

ABSTRAK

Tujuan penelitian ini adalah: 1) untuk mengetahui manajemen *public relation* dalam membangun citra MTs “Andalusia” *Boarding School* Banjarnegara, 2) untuk mengetahui strategi MTs “Andalusia” *Boarding School* Banjarnegara dalam menumbuhkan citra lembaga. Pendekatan yang digunakan dalam penelitian ini adalah Kualitatif. Jenis penelitian yang digunakan adalah kualitatif deskriptif. Subyek penelitian ini adalah Pimpinan Yayasan “Andalusia” Banjarnegara, Kepala Madrasah, karyawan/Operator Madrasah, guru/wali kelas, siswa, orang tua/wali siswa, dan warga sekitar MTs “Andalusia” *Boarding School* Banjarnegara. Teknik Pengumpulan Data adalah Wawancara, Observasi dan Dokumentasi. Analisis Data yang digunakan yaitu Reduksi Data, Penyajian dan Penarikan Kesimpulan.

Dari analisis data, hasil penelitian ini adalah: 1) MTs “Andalusia” *Boarding School* Banjarnegara telah melaksanakan fungsi manajemen *public relation* dengan baik, walaupun belum terbentuk divisi hubungan masyarakat dalam struktur keorganisasian, 2) Kegiatan *public relation* dilaksanakan oleh seluruh *civitas academia* di MTs “Andalusia” *Boarding School* Banjarnegara dengan pengelolaan manajemen meliputi perencanaan, pengorganisasian, pelaksanaan dan pengendalian kegiatan *public relation* yang baik, 3) MTs “Andalusia” *Boarding School* Banjarnegara membangun citra lembaga yang sesuai dengan kenyataan dengan fokus menunjukkan prestasi dan pencapaian madrasah yang diiringi dengan perbaikan mutu, 4) Upaya MTs “Andalusia” *Boarding School* Banjarnegara dalam menumbuhkan citra lembaga meliputi kegiatan pembentukan opini, publikasi madrasah dan pemasaran pendidikan.

Kata Kunci: Manajemen *Public relation*; Strategi Pembentukan Citra; Lembaga Pendidikan Islam

ABSTRACT

The objectives of this research are: 1) to find out the public relation management in building the image of MTs “Andalusia” Boarding School Banjarnegara, 2) to find out the strategy of MTs “Andalusia” Boarding School in building the institution image. The approach used was qualitative and the type of research was descriptive qualitative. The subject of the research was the Leader of the Institution “Andalusia” Banjarnegara, the Headmaster, the employee/ school operator, the teachers/ academic advisors of the classes, the students, the parents/ the guardians of the students, and the people in the environment of MTs “Andalusia” Boarding School Banjarnegara. The data collecting techniques were interview, observation, and documentation. The data analyses used were data reduction, presentation, and conclusion drawing.

From the data analyses, the research results are: 1) MTs “Andalusia” Boarding School Banjarnegara has carried out the function of public relation management well even though there has not been the division of public relation in the structure of the organization, 2) The public relation activity is carried out by all civitas academia in MTs “Andalusia” Boarding School Banjarnegara by the management including planning, organizing, implementation, and controlling the public relation activity well, 3) MTs “Andalusia” Boarding School Banjarnegara is building the image of the institution as in the fact by focusing the achievements of the school along with the quality improvement, 4) The efforts of MTs “Andalusia” Boarding School Banjarnegara in building the image of the institution include the activity of the opinion building, the school publication, and the education marketing.

Keywords: *Public Relation Management, Image Building Strategy, Islamic Education Institution*