

## PELAKSANAAN/APLIKASI SIKLUS PUBLIC RELATIONS DI PONDOK PESANTREN SIDOGIRI

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MOSLEM COLLEGE ; PUBLIC RELATIONS

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### RINGKASAN

Sebuah institusi perlu meningkatkan dan menjaga citra untuk menunjukkan keberadaannya di masyarakat. Citra yang diinginkan oleh setiap institusi pastilah citra yang positif. Pondok Pesantren Sidogiri merupakan suatu institusi pendidikan islam non formal yang dalam kasanah kepesantrenan tergolong sebagai tradisional (salaf). Ketika orang menyebut kata salaf, maka bayangan, anggapan, pemahaman dan persepsi orang akan segera mengarah ke tempat belajar para santri yang jauh di pedesaan, kotor, *kudisan*, kumuh, tertinggal dan anggapan-anggapan miring lainnya.

Sejak satu dasawarsa terakhir, pondok pesantren ini sudah dikenal dan diapresiasi masyarakat sebagai pondok pesantren yang relatif modern.karena itu ketika orang mendengar pondok pesantren Sidogiri, yang terpersepsi bukan lagi pondok pesantren kuno, kolot, terbelakang, kumuh dan *ndeso*. Bayangan dan anggapan orang sudah berubah sebaliknya, yakni sebagai pondok pesantren (yang tetap) salaf yang maju, baik dan modern.

Dalam perspektif kajian media dan komunikasi mengenai citra lembaga atau institusi, ilmu yang mempelajari hal tersebut adalah public relations. Maka pertanyaan utama yang hendak dijawab dalam penelitian ini adalah bagaimana pelaksanaan siklus public relations yang digunakan Pondok Pesantren Sidogiri sehingga mampu menjaga serta mengangkat citra lembaga yang sebelumnya salaf (kuno) menjadi salaf yang modern.

Untuk menjawab pertanyaan dalam rumusan masalah, peneliti menggunakan teori yang berhubungan dengan fungsi dan peran public relations yang meliputi aktivitas, tugas dan fungsi, model komunikasi public relations. Proses pembentukan citra dengan bagian di dalamnya tentang citra, persepsi realitas dan citra, fungsi aktivitas public relations dalam citra. Teori tentang public relation lembaga non profit digunakan untuk menerangkan bahwa pondok pesantren Sidogiri merupakan lembaga non profit.

Dari hasil penelitian tentang pelaksanaan siklus public relations Pondok Pesantren Sidogiri ini, maka dapat disimpulkan bahwa dalam menjalankan siklus public relations pengurus pesantren merumuskan permasalahan yang sedang terjadi salah satunya; mengubah paradigma tentang lulusan pesantren yang hanya bisa memimpin kegiatan keagamaan, tetapi tidak dengan lulusan peasantren Sidogiri santri dibekali dengan SDM (Sumber Daya Manusia) mengenai perekonomian Islam dan sosial kemasyarakatan. Perencanaan programnya adalah santri diajak studi banding ke universitas Islam untuk belajar tentang ilmu ekonomi. Sedang tindakannya pesantren Sidogiri membuat Koppontren (Koperasi Pondok Pesantren) dan beberapa Bank Syariah. Dalam mengevaluasi setiap program yang sudah maupun yang belum dilaksanakan pengurus pesantren Sidogiri, dibagi menjadi dua sesuai dengan pembagian kepengurusan, bahwa pengurus pleno melakukan evaluasi tiap minggu sekali yang kemudian dilaporkan pada pengrus harian, dimana pengurus harian melaksanakan evaluasi tiap bulan sekali.

Penelitian ini memberi beberapa saran pada pesantren Sidogiri bahwa diperlukan pembentukan public relations untuk kepengurusan pesantren melihat perkembangan saat ini. Selain itu diharapkan Pondok Pesantren Sidogiri lebih memperhatikan lagi apa yang menjadi problem dan atau peluang untuk kemudian dapat dirancang program yang lebih baik agar dapat menjaga serta meningkatkan citra positif publik.

## SUMMARY

An institution need to build image to show where it is among people. Image that wanted by every institution is positive image Pondok Pesantren Sidogiri is an institution of informal Islamic education with tradisional way (salaf). When a person call the word (pondok pesantren) salaf, so the perception, think, understanding of people will suddenly direct to the student study place that in village (far), dirty, vile, and other negative perceptions.

Since one years ago, pondok pesantren had known and appreciated by people as pondok pesantren that already modern. Because of that, when a person heard the word Pondok Pesantren Sidogiri, the perception are not out of date, dirty, and vile anymore. Image and people perceptions are change.

In the media and communication about the institution image or institute, the knowledge that learn that side is public relations. So the main question that will be answered in this research is the realization part of the public realtions cycle which used PPS until can keep and raise the institution image that before is ancient salaf become modern salaf.

To answer the question, researcher use teory that connect with the function and the character of public relation that include activity, durty, and function of public relation in image. Teory about institute of unprofitabla public relation use for explain that Pondok Pesantren Sidogiri is unprofitable institution.

From the research result about this public relations cycle realization, so can concluded that in performing the public relations cycle, the moslem college manager the problems that happen. One of them is; charge the paradigm about moslem college graduate can only lead in the realigy way, but not with the Pondok pesantren Sidogiri graduate, their santri (strict adherent of islam) are supported by human resources about Islamic ecinimy. The program plan is the santri (strict adherent of islam) are invited to go to Islamic university for study consideration to study ababout economic knowledge in other side the Pondok Pesantren Sidogiri implementation make "koppontren" and some syariah banks. In evaluate every programs that has and not yet been realized by Pondok Pesantren Sidogiri manager is deviden into two, agree with the management part, that pleno manager evaluate in every week and then its reported to the dayly manager. Where the dayly manager execute it every one month.

This research give some suggestion to the Pondok Pesantren Sidogiri that is needed public relations formation to the moslem college management, to see the development right away. Beside that Pondok Pesantren Sidogiri is expected to attent what thing that can become the problem and or the opportunity that then can be planned a program wich better in order it can keep and rarse the positive image of public.

## ABSTRACT

Pondok Pesantren Sidogiri is modern salaf moslem college. Starting from the first build until now. This moslem college still has many devotee until overseas. The good management make the Sidogiri moslem college stronger than before. Perception about salaf moslem college is built by better effect in order to get positive image from people. How is the way of realization of the public relations cycle in salaf moslem college to raise the positive image this institute.

Pondok Pesantren Sidogiri with a good management, as this search want to know the realization of cycle public relations in a moslem institution. This research has purpose to know what kind of idea and step that should be used by leader to raise and keep the positive image of the institute.

This qualitative study appropriate with the study about the understanding a phenomenon about the public relations process of an moslem institution. The unit analysis that used is a naration that is got from the interview result which then it's analyzed. This study use two data sources that are primary and secondary that relate with the purpose of research.

At result, the leader of muslim college formulate the problems by identity everythings at the moment of it institution, then arrange a strategy that will be used to answer the problems by study innovation, social economic study, giving an assignment to santri (strict adherent of islam), existence of alternative media and form media. This strategy is implimentated to the internal and external public. And then it's responsibility by the manager as the controller of the institute periodicly to the owner of the salaf moslem college.

Key words : public relations cyle, moslem college, image