ABSTRAK

ABDURRAHMAN, 2014. *Manajemen Hubungan Masyarakat di SMA Negeri 1 Polewali*. (Dibimbing oleh Dr. Jumadi Tangko, M.Pd. dan Dr. Pattaufi, S.Pd, M.Si.)

Penelitian ini adalah penelitian deskriptif dengan pendekatan kualitatif. Adapun rumusan masalahnya adalah (1) Bagaimana perencanaan Humas di SMAN 1 Polewali; (2) Bagaimana pengorganisasian Humas di SMAN 1 Polewali; (3) Bagaimana aktualisasi Humas di SMAN 1 Polewali; (4) Bagaimana pengawasan Humas di SMAN 1 Polewali. Sementara itu penelitian ini bertujuan: (1) Untuk mengetahui perencanaan bidang hubungan masyarakat di SMAN 1 Polewali; (2) Untuk mengetahui bagaimana SMAN 1 Polewali mengorganisasikan kehumasannya; (3) Untuk mengetahui bagaimana SMAN 1 Polewali mengaktualisasikan (merealisasikan) program kehumasannya; (4) Untuk mengetahui proses pengawasan yang diterapkan SMAN 1 Polewali terhadap realisasi program kehumasannya. Teknik pengumpulan yang digunakan meliputi: (1) observasi partisipasi pasif; (2) wawancara mendalam; (3) studi dokumentasi. Data yang diperoleh dari ketiga teknik tersebut kemudian dianalisis dengan teknik triangulasi guna menyusun dan mengabstraksikan temuan lapangan. Keabsahan data diuji dengan triangulasi.

Hasil penelitian ini bahwa perencanaan manajemen humas SMA Negeri 1 Polewali membuat program berdasarkan petunjuk atau acuan renstra dari dinas pendidikan, yang dilakukan melalui rapat dengan semua elemen sekolah. Pelaksanaan manajemen humas di SMA Negeri 1 Polewali dilakukan mulai dari mengirimkan siswa ke event-event kependidikan untuk melaksanakan lomba antar sekolah bekerjasama dengan lembaga pendidikan lainnya, serta dengan masyarakat sekitar. Evaluasi dan pengawasan manajemen humas di SMA Negeri 1 Polewali dilakukan oleh kepala sekolah dan waka humas  secara langsung dan periodik tergantung dari jenis program kegiatan yang dilaksanakan. Proses   pengawasan yang digunakan sekolah mempunyai kriteria mengacu pada lembaga pendidikan lainnya juga mempunyai kriteria tersendiri dalam evaluasi tetapi alat instrumennya yang menentukan pihak sekolah. Evaluasi program setiap kegiatan bertujuan untuk mencari pemecahan apabila terdapat masalah.

ABSTRACT

ABDURRAHMAN, Public Relations Management at SMAN 1 Polewali. (Supervised by Dr. Jumadi Tangko, M.Pd. and Dr. Pattaufi, S. Pd, Si)

Goal of this study departs from the focus of research at SMAN 1 Polewali. namely: (1) planning which includes: a. how public relations management planning process in SMA 1 Polewali, b. when the program planning activities performed, c. who was involved; (2) implementation which includes: a. what programs are implemented, b. What techniques are implemented in the spread of public relations management work program at SMAN 1 Polewali, c. what are the factors that support and hinder the implementation of public relations management in SMA 1 Polewali; (3) the evaluation include: a. What evaluation criteria pengawasandan, b. how the process of monitoring and evaluation of public relations management in SMA Negeri 1 Polewali. This study used a qualitative approach with case study research. Data collection techniques used include: (1) passive participation observation; (2) in-depth interviews; (3) study the documentation. Data obtained from the three techniques were then analyzed by triangulation techniques to prepare and abstract field findings. The validity of the data was tested by triangulation.

The results of this study are as follows: public relations management planning is the first step of an activity, SMA Negeri 1 Polewali create a program based on the instructions which is done through meetings with all elements of the school. This planning activity conducted at the beginning of the new school year. The work program of public relations is to establish cooperation with other educational institutions, visit attractions, and visit or promotion to schools. Implementation of public relations management in SMA 1 Polewali conducted from sending students to educational events to implement inter-school competitions in cooperation with other educational institutions, especially education department Polewali, in collaboration with local communities to improve school quality and student skills and establish a relationship with the community. As for the supporting factor in public relations programs that send students to the school believed in carrying out various competitions, facilities that support in implementing public relations programs, as well as the role of parents who support the public relations program. While the obstacles or barriers are not maximum supervision of the school in the student's creativity so that there are some students who have demonstrated achievement. It is used as a correction and enhanced supervision by the school for disciplining students. Evaluation and management oversight of public relations at SMA Negeri 1 Polewali conducted by the principal and waka.