Media Relations for School Promotions in Trensains Muhammadiyah Sragen Senior High School

Fajar Junaedi*, Budi Dwi Arifianto, and Muhammad Rifki Ihsan Tamimi

† Communication Department, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

Abstract. Muhammadiyah Trensains Senior High School Sragen is a leading Muhammadiyah school in Sragen, Central Java Province, Indonesia. The school has excellent achievements in science. The problem encountered is the need for more publication in the mass media. There is a problem in media relations at Muhammadiyah Trensains Senior High School Sragen. For the solution to the problem, this community service was directed at increasing the competency of teachers in the field of media relations. This community service was carried out with workshops involving Muhammadiyah Trensains Senior High School Sragen teachers. Workshop materials included mastery of media relations for school publications and writing news releases. Next, the teacher sent news releases to the mass media. Writing and delivery of news releases have been published in the mass media. The result of this community service is the increased news coverage of Muhammadiyah Trensains Senior High School Sragen in various media.

Keywords: media relations, trensains, students

1 Introduction

Muhammadiyah has a long history in education. History has shown that Muhammadiyah education continues to stand upright and firmly in carrying out its role in educating the nation (Huda & Kusumawati, 2019). The existence of Muhammadiyah's response was inspired and driven by the education movement, and education became an area of concern for Muhammadiyah in modern Islamic education experiments (Yusra, 2018).

The establishment of Muhammadiyah education is based on the theological motivation that humans can achieve a perfect degree of faith and piety if they have a depth of knowledge (Rusydi, 2016). The field of education in the Muhammadiyah organization is the most strategic business charity to realize the ideals of the Muhammadiyah organization (Darsitun, 2020).

Muhammadiyah was present when traditional Islamic educational institutions experienced stagnation (Saihu, 2018). Muhammadiyah, with thousands of charitable efforts, is facing new challenges.

Amid stagnation in the quality of Muhammadiyah schools, there is Muhammadiyah Trensains Senior High School Sragen (SMA). This school is one of Muhammadiyah's schools located in Sragen, Central Java.

As a leading school, Muhammadiyah Trensains Senior High School Sragen is not widely known by the public. So, it becomes essential to manage the media relations of Muhammadiyah Trensains Senior High School Sragen. Media relations aims to build good relations by conveying the information the public needs through the media (Hidayat et al., 2020). A good relationship between public relations and the mass media dramatically influences the publications sent by public relations to the mass media (Erduandi, 2018).

The solution faced by Muhammadiyah Trensains Senior High School Sragen is to increase the competence of administrators and teachers of Muhammadiyah Trensains Senior High School.
Sragen in media relations. Some literature states that relations with the media are efforts to seek maximum publication or broadcast of a message or public relations information to create knowledge and understanding for the public of the company organization concerned (Dewi, 2012)

By using a media relations perspective, the solution to the problems faced by Muhammadiyah Trensains Senior High School Sragen is to increase the competence of administrators and teachers of Muhammadiyah Trensains Senior High School Sragen in media relations.

2 Methods

The implementation of this program was carried out in several steps, as follows—first, Focus Group Discussion (FGD) with partners. FGD's goals were to get input from partners regarding the problems faced from a media relations perspective. The results of the FGD are used as a basis for subsequent activities. Second, a media relations workshop was held for teachers at Muhammadiyah Trensains Senior High School Sragen. The workshop materials included preparing media relations plans and writing press releases. Finally, after the media relations workshop, press releases were sent to the mass media.

3 Result and Discussion

The following are the results and discussion of the community service program that has been carried out.

3.1. Focus Group Discussions

The Focus Group Discussion involved the director of the Muhammadiyah Trensains Senior High School Sragen, the principal of the Muhammadiyah Trensains Senior High School Sragen, and the teachers of the Muhammadiyah Trensains Senior High School Sragen. The Focus Group Discussion was held on 7 February 2023 at Muhammadiyah Trensains Senior High School Sragen.

The crucial things found in the Focus Group Discussion were as follows. First, Muhammadiyah Trensains Senior High School Sragen has many achievements in various fields, especially academics. The achievements made by Muhammadiyah Trensains Senior High School Sragen start from the local, regional, and national up to the international level. The successes obtained are the competitive advantage of Muhammadiyah Trensains Senior High School Sragen.

Second, the achievements of Muhammadiyah Trensains Senior High School Sragen have not been disseminated massively through the mass media. Information about school achievements was mainly spread through WhatsApp conversation groups.

Third, there is a need to publish Muhammadiyah Trensains Senior High School Sragen to the public through the mass media. This publication is mainly related to the activities and achievements of Muhammadiyah Trensains Senior High School Sragen.

3.2. Workshop on Media Relations and Delivery of News Releases

The media relations workshop was held at Muhammadiyah Trensains Senior High School Sragen on April 14, 2023. The workshop facilitators were lecturers from the Communication Department, Universitas Muhammadiyah Yogyakarta. Workshop participants were teachers of Muhammadiyah Trensains Senior High School Sragen.

The implementation of the workshop started with an introduction to media relations. For awareness of media relations' importance, the facilitator asked the participants to search for news about schools through the Google search engine.

The facilitator then explained to the participants about several essential things about media relations. First, through media relations, the publication of school activities and achievements could be distributed for free. Media relations includes public relations activities, where the main principle is establishing good relations with various parties, in this
case, the mass media. With good links, the news can be published by the mass media. At the same time, advertorials are advertising activities to gain space and time in the mass media; it is necessary to pay advertising costs per the provisions of the intended mass media. So, to get publication in the mass media, it is required to make a media relations plan at school.

Second, the facilitator explained that sending news releases is a form of media relations. The critical thing to understand in news release delivery is that journalists and mass media editors like news releases in a ready-made form. The point is news that has conformed to journalistic norms. The selected news in the practice of writing news in the workshop is direct (hard news). The facilitator invited participants to practice writing news using the standard inverted pyramid, completed with 5W and 1H news elements, with direct and indirect quotations.

After the workshop, the facilitator assisted Muhammadiyah Trensains Senior High School Sragen online. The assistance was carried out for two months, from February to April 2023. This assistance was carried out by writing news about the activities and achievements of Muhammadiyah Trensains Senior High School Sragen. The written news was then sent to the mass media.

![Figure 1. News from the teacher, published in Suara Muhammadiyah.](image-url)
The news above results from media relations activities published in the mass media without the need for publishing costs—effective media relations for the publication of school activities and achievements. The choice of digital media for the publication of news written by teachers is motivated by the fact that digital media is a modern communication strategy in line with technological advances. The approach shifts from conventional to contemporary. Public relations are no exception to using digital media as a work approach (Hidayat et al., 2020).

4 Conclusion

This community service program has solved the publication needs of Muhammadiyah Trensains Senior High School Sragen in the mass media. The success of Muhammadiyah Trensains Senior High School Sragen teachers in publishing in various media originating from news releases proves this success. Publications about the activities and achievements of Muhammadiyah Trensains Senior High School Sragen have implications for the public's recognition of Muhammadiyah Trensains Senior High School Sragen. The more massive the news about SMA Trensains Muhammadiyah Sragen is in the mass media, especially digital media, the easier it will be for Muhammadiyah Trensains Senior High School Sragen to appear on the first page of search engine sites. This service program is expected to be a model for Muhammadiyah schools so that their activities and achievements are increasingly recognized by the public through media relations by sending releases to the mass media. The more news releases are made, the more the school is known by the public. Thus, the school will be the community's choice as a superior school.

References


