



PUBLIC RELATIONS STRATEGY IN REALISING VISION, MISSION AND SCHOOL IMAGE

Nilla Putri Salsabila¹, Narendra Jumadil Haikal Ramadhan², Azis Gaffar³, Muhammad Amin Nur⁴

^{1,2,4}UIN Maulana Malik Ibrahim Malang

³Sekolah Tinggi Ilmu Sosial Teminabuan

E-mail: 1230106210024@student.uin-malang.ac.id, 2230106210056@student.uin-malang.ac.id, 3Azisgaffar.pmh@gmail.com,
4aminnur@pai.uin-malang.ac.id

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Corresponding Author:

Nilla Putri Salsabila

Email Corresponding :

230106210024@student.uin-
malang.ac.id

ABSTRACT

This study aims to determine the strategies used by public relations in realising vision and mission and school image at DDI Mangkoso Junior High School. This research is qualitative research with a case study approach. The primary data source in this study is the Vice Principal for Public Relations. The technique used for data analysis is a direct observation in the field. The results of this study indicate that the public relations strategy in realising vision and mission and school image at DDI Mangkoso Junior High School through several effective steps, namely 1) empowering alumni, 2) delegating competitions, 3) social media content and 4) interactive communication with student guardians. The impact of the public relations strategy in realising vision and mission and school image is the significant increase in the number of new student registrants at DDI Mangkoso Junior High School in the last five years. Through the strategy and its impact, it can be seen that the existence of public relations in the school has a very important role in realizing the vision and mission and school image. This research not only contributes theoretically, but also provides an overview of how to plan and implement effective school communication strategies.

Keywords: *Strategy; Public relations; Vision and Mission; School Image*

1. INTRODUCTION

Educational institutions' identity and strategic orientation are determined by their vision, mission, and school image (Hidayat, 2021; Suswardana, 2022). While the mission outlines the specific actions to accomplish the vision (Ahmad & Masroor, 2020; Puteri & Pirhantini, 2020), the vision outlines the ideal objective to be accomplished (Eryomenko & Kolesnikov, 2020; Sulisti et al., 2021). The public's opinion of the standing and calibre of education provided is known as the school's image (Akmalia et al., 2022). These components are crucial because they can help all parties involved—students, parents, and staff—align their objectives and expectations (Rodela & Bertrand, 2021). Since it offers precise direction and shared

objectives, a strong vision and mission statement can boost the dedication and motivation of every school employee. Furthermore, a favourable perception of the school can draw in more deserving pupils and community support, which will expand its resources and educational opportunities.

Schools that have a well-defined vision and mission are better able to accomplish long-term objectives and adapt to changes in the outside world (Musnaeni et al., 2022).

In order to carry out schools' vision and mission and improve their reputation in the community, public relations is essential. In order to establish and preserve good relationships with a variety of stakeholders,

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such as students, parents, teachers, and the local community, public relations' primary responsibility is to effectively convey the school's objectives and core values to the general public (Rahayu & Ajhuri, 2022; Sunarto & Mulyono, 2023). Public relations aids in spreading knowledge about the school's accomplishments, top-notch initiatives, and events that further its goals. Public relations may raise community support and involvement and improve public knowledge and comprehension of the school's direction and objectives with an effective communication plan. Furthermore, public relations helps manage bad situations and crises that could harm the school's reputation (Hidayat, 2021). Public relations may assist the school retain and improve its reputation by taking a proactive and responsive strategy. This can help the school draw in more top-notch students and increase the number of relationships and resources it has access to (Rosi et al., 2022). Therefore, public relations plays a critical part in making sure that the school's vision and goal are fulfilled to the best of its ability and that the public continues to see it favourably.

According to this study, active participation-based public relations tactics can improve the school's relationship with the community, which will help it more effectively fulfil its vision and mission. Furthermore, this study intends to investigate new developments and contemporary methods in public relations strategies, like the use of social media and content marketing to enhance the school's reputation. As a result, this study not only advances our theoretical knowledge of public relations' function in education, but it also offers useful advice for schools looking to develop and execute creative and successful communication plans. Educational institutions' identity and strategic orientation are determined by their vision, mission, and school image (Hidayat, 2021; Suswardana, 2022). While the mission outlines the specific actions to accomplish

the vision (Ahmad & Masroor, 2020; Puteri & Prihantini, 2020), the vision outlines the ideal aim to be attained (Eryomenko & Kolesnikov, 2020; Sulastri et al., 2021). Public opinion of a school's reputation and level of instruction is known as its "image" (Akmalia et al., 2022). These components are crucial because they can help all parties involved—students, parents, and staff—align their objectives and expectations (Rodela & Bertrand, 2021). Since it gives everyone in the school clear direction and shared objectives, a clear vision and mission can boost everyone's motivation and dedication. Furthermore, a favourable perception of the school might draw in more deserving pupils and community support, which can result in additional funding and learning possibilities. Schools that have a well-defined and well-managed vision and mission are better able to accomplish long-term objectives and adapt to changes in the outside world (Musnaeni et al., 2022).

In order to carry out schools' vision and mission and improve their reputation in the community, public relations is essential. In order to establish and preserve good relationships with a variety of stakeholders, such as students, parents, teachers, and the local community, public relations' primary responsibility is to effectively convey the school's objectives and core values to the general public (Rahayu & Ajhuri, 2022; Sunarto & Mulyono, 2023). Public relations aids in spreading knowledge about the school's accomplishments, outstanding initiatives, and events that further its goals. Public relations may raise community support and involvement and improve public knowledge and comprehension of the school's direction and objectives with an effective communication plan. Furthermore, public relations helps manage bad situations and crises that could harm the school's reputation (Hidayat, 2021). Public relations may assist the school retain and improve its reputation by taking a proactive and

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responsive strategy. This can help the school draw in more high-caliber students and increase the number of relationships and resources it has access to (Rosi et al., 2022). Therefore, public relations plays a critical part in making sure that the school's vision and goal are fulfilled to the best of its ability and that the public continues to see it favourably.

This study shows how active participation-based public relations tactics can improve the school's interaction with the community, which will help the school more effectively fulfil its vision and mission. Furthermore, this study intends to investigate new developments and contemporary methods in public relations techniques, like the use of social media and content marketing to enhance the school's reputation. As a result, this study not only advances our theoretical knowledge of the function of public relations in the educational setting, but it also offers helpful advice for schools looking to develop and execute creative and successful communication plans.

2. METHODS

This research uses a qualitative method, which aims to obtain meaning and understanding through data collection from the words, descriptions, and behaviour of participants. The data collection technique used in this research is observation, which involves researchers in the field. In other words, researchers interact directly with the activities carried out by research subjects in their environment while systematically collecting data in field notes (Sugiyono, 2017). Primary data from this research comes from interviews conducted with trusted informants. In this case, the Principal and Vice Principal for Public Relations (Waka Humas). The object of research was conducted at DDI Mangkoso Junior High School, Soppeng Riaja District, Barru Regency, South Sulawesi. To ensure data validity, researchers used triangulation

techniques by comparing data from various sources such as observations, interviews, and related documents.

3. RESULTS AND DISCUSSION**Public Relations Strategy in Realising Vision and Mission and School Image**

In order to achieve the school's goal and objective, public relations performance is crucial. The objective is to build relationships with the neighbourhood around the school in order to gain community acceptance. The community's hopes and compassion can be a good yardstick for achieving the school's vision and goal (Febriani et al., 2021). Public relations efforts create aspirations that manifest as community support and aid for the creation and execution of educational initiatives. Because a successful public relations strategy is necessary for the dissemination of information about educational institutions, public relations plays a crucial role in the current digitalisation era (Malinda Sitorus et al., 2021; Rifa'I & Hosen, 2023). Therefore, determining the issues that exist in educational institutions is the foundation of the particular plan or strategy that public relations requires.

The principal and deputy principal for public relations, Waka Humas, create the public relations strategy that DDI Mangkoso Junior High School uses to realise its vision, purpose, and school image. To pinpoint issues and modify the school's requirements, strategic planning is essential. When the strategy is put into action, the strategic planning process also helps with control and evaluation. According to Rosady Ruslan (2005), an institution's public relations management is inherently linked to the public relations function, which serves as the broad foundation for the process of developing public relations strategies. An examination of public relations tactics using Rosady's instrument is provided below:

1. Identify the problems that exist in the school. Schools essentially provide good services in accordance with the school's

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vision and mission to be able to realise the school's image or reputation. DDI Mangkoso Junior High School is an educational institution under the auspices of the DDI Mangkoso Islamic Boarding School, recorded at the Ministry of Education and Culture number 11/PCK/SK/I/2009 according to the number of the educational institution establishment permit DDI Mangkoso Junior High School was established in 2009. Under the auspices of the pesantren, this school is in a foundation that has several formal institutions under it. So, in this case it has a fairly strong competitiveness at the secondary school level.

2. Identifying targets. The new student admission process at DDI Mangkoso Junior High School comes from santri who are at the DDI Mangkoso Pesantren at the I'dadiyah level. So that prospective students are not allowed to register for DDI Mangkoso Junior High School, before becoming I'dadiyah students at Pesantren DDI Mangkoso.
3. Evaluating the pattern and level of attitude of the institution as its target. DDI Mangkoso Junior High School, in accordance with its vision of a pesantren-based school with imtaq, science and technology, independence and achievement, combines formal secondary school education with pesantren education.
4. Identifying the structural power or focus of the institution. DDI Mangkoso Junior High School focuses on the image or quality of the school and the achievements of its students which are the differentiators with other institutions. Thus, DDI Mangkoso Junior High School has a good standard of student graduates, quality teacher competence and students who have competitiveness in academic and non-academic fields.
5. Selection of options or tactical elements of public relations strategy. This is the selection of school programmes. In realising the school's vision and mission and image, DDI Mangkoso Junior High

School facilitates its students to develop their academic and non-academic abilities. Through the delegation of competitions according to the students' abilities.

6. Identify and evaluate changes in government and foundation policies or regulations, etc. The school principal and the team led by the Vice Principal for Public Relations (Waka Humas) routinely conduct evaluations related to the programmes implemented in the field of public relations. The agencies under the guidance of the Vice Principal for Public Relations are the OSIS Communication Division and the 'Anna Pangngaji' Media Team. They evaluate suggestions and criticisms from student guardians and foundations regarding the programmes implemented in improving communication (networking). This aims to reach a common understanding in improving the school's image.
7. Explaining or implementing the planned public relations strategy. This involves communicating the programme and its implementation steps to the foundation, teachers and school committee.

After analysing the strategies related to the internal and external of DDI Mangkoso Junior High School, the following are the strategies used by DDI Mangkoso Junior High School in realising the school's vision and mission and image:

1. Empowering Alumni

Strengthening the alumni network is important to support the school's image. Alumni can be said to be a product or output resulting from the educational process, how good the educational services provided will be reflected in the existence of its alumni. DDI Mangkoso Junior High School gathers alumni empowerment as one of the public relations strategies in realising the vision and mission and school image. Strengthening the network through alumni ties can have a good impact on the school. DDI Mangkoso Junior High

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School empowers alumni by the competence possessed by alumni.

Competence empowerment means that alumni who have achievements can attract prospective students to enrol at DDI Mangkoso Junior High School. The school empowers alumni through inspirational classes, alumni testimonials, providing motivation and others. This inspirational class is in the form of publishing alumni achievements through the Instagram account @smpddimangkoso, indirectly the community sees the achievements of the school's graduates. Then through alumni testimonial videos uploaded through the school's YouTube channel, describing the existence of continued education and achievements after graduating from DDI Mangkoso Junior High School.

Public relations classifies the ability of alumni to become educators or extracurricular coaches at DDI Mangkoso Junior High School. Thus, alumni have room to develop and be productive according to their competencies and expertise. This finding supports a study conducted by Asep Dawami (2022) which states that alumni have an inner emotional closeness to their almamater, so that it can make an impetus to carry out service to their institution according to their expertise. This is to support the improvement of the quality of human resources at the institution, so as to achieve a good image.

2. Delegating Competitions

Supporting the Mission of DDI Mangkoso Junior High School, namely 'Making Students who excel in academic and non-academic fields', is realised by various achievements through the delegation of student competitions. This public relations strategy was chosen to realise the school's vision and image. Public Relations of DDI Mangkoso Junior High School is active in seeking information about various competitions and olympiads through communication

networks between schools and social media networks. The competitions and olympiads that students participate in, adjust to the talents and achievements of students. In this case, public relations collaborates with the Head of Curriculum and Student Affairs to foster competition preparation.

This strategy is the flagship strategy of public relations to support the school's image. Through the competition, students spur the spirit of achievement. The competitions participated in by DDI Mangkoso Junior High School are not only from the Regency realm, but also inter-provincial to national. Students receive many awards through these events, which support the achievement of the school's reputation level.

School achievement is one of the indicators of the success of the school programme. The delegation of this competition is a promotional event, introducing the school to the general public. This finding supports research conducted by Tutut Sholihah (2018) which states that the outside community will judge through these achievements, showing that the quality of school students is not in doubt. School achievements also increase self-confidence and competitiveness with outside institutions, the impact is that the school becomes the destination of many guardians who want to send their children to the school.

3. Social Media Content

Disseminating content on social media is a public relations strategy that must be done optimally in the current digitalisation era. DDI Mangkoso Junior High School disseminates information about school activities and news through social media managed by the Public Relations of DDI Mangkoso Junior High School. Public relations has a media team, namely the Student Council Communication and Information Division and the 'Anana Pangngaji' Media Team. Both teams actively

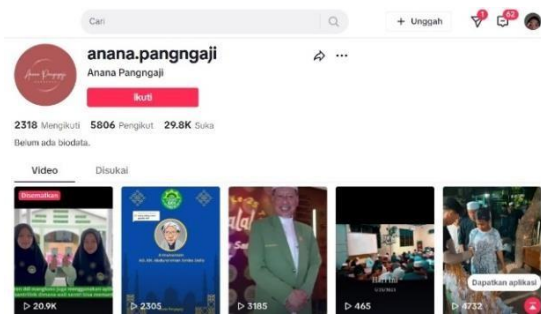
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manage existing social media accounts on Instagram @smpddimangkoso, TikTok @anana.pangngaji and YouTube channel ‘Speedy Official’.

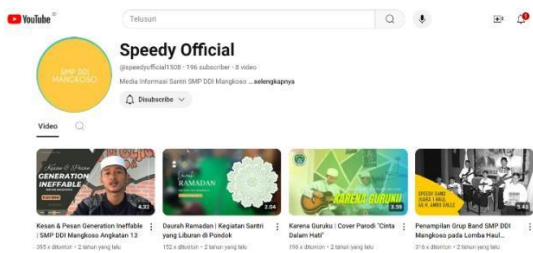
Screenshot 1 Instagram



Screenshot 2 TikTok



Screenshot 3 Youtube



The media team's program actively manages material on social media platforms. Apart from disseminating school information to the wider public, the media team also investigates popular, captivating, and amusing content while, of course, keeping in mind the principles of the school and Islamic Boarding School. For instance, creating videos that document school-related events including teaching and learning exercises, congregational prayers, and more. This is

being done in an effort to draw potential pupils to DDI Mangkoso Junior High School. Additionally, the media staff frequently posts images on Instagram as content, including pictures of school-related learning events, student practicums, and congrats for students that excel.

It is crucial to divide up the topics or areas of focus that are shared on social media in order to facilitate the community's access to the most recent school information. DDI Mangkoso Junior High School's everyday activities, student accomplishments, holiday or commemorative greetings, and "Kelas Inspirasi" information regarding alumni accomplishments are the main topics of Instagram @smpddimangkoso. By following the TikTok trend, TikTok @anana.pangngaji distributes engaging content about students' everyday activities and focusses on video footage of student activities. The "Speedy Official" YouTube channel then focusses on lengthy videos on student abilities such song covers, school profiles, and alumni endorsements.

Based on current market research, the three social media platforms—Instagram, TikTok, and YouTube—were chosen because they have the greatest user bases in today's society and a broad range of information transmission. As a result, the three social media platforms currently offer chances for online promotion and help to influence the community's perception of the institution. The content posted on the three social media platforms will travel swiftly and be readily absorbed by the community if it aligns with contemporary social trends. As a result, the community is aware of DDI Mangkoso Junior High School in more than just one area. This result backs up a study by Hasan Sazali and Ainun Sukriah (2021) on how public relations professionals use social media to disseminate publications and information about schools. Social media selection has a significant impact on the dissemination of school information since it allows for easy and efficient later dissemination to the larger community without incurring costly expenses and saves

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time. By highlighting student accomplishments and the school's benefits, social media use can also have an impact on how the institution is perceived.

4. Interactive Communication with Student Guardians

Interactive communication can support the realisation of the school's vision and mission and programmes. DDI Mangkoso Junior High School conducts interactive communication with student guardians through WhatsApp Group. Student guardians are gathered in one group, according to their class. This step is taken as a medium for interactive communication with student guardians, because it is considered very basic and directly related to the student guardian. Given that students who attend DDI Mangkoso Junior High School are santri who are under the auspices of the DDI Mangkoso Islamic Boarding School, so they need full attention from educational institutions to channel information about the development of institutional services.

Matters that are informed through the WhatsApp group include student activities at school, school programmes, school evaluations and anything that requires support or response from student guardians. Through this WhatsApp Group, the school will easily hear or respond to aspirations, suggestions and input from student guardians. One of the functions of public relations in schools is to establish communication and cooperation between parents or guardians of students and institutions. Student guardians within the scope of public relations are external parties who play a role in supporting the success of the goals of educational institutions.

Public relations plays its function as a disseminator of messages, information, and policies set by the institution. Therefore, the decision involves two-way communication with the external public (Eka Khoirunnisa &

Denas Hasman Nugraha, 2019). In line with research conducted by Ningsih (2022) that through communication and cooperation external parties can support the achievement of goals in the institution and are known by student guardians.

Impact of Public Relations Strategy on Vision and Mission and School Image

Through the realisation of the school's vision, mission, and image, the public relations strategy of DDI Mangkoso Junior High School is anticipated to be able to overcome and offer solutions to the issues the school faces. The DDI Mangkoso Islamic Boarding School, which has multiple secondary school-level formal educational institutions, is the parent organisation of DDI Mangkoso Junior High School. This is an issue that DDI Mangkoso Junior High School is dealing with. DDI Mangkoso Junior High School has experienced an increase in the number of new pupils enrolling as a result of the effective implementation of a variety of programs.

This study examined how the use of these tactics has contributed to the rise in the number of new students over the previous five years. This is summed up in the table that follows.

Table 1 Percentage Increase in New Students

Year	Total	Percentage Increase
2019	30 People	11,9 %
2020	37 People	14,7 %
2021	40 People	15,9 %
2022	91 People	36,1 %
2023	54 People	21,4 %

The table shows data on new students over the previous five years, showing a notable rise. The number of students increased by 14.7% in 2020, with 91 pupils representing a sharp increase of 36.1%. Through the application of measures for the realisation of DDI Mangkoso Junior High School's vision, mission, and image, the school's public relations strategy has led to a

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rise in the number of registrants or new students.

All facets of the school, including the calibre of graduates, effective administration, financial stability, member conduct, social duty, etc., are portrayed in the school image. This finding is consistent with study by Andhika Wirabhakti (2023), which claims that a school's image is a representation of all facets of the institution, including the calibre of its graduates, management success, financial stability, institutional member conduct, social responsibility, etc.

4. CONCLUSION

At DDI Mangkoso Junior High School, public relations plays a critical part in achieving the school's vision, mission, and image. The number of new student registrations has significantly increased over the previous five years as a consequence of effective initiatives such as alumni empowerment, competition delegation, social media utilisation, and interactive engagement with student guardians. Public relations serves as a conduit for information between the community and the school, handling emergencies, fostering goodwill among stakeholders, and spreading critical information. This study demonstrates that a carefully thought-out and assessed public relations campaign can improve a school's standing and offers helpful advice for other institutions looking to use creative and successful communication techniques.

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