" between the organization and the internal and external public in growing, developing, maintaining and keeping a reciprocal communication needed to handle, overcome problems that arise, or minimize problems that arise.
- b. By using the approach, reciprocal communication will help to find strategies for dealing with conflicts and fostering motivation and public participation in order to create public opinion that benefits organizations or institutions.
- c. Serve in the public interest.
- d. Always pay attention to moral and good behavior.
- e. Communication is a tool to achieve the goal of harmony public opinion.

Besides that, PR also has tasks that are closely related to the purpose and function of public relations (abdul, 2016), namely:

- a. Delivering messages or information from the company verbally, written or visually to the public, so that the community or public, gained the right and correct understanding of the condition of the company, its objectives and activities.
 - b. Conduct studies and analyzes of public reactions and responses to company policies and actions, including all kinds of public opinion that affect the company.
 - c. Conveying facts and opinions to task implementers to assist them in providing services that impress and satisfy the public.
 - d. Interpret, analyze and evaluate trends in public behavior which are then recommended to management to formulate organizational policies
 - e. Meeting the interests of organizations or institutions with public interests. In the sense that a public relations officer must understand what is the purpose of the institution he represents and also must understand what is needed by the community, so that with the presence of knowledge can provide a way out that can bring together the goals of the institution with what is needed by the surrounding public.
 - f. Public relations practitioner must be able to evaluate the programs of an organization or institution, especially programs related to the public interest, so that it can affect good opinions from the public.
3. Principles of Public Relations
- There are several principles of public relations that underlie the activities or movements of a public relations practitioner, including:
- a. A public relations practitioner must work on the basis of facts rather than fiction.
 - b. Public Relations is a service that is social in nature not personal.
 - c. Some public relations practitioners must be able to realize the activities of institutions or organizations to seek community support for the policies and programs implemented by the institutions they represent.
 - d. A public relations practitioner must not commit fraud or lie to the media because it can be the cause of the collapse of public trust in the institutions they represent.
 - e. A public relations practitioner must be an effective communicator or act as a link that connects the public and the institution.
 - f. In carrying out its activities, a public relations officer must base all activities on scientific research on public or public opinion.
 - g. A public relations person must be a good communicator, so that he can establish good working relationships with experts in other fields, because one of the public relations tasks is to convey what he gets from the public and convey it to the parts of the company that are the focal point from public opinion.
 - h. A public relations practitioner is obliged to explain to the public about the policies of the institution or company they represent
4. Educational Institutions
- Talk about educational institutions as a forumongoing education, of course, will be a problemthe environment in which education is carried out. Republic of Indonesia Law No. 20 of 2003 concerning the National Education Systemdividing the type of education into

three parts, namely: educationfamily (informal), community (non-formal), and school (formal)[9].Of the three types of education it can be said that in human life there are three educational institutions.

first: formal educational institutions or school education institutions where all educational activities are carried out in schools in a systematic, regular, multilevel manner, the age of students is relatively the same, time education is set according to the level of education, educational material is more academic and general in nature, and there is an emphasis on the quality of education in response to future needs[10]The functions of formal education institutions are as follows[11]provide basic knowledge as the initial capital in entering the level of independence, specialization of formal education institutions in the field of education and teaching, helping the development of individuals into social beings who are able to adapt well in society.

Second: non-formal institutions or educational institutions in the community. An institution organized for the interests of the community that needs education, this institution has the function of supporting or complementing educational institutions to conduct education that is not limited by age and level of education such as: course institutions, study groups, training institutions, majelistaklim, religious institutions, and similar educational units

third: informal institutions or family education institutions. This institution is the first environment that a child encounters before he finds another educational institution, because in this family education institution a child will get training and guidance for the first time. Family education institutions are also institutions that play a very important role in shaping the characteristics of a child, providing first experience, instilling the basis of moral education, and instilling religious values.

there is a reciprocal relationship between the three institutions, schools as formal institutions receive influence from the community and society influenced by education in schools. The school has a duty to teach students how to live socially. And education that goes on in the community must be a support and complement to develop children's knowledge and insights

5. Understanding Educational Leadership

Leadership comes from the basic word "lead" which means "guidance, and direction" which implies leading, heading, presiding, guiding; hold someone's hand to be guided and shown the way, training, and educating. "Leadership" means about leading or how to lead (KBBI, 2014)

According to James M. Black leadership is the ability to convince other people to work together under their leadership as a team to achieve a certain goal (Veithzal&Arviyan, 2013).The leadership according to Stoner was quoted by Handoko (2015) leadership is a process of directing and giving influence to the activities of a group of members who are related to their duties. In this definition there are three important implications:

- a. Leadership involves other people (subordinates or followers), obtaining their willingness to receive direction from the leader, group members help determine the status or position of the leader and make the leadership process work. Because without subordinates, all one's leadership qualities will become irrelevant
- b. Leadership involves an unequal division of power between leaders and group members. Leaders have the authority to direct various activities of group members, but group members cannot direct the activities of the leader directly.

- c. In addition to providing direction to subordinates or followers, leaders can also use influence, in other words leaders can not only govern subordinates to do what they are told, but leaders can also influence subordinates how to carry out their duties.

From the definition of leadership as described above, it can be concluded that leadership is an art that is able to influence, regulate, control other people to work together in a team to achieve desired goals

The understanding of "educational leadership" according to being treated was quoted by Hefniy (2014) is an ability and process of influencing, coordinating, and moving other people who have to do with the development of the science of education from the implementation of education and teaching, so that the activities carried out can be more efficient and effective in achieving educational and teaching goals.

In essence, to achieve the desired results in education, it is necessary to involve stakeholders from stakeholders who have an important role in education including: the principal who acts as the manager of education in the school as a whole, in addition to his position as a formal leader in his school (Sumiarti, 2017, p.250). Then there are teachers who have a role as leaders in the class that determine comfort during the teaching and learning process takes place. And those who have a role as stakeholders outside the school environment are parents and the community, which is the role of parents as motivators for students to always attend the learning process (Asep, 2010) So in achieving the true goals of education, every stakeholder must be able to work together to achieve these goals, good cooperation must be based on good communication from each stakeholder.

6. General Leadership Principles In Education Institutions

In carrying out the mandate, an education leader needs to understand and implement leadership principles that generally apply in educational institutions, including (Burhanuddin, 2014):

a. Integrative

Integrity is a consistent action, both inside and outside of inner values. Leaders with high integrity are leaders who are always consistent in behaving, what does not appear in the eyes of other people is the same as what appears from him in front of the public, honest, and able to control emotions well so they are not easily angry, because with that the leader can have the trust of his followers, and will be more approachable by his followers.

b. Cooperative

Namely, in the leadership process, principals should prioritize cooperation with the people they lead, because in this cooperative principle participation must dominate work so that good cooperation will be formed for each member. regardless of their respective duties, each member must also feel an interest in the problem concerning the success of the work of other members so that good cooperation will be created in solving problems that arise in the workplace.

c. Rationality and Objectivity

Leadership in an institution will not succeed if a leader moves his organization emotionally. This means that if someone's emotions dominate the way of thinking, rationality and objectivity will be reduced so that inaccuracies can occur in making decisions. The rationality of a leader is based on his abilities and skills, the higher the managerial position of a person, the greater the demand for him to prove himself in thinking because a leader must be able to

think openly and look at all directions to make a policy.

d. Adaptability and flexibility

Namely, a leader must be able to adapt to the changes that occur, because a rigid and aprior attitude will harm someone in carrying out his role as a leader. Change cannot be separated from various human relations, so the principle of flexibility is a very important factor in an organization, so a leader must be able to adjust himself to changes and new circumstances.

e. Delegates

A leader must be aware of the limitations of his ability as a human being, so it is necessary for him to delegate his power, authority and responsibility to his staff members according to their respective abilities, so that all work processes can run as a whole, effective and efficient.

f. Pragmatic

That is able to make accurate decisions in accordance with the capabilities and resources available in an institution.

g. Exemplary

In leading educational institutions, a leader must be a good example and role model for all circles he leads, leaders do not just govern and evaluate the performance of their subordinates, but leaders must be able to give examples of good work. Exemplary fungi also mean the willingness of leaders not to stand idly at times when the people they lead carry out their decisions, leaders not only make decisions and order, but leaders must also take a role in the process of implementing those decisions (Nanang, 1996).

7. The Principle of Public Relations in Leadership in Educational Institutions

The function of the leader is to facilitate the achievement of goals comparatively among his followers, on the other hand, a leader must also be able to

provide opportunities for the personal growth and development of his followers. According to Assumpta, as quoted by Zulkarnain (2010) leadership is a management concept in organizational life, has a strategic position and is a social phenomenon that is always needed in group life. Leadership in an institution is also central to all institutional activities. A leader is the main controller and director in achieving the planned goals. There are four levels of leadership principles that are effective in making relations with humans according to Covey namely:

- a. Personal, namely one's personal relationship.
- b. Relationship between personal or interaction relationships between someone and others.
- c. Managerial, namely responsibility in completing work with other people.
- d. Organizational, that is someone's needs in organizing educational institutions.

In this case Covey tries to explain about the level or the basic level of leadership that is effective in making relations with humans.

First: is personal, what is meant is that a leader must be able to communicate with himself, move himself, influence himself and motivate himself. In the sense that a person must be able to move himself to advance and develop before he moves others.

Second: the relationship between one person and another is a more complicated stage. Relationships with other people is a formation of links or relationships of communication with new individuals. The need to communicate with other individuals or individuals is one of the bases of leadership, because in addition to the establishment of communication, leaders must also know the personality of others so that relationships are mutually understood.

Third: managerial is to have the meaning of planning, regulating, directing, controlling and evaluating. In

this scope a leader must have the ability in the managerial field. This managerial ability is not only ordering other people to complete their responsibilities, but managerial is the ability to be together with others in completing their responsibilities, as well as their jobs.

Fourth: organizational is the highest stage in leadership. This stage is the implementation of the three levels of leadership principle, because an individual if he successfully applies the three levels in his leadership, he has a mature personality and has communication and managerial abilities. This is a characteristic of an ideal leader and is a necessity of an educational organization (Zulkarnain, 2010)

From Covey's presentation of the four levels of the principle of effective leadership, it can be concluded that leadership in educational institutions is inseparable from the principles of effective communication and relations with the community, so leaders must be able to understand the principles of communication (Syamsudin).

- a. The principle of human relations in communication with others.

Humans in daily life cannot be separated from interactions with other humans through communication activities. Especially in the organization of educational institutions whose principles of human relations within the institution contain the value of education.

- b. Principles of interpersonal communication.

Interpersonal communication is communication that is two-way and dialogical. This communication is one of the principles of public relations in shaping the human person as a social creature from the development of daily life, especially in carrying out leadership roles in educational institutions.

- c. The principle of participatory style

This principle is carried out to explore aspirations, based on suggestions from teachers, employees, students, parents of students, and the community. Especially in taking and determining policies, input, aspirations and suggestions are urgently needed so that policies can be implemented smoothly and effectively.

- d. The principle of persuasion

A leader must have the ability to influence others. To satisfy others, the leader must be trusted. because honesty, objectivity, more thinking of others, more giving and paying attention to service, showing professionalism, broad views and accommodating, can make the leader influence the subordinates, work colleagues and society

- e. Informative principles

A leader in an educational institution must have the ability to manage and deliver strategic information to the internal public and external public.

- f. The principle of building relationships.

In this case the leader must have creativity and be innovative in fostering internal relations within the institution, both with teachers, employees, and students in terms of giving encouragement and motivation to always be passionate about work and learning, as well as external relations, both with parents of students or outside institutions in fostering mutually beneficial cooperative relations, such as raising scholarships, raising funds for building school infrastructure, providing facilities, facilities and tools for the teaching and learning process.

- g. Principles of adaptability

In this realm, a leader must always know the information that develops, both information concerning public internal and information relating to the external

public, in order to be able to take actions or policies in response to these information

C. Conclusion

Leadership in education basically involves many stakeholders who are very influential in developing the quality of education, including: the principal who acts as the manager of education in the school as a whole, in addition to his position as a formal leader in his school. Then there are teachers who act as leaders in determining the conditions of comfort during the teaching and learning process in the classroom and teachers are also leaders who create quality students. And the last one that becomes an influential stakeholder in the development of the quality of education is parents or the community where parents take the main role as motivators for students to always be present in the learning process. So that a leader must understand the principles of public relations that can help him in building or fostering a good communication relationship to the internal public in institutions and external public. There are several principles of public relations that need to be embedded within a leader in the educational institution he leads, including: The principle of human relations in communication with fellow humans. Principles of interpersonal communication. Principles of participatory style, persuasive principles. Principles of building relationships, adaptability principles.

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