School Relations Strategy with the Community through the Utilization of Online Applications in the Digital Era

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ABSTRACT

The purpose of this research is to describe the school's relationship strategy with communities that utilize online applications. This research uses a qualitative approach, with a draft case study. This research place is at Kalam Kudus Christian High School Surakarta. Data collection techniques with in-depth interviews and documentation studies. The informants in this study are the principal and deputy principal of the school's relationship with the community. The data analysis techniques used are reduction, data display, and concluding. As a result of this study, there is a strategy of school relations with the community through online applications such as school websites and apps on smartphones.

Keywords: public relations strategies, community participation, online applications

1. INTRODUCTION

Entering the era of Industrial Revolution 4.0, the utilization of technology in the world of education became commonplace. Some changes make education have to change as well. This happens to improve the quality of education, especially in schools. Schools can be viewed by the public if they have a good school image [1], conversely, if the school has a negative school image in the community, then the community will have a negative view of the school. The school is by and for the community. It says so because schools exist when the community is in need. It can be seen when the community's interest surges some authorities can establish better schools in terms of facilities and infrastructure and the activities offered are different from existing schools [2], [3]. The same is said for the community because people who have children need a school for a formal place to study.

Education is not only obtained when in school, but education can also be obtained when at home i.e. informal learning as an example of parents giving examples of eating using the right hand. Participation by Kamus Besar Bahasa Indonesia (KBBI) is a person's role in an activity or participation. Therefore, participation can be established when there are 2 or more people or institutions to achieve the desired goal. While according to the [4] involvement of several parties in an activity.

Thus, participation itself has the meaning of the involvement of several parties in an activity to achieve the desired goal. Similarly, schools should involve the community in the education process, because there are several achievements that schools and the community expect [5], [6].

The strategy needed in community participation is a way to attract parents and the community [7]. This should be done because the school as a formal organization should have a social closeness with the [8], [9]. Looking at this modern era more and more new schools. That means the new schools can keep up with changing times. Thus, old schools must be faced with two problems, namely, increasingly intense and increasing competition and keeping up with the changing times that exist [10].

Efforts to improve the quality of the school can be done by: (1) improving or improving school facilities and infrastructure, (2) improving the competence of educators and educators, (3) school activities that can attract the community, (4) more innovative learning, and (5) community improvement. Some of these things if done can attract the public's interest [11]. The benefits of community involvement in education provide some benefits for some such as teachers, students, parents themselves, and schools. Senior High School (SMA) Kristen Kalam Kudus Surakarta, Indonesia, is a school under the auspices of Kalam Kudus, so this school must

follow the changes that exist. Many new schools are emerging in the area.

The school utilizes technology as a medium for school marketing. Not only that this is considered more effective because in the era of the Industrial Revolution 4.0 almost everyone has a smartphone. SMA Kristen Kalam Kudus Surakarta is in use using websites and applications that can be downloaded on the google play store. The school sees the biggest opportunities in technology, so for school activities, marketing, or admission of new students, the school announcement is already summarized on the school's website and application. This makes it easier for principals, teachers, students, school committees, parents of students, communities, policymakers, and prospective parents to access school-related information.

Other things implemented in the school's relationship with the community are supporting activities such as parenting, student exchange, life in (social service), school visits, international programs, and Universitario. The number of activities is a strategy implemented by the school to attract the attention of prospective parents of students. The school's relationship with the community will lead to community participation [12]–[14]. If this happens it will improve the image and quality of school. Community participation according to [15] is one person's involvement in a particular situation. With that involvement is a relationship. Especially in schools, this becomes the school's relationship with the community. It is also influenced by school programs, so there is community involvement [16].

The process of decorating relations with the community must be communication. This is important because communication will facilitate coordination between the school and parents and the community [17], [18]. In this 21st century communication is very easy to intertwine, with the technology to share information not having to meet, but many obstacles when communication is not by meeting [19]. There is usually a misunderstanding between the parties. Therefore, in communication using technology should be good at digging up information and asking for the truth of the information. Communication is a message that can be understood by the recipient and the recipient can perform activities as the sender has conveyed [20], [21]. That is, communication occurs if there are a sender and recipient. Also, the information submitted can be followed up with activities following the information received.

Communication develops in a broader context with professional collaboration so that there is a communication process [22], [23]. That way, communication can be formed easily when there is a collaboration between the sender and recipient. Also, in the communication process, some interruptions usually make the information unable to be conveyed. Through communication can create a good school image, in communication can help the development of existing members within the organization as well as ways to improve the performance and quality of the organization [24].

That way the communication function is to develop the school to be better and introduce the school to the general public. Such communication plays a role in producing a much better program, as well as the process of sending ideas through face-to-face or other transmission methods [25], [26]. That is, communication can occur if there is something to be conveyed, the activity can be done by meeting in person or through media such as e-mail, mobile phone, telephone, or other.

2. METHOD

This research uses a qualitative approach. The data collection techniques used in this study are interviews and study documentation. The location of this research is SMA Kristen Kalam Kudus Surakarta. Step in taking this data through interviews with informants, and conducting documentation studies owned by the school. The informants in this study were the principal and deputy principal of the school's relationship with the community. Checking the validity of the data used is credibility, this is done because to account for the data that has been obtained. That credibility increases the perseverance and adequacy of the reference material [27], [28]. As for data analysis, researchers use case study analysis techniques.

3. RESULTS

SMA Kristen Kalam Kudus Surakarta is a school under the auspices of the Kalam Kudus foundation. The school has a good relationship with the community. This is one of the attractions of this school. One of them is the utilization of technology in society. The utilization of technology is the school website and application. The school's website, as in most schools, provides a lot of information about the school. Also, the utilization of other technologies is to use apps that can be downloaded on the google play store or app store.

Schools take advantage of downloadable apps on these smartphones taking into account usability. Because various circles already use smartphones as a medium to search for information. The application is named "SMA Kristen Kalam Kudus Surakarta", in the application as well as the school's website providing information related to the school.

The information is school activities, admission of new students, school announcements, number of students, organizational structure, extracurricular activities, school programs, and of course, there is a school contact. This makes it an advantage for the school. Because not many schools have used the app as one of the strategies to attract the public's attention. Another

thing that makes this school should be better known by the community is because of the location of the school away from the hustle and bustle of the city. So the school parties are looking for ways to introduce the school to the general public.

4. DISCUSSION

In modern society, public relations and schools are becoming increasingly complex. As an open system, schools are in reciprocal relationships with the community as well as a large number of organizations [29]–[31]. For this reason, public relations have become a common trend to strengthen relationships, coordination, and communication between schools and other social organizations. Today, the internet is not only a vital instrument in relationship and community management but also very important for most people [32]. The presence of the internet has opened the door for relationship and community management practitioners, to be able to carry out two-way communication between schools and communities in the concept of interactivity [33].

Based on the results of research the school's strategy in utilizing technology by organizing school websites and downloadable apps on google play store or app store. The school's website, as in most schools, provides a lot of information about the school. Also, the utilization of other technologies is to use apps that can be downloaded on the google play store or app store. The application is named "SMA Kristen Kalam Kudus Surakarta", in the application as well as the school's website providing information related to the school. The information is school activities, admission of new students, school announcements, number of students, organizational structure, extracurricular activities, school programs, and of course, there is a school contact.

A strategy that can be used in school public relations activities in carrying out its role in the digital age is the implementation of school websites and applications [34], [35]. The school's website can be said to be an official website or an official website. The term official website refers to the existence of a website maintained by an institution that presents official information [36]. The information components commonly found on an official website are agency profiles, work unit profiles, manager profiles, employee profiles, activity programs, news about agency activities, staffing information, announcements, and search engine facilities [37].

Schools in running community relations programs utilize downloadable apps on these smartphones taking into account usability. Because various circles already use smartphones as a medium to search for information. This makes it an advantage for the school. Because not many schools use the app as one of the strategies to attract the public's attention [38]. Such websites and applications become very important for public relations

an institution build, maintain and maintain the image, then it should be that modern public relation has a cyber public relations division to manage information and communication systems through the website and application of the Institution [39]. Cyber Public Relations is a Public Relations initiative that uses internet media as a means of publicity [40]. Cyber Public Relations activities focus on the interaction of the organization and its public. Cyber Public Relations implementation is defined as the implementation of a Public Relations program by utilizing online media to communicate with the public, Cyber Public Relations becomes a popular activity that many companies or Institutions use in approaching the public [40].

Cyber Public Relations provides advantages over Public Relations activities using conventional media, these advantages include; 1. Can build strong relationships between the company or organization and its public because communication is two-way communication. 2. Save money because the internet is much cheaper than the cost used for the creation of advertisements in both newspapers and television [41], [42]. Other advantages of Cyber Public Relations include: (1) constant communication, (2) internet works 24 hours, (3) very potentially with a worldwide public target, (4) quick response, and (5) two-way interaction and communication [39], [43].

The benefits of Cyber Public Relations for an institution include as a medium of communication that can foster positive relationships with its public as well as to build the reputation or image of an institution, therefore every institution that implements Cyber Public Relations, for example using the school's websites and applications as its communication tools [44], then the institution will have a positive image, the improvement of the positive image of an institution and be well known by the public is one in the scope of public relations work [39].

5. CONCLUSION

Entering the era of Industrial Revolution 4.0, the utilization of technology in the world of education became a must. Based on the results of research the school utilizes technology as a medium for school marketing. Not only that this is considered more effective because in the era of the Industrial Revolution 4.0 almost everyone has a smartphone. SMA Kristen Kalam Kudus Surakarta is in use using websites and applications that can be downloaded on the google play store.

Some opportunities are in the utilization of technology so that for school activities, marketing, or admission of new students, school announcements have been summarized on the school's website and application. This makes it easier for principals, teachers, students, school committees, parents of students,

communities, policymakers, and prospective parents to access school-related information. The benefits of Cyber Public Relations for an institution include a communication medium that can foster positive relationships with its public as well as to build the reputation or image of an institution.

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