

Reputation Strategy for Special Schools (SLB) Sambit District Student Home

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Abstract

Education in a country has a very important role in ensuring the survival of the nation, because education is a vehicle for increasing and developing one's potential so that quality human resources can be achieved. Reputation is an important asset for an organization because public trust is built on reputation. Reputation is not something that is fixed. Sometimes the reputation increases and sometimes decreases. For this reason, efforts are needed to maintain reputation. The approach used in this study is a qualitative descriptive approach, in which the researcher directly obtains information from informants while still referring to qualitative research guidelines. The determination of informants was carried out using a purposive sampling technique. Using internal reputation strategies (internal school) and external actions (external schools) can be used as a basis for determining strategies to build school reputation so that later it can optimize the implementation process and also develop strategies to build school reputation.

Abstrak

Pendidikan di suatu negara mempunyai peranan yang sangat penting untuk menjamin kelangsungan hidup bangsa, karena pendidikan merupakan wahana untuk meningkatkan dan mengembangkan potensi diri sehingga sumber daya manusia yang berkualitas dapat dicapai. Reputasi merupakan aset penting bagi organisasi karena kepercayaan publik dibangun berdasarkan reputasi. Reputasi bukanlah sesuatu yang tetap. Adakalanya reputasi tersebut meningkat dan adakalanya menurun. Untuk itu diperlukan adanya upaya-upaya pemeliharaan reputasi. Metode pendekatan yang digunakan dalam penelitian ini adalah pendekatan deskriptif kualitatif, yaitu peneliti secara langsung mendapat informasi dari informan dengan tetap mengacu pada pedoman penelitian kualitatif. Penentuan informan dilakukan dengan teknik purposive sampling. Menggunakan strategi reputasi dalam (internal sekolah) dan tindakan ke luar (eksternal sekolah) dapat dijadikan pijakan untuk menentukan strategi membangun reputasi sekolah sehingga nantinya dapat mengoptimalkan proses pelaksanaan dan juga pengembangan strategi membangun reputasi sekolah.

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1. INTRODUCTION

Education in a country has a very important role in ensuring the survival of the nation, because education is a vehicle for improving and developing one's potential so that quality human resources can be achieved. In the future, according to Suyanto in Nasution (2010:2), "education is an important human investment that must be designed and financed more adequately, so that Indonesia's human resources are able to grow and compete with other nations." Therefore, the process and development of education must be a conscious effort from the government and society that needs to be carried out continuously without stopping, in order to create intelligent young generations.

Carfi in Iriantara (2011:102) says "reputation and trust are everything. Based on that reputation, you can decide to consider something important or valuable to obtain using

scarce resources, namely time, money or sometimes even yourself. Reputation can be interpreted as a general belief or view that someone or something has characteristics. Reputation is an important asset for organizations because public trust is built on reputation. Reputation is not something that is fixed. Sometimes this reputation increases and sometimes it decreases. For this reason, efforts to maintain reputation are needed.

In order for the goal to be achieved, the right strategy is needed to match what is expected. Likewise, special school public relations requires a strategy in carrying out education. Ruslan (2014: 134) says "strategy is the optimal alternative chosen to be taken to achieve goals within the framework of a plan".

Nasution (2010:11) stated "public relations is a typical management function between an organization and its public, or in other words between educational institutions and the internal public (lecturers/teachers, employees, and students), and the external public (students' parents/students). students' parents, community and external institutions)". Public relations as a mediator between organizations and the public not only conveys information but also listens to what the public has to say, public relations as a mediator can also carry out the role of communicating and negotiating with the public, finding solutions if there is a conflict of interest between the public or between the public and the organization, as well as developing mutual understanding and respect.

2. RESEARCH METHOD

The approach method used in this research is a qualitative descriptive approach, namely the researcher directly obtains information from informants while still referring to qualitative research guidelines. Researchers will use this approach to parties who are considered relevant as sources to provide information regarding the research that will be carried out.

Determination of informant carried out using purposive sampling technique. This technique includes people who are selected on the basis of certain criteria created by the researcher based on the research objectives.

Researcher take samples from people who have been selected according to the objectives of the research, while people in the population who do not match the criteria desired by the researcher are not sampled.

With field data collection techniques (field research) through observation and interviews, serand library research.

3. RESULTS AND DISCUSSION

In an effort to build the reputation of an SLB school, it cannot be placed solely on one party in the school. However, its implementation requires the cooperation of all school members.

In achieving the desired goal of building the school's reputation, the steps taken by the special school Panti Siswa, Sambit District, are improving the internal quality of the school which can be directly known by the community in the process of building the reputation of the Extraordinary school.

In an effort to build the school's image, he first prepares and organizes the school as well as possible, then when the school is ready to promote itself, the school will show itself to the community.

From the reputation strategy he adopted, it can be understood that in building a school's reputation, such as the efforts made by the principal of the SLB Panti Siswa, Sambit District, carry out internal improvements first, then analyze the social culture that exists in the

community around the school to determine a strategy. which is suitable for maintaining the school's reputation.

- 1) then the actions he took were divided into two actions, namely inward action (internal school) and outward action (external school) as will be explained as follows: 1)

Internal strategy Internal strategy

In the process of building a school's reputation, what is seen is the condition of the school. Whether the condition of the school is good or bad will be a separate assessment for the community, therefore the condition of the school must be in good condition overall.

In building the school's reputation, the steps taken by the principal of SLB Panti Siswa Sambit are improving the physical condition of the school first, such as improving the school logo, classroom conditions, upgrading teacher skills, building workshops, training held by the Ponorogo Regency education office which was attended by teachers to improve teaching skills such as choosing appropriate learning methods and media for students.

Apart from improving teachers' professional abilities, another strategy is to improve the physical condition of the school, which is meant by physical condition that is improve existing facilities and infrastructure in schools because existing facilities and infrastructure in schools will be a separate assessment for the community.

As for improving the physical condition of the school that can be seen directly by the community, such as improvements to the field, changes to the school atmosphere and repairer parent parking lot for waiting students.

In the internal school improvement steps that are targeted at the Sambit Student Home SLB are the quality of teachers and existing facilities and infrastructure. Teacher participation in workshops or education and training activities held by related institutions aims to ensure that teachers become trained and are expected to be able to absorb the knowledge gained from the training they participate in and can be applied more optimally in the teaching process at the SLB Panti Siswa, Sambit District.

The facilities and infrastructure available at the school are a separate assessment in the process of building the school's reputation. This is what SLB Panti Siswa Sambit has done, namely improving the atmosphere of the school environment, equipping the facilities needed to support learning and teaching activities and facilitating students in developing talents and interests such as adding fields and so on.

Thus, it can be concluded that the importance of renovating or adding existing facilities and infrastructure at the school, apart from supporting teaching and learning activities at the school, is also to provide a separate assessment to the community so that it can attract the interest of prospective students to study at the school.

- 2) External strategy

The strategy of building a school's reputation will have no meaning when there is no effort by the school to present itself to the community regarding the reputation of the school itself. The external strategies carried out by SLB Panti Siswa Sambit in building the school's reputation include always actively carrying out activities and collaborating with the community and other agencies.

The strategy implemented in building the school's reputation is carried out by direct action. From the actions taken, the community will feel appreciated so that

community trust will be built and this is very necessary in the process of building the school's reputation.

One of the ways in which schools can build their reputation is through activities that can be directly felt by the community, such as celebrating Islamic holidays, school anniversaries or those that are indirectly felt by the community to improve the school's reputation.

Apart from establishing good relations between the school and the community. The Sambit Student Home SLB also tries to establish good relationships with student guardians and parents by providing reports regarding developments or problems related to students.

Schools use the smallest things as strategies to build the school's reputation. With this strategy, guardians or parents will get an assessment of the results of their children's work, as well as the work of the teachers at the school.

1. Factors that influence the reputation strategy of special schools.

a. Supporting factors

In carrying out any strategy there are always several factors that influence the success to be achieved. These can be referred to as supporting factors and inhibiting factors. An educational institution will also receive support or obstacles in achieving their goals. Sambit District Student Home SLB has supporting factors in building the school's reputation. This is as stated by Mrs. Sri Mulyaningsih S.Pd, the principal of the SLB Panti Siswa Sambit school, that:

Supporting factors for implementing the school's strategy in building the school's reputation are the open attitude of the community towards the school and the existence of good cooperative relations between the school and the community, making it easier for the SLB Panti Siswa to carry out every activity that is its task.

Apart from that, the role of the teachers and staff of the Sambit Student Home SLB also really supports the implementation of the strategy to build the school's reputation. The form of support provided is participating in every activity carried out by the school in building the school's reputation and helping inform the school's programs to the community.

b. Obstacle factor

In building the school's reputation It should not always run smoothly, of course there are obstacles in every implementation. As stated by Mrs. Sri Mulyaningsih S.Pd as the principal of the SLB Panti Siswa Sambit school that:

This statement is strengthened by the statement of Mrs. Hartutik S.Pd as a teacher at SLB Panti Siswa that:

The obstacles that occur when implementing the school's strategy in building the school's reputation are because there are still people in the surrounding community who don't care about children's education due to a lack of motivation factors in the community so that when the school comes they are less responsive in conveying information related to students.

4. CONCLUSION

The strategies for building the reputation of special schools (SLB) at the Sambit District Student Home include 2 (two) strategies carried out, namely internal strategies and external strategies. The internal strategies taken are: 1) increasing the professionalism of teachers and school staff by involving teachers and staff in workshops, training and training activities held by schools and training centers, 2) adding and improving existing facilities and

infrastructure in schools to facilitate students. in developing talents and interests. Meanwhile, the external strategies taken are: 1) Involving the community in activities held by the school, 2) Taking care of sick people or disasters occurring around the school, 3) Providing reports to guardians or parents regarding developments or problems related to students, 4) Carrying out publications on any activities or information about the school via social media.

5. SUGGESTION

1. It is hoped that teachers at the SLB Panti Siswa in Sambit sub-district can be used as a basis for determining strategies for building the school's reputation so that later they can optimize the implementation process and also develop strategies for building the school's reputation.
2. It is hoped that the school can review what should be equipped at the Sambit District Student Home SLB, such as learning facilities, and the most important thing is to create an official school website so that it can help the school itself in carrying out all its activities for publication.

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